



PRESS RELEASE

ALEXES HAGGINS

AUTHOR • AWARD-WINNING ENTREPRENEUR • OWNER, FLOWERS BY ALEXES

IAmAlexes.com



FOR IMMEDIATE RELEASE

Washington, D.C. • July 15, 2026

From the Pit to the Throne: Second-Generation Florist Alexes Haggins Announces Debut Book & Luxury Forever Roses Collection

WASHINGTON, D.C. — Alexes Haggins, CEO of Flowers by Alexes and second-generation owner of her family's beloved Washington, D.C. flower shop, announces the release of her debut book, *From the Pit to the Throne*, publishing July 15, 2026 through *Woman of Many Trades Publishing*, with preorders available now. Haggins inherited the shop from her father, carrying forward a floral legacy that has served the nation's capital for more than three decades — a business built not only on blooms, but on family, faith, and community.

Behind the beauty is a battle. In February 2026, Haggins came within reach of losing the shop her father entrusted to her. Instead of letting that season write her ending, she fought her way back, and now she is telling the story. Written to reach women who have walked a similar road, and to prepare those who have not yet faced their own storm, *From the Pit to the Throne* offers a living testimony that legacy is not just what you inherit, but what you overcome. Her message is simple and unshakable: you can rise from the pit to the throne.

"They saw the flowers. They never saw the fight. This book is the fight — and the crown on the other side of it."
— Alexes Haggins, CEO, *Flowers by Alexes*

In celebration of the release, Haggins is also unveiling the Luxury Forever Roses Collection — preserved, everlasting roses designed as a lasting symbol of the very rise she writes about, available exclusively at IAmAlexes.com. Media interviews, appearances, and signed-copy bundles are available upon request.

MEDIA CONTACT

Dr. Tameika Marrow • Marrow & Associates Inc. • 240-579-5480 • www.marrowandassociatesinc.com
www.flowersbyalexes.com • IAmAlexes.com

PRESS CONTACT

ALEXES HAGGINS

OWNER, FLOWERS BY ALEXES



WEBSITE
IAmAlexes.com



EMAIL
flowersbyalexes@gmail.com



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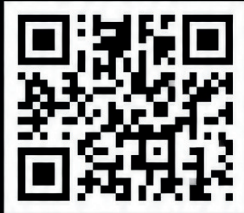


PHONE
(202) 904-9151



LOCATION
Washington, DC

VISIT
IAmAlexes.com



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BY ALEXES