

LA Unscripted | June 17th, 2022

From hot spots and hidden gems to lots of local flavor It's your guide to L A the unscripted way And tonight we're helping you celebrate the man in your life Hello everyone and welcome to L A unscripted from the level hotel south of I'm David De and father's day is just around the corner But even if the man in your life is it your dad or a dad How about making him a plant that no relationship is perfect So even being upset at your plan is something real My name is Andy So I was born in Mexico City and the last 11 years of my life I've been organizing out of Boyle Heights I a lot of customers are first time plant parents and I think it's very special to me that they chose to come here Not only support our our business but support a mission and vision of of what we stand for helping each other out being resources for each other and supporting each other on all fronts I started doing the pop ups last Christmas at a necessity and it all happened so organically but with devastating situations in between my dad almost died like three times in the last year That was always in the back of my mind trying to figure out what to do and how I could merge my passions with a business so that I can help my father And it's not until we put up against a wall that you have no choice that you just don't care You don't feel anything You just know you have to get things done Thank God Like I organized in my community because I was able to find a room with someone that I knew I was able to coordinate with different friends to help me take food to him I feel supported you know but at the same time I support them too It's a mutual in a sense mutual aid There's cultural and class differences between plant parents growing our own food our own herbs um having a little piece of our own uh roots right Our country and so rich in culture that you can never compare that to \$1000 landscape We're in one of the richest countries and one of the richest cities in the nation And we're still dealing with the most toxic air How can we help ourselves if we all start thinking about how plants can be incorporated into our well being in that level we can change how we address everything So bring a little bit of nature into your home Great place with a really great message But if flowers are the thing you want to bring Jasmine Simpkins takes you to one stunning spot Welcome to Bloom and bloom You're getting a warm welcome from Mr Leroy Well thank you for having a on here to see the space bloom and bloom is my flower business that I've had since 2010 I started it as a way to follow a little bit more of my creativity We make custom arrangements We do a lot of high end florals for big companies celebrities You know all of that

the biggest name that we've worked with is we've worked with Beyonce We've worked with Rashida Jones Maya Rudolph We treat it more of like an art practice So you're kind of like buying a little baby sculpture before I started my business The only black florist I had ever seen was Preston Bailey and I noticed him on Oprah for her 40th birthday party and like he did I think her 50th and it was like so grand It's over the top And like that was kind of like my inspiration in in many ways I would describe my style as we kind of call it natural opulence I like a lot of movement There's a lot of dance in my life And so I like the arrangements that look like they're constantly in motion I like things to um have a lot of texture and dimension and really like the overall gesture when you see it is like whoa breathtaking I love the name but I want to know from you Like how did you guys come up with it I really have a love for flowers I knew I was starting a flower business and I love feathers So I just thought flowers and feathers was a weird name It was definitely a group effort where like bouncing ideas back and forth on like what would be like the perfect little pairing and that's what we want with and boom here you are And how long has it been Business has been here The coffee shop has been here It'll be three years in January The flower business has been since 2010 We're in Echo Park historic Filipino Town This has been my neighborhood I've lived here for 18 years There has just been a lot of change in the last five years and I was like mm somebody's gonna open a coffee shop somebody it's gonna annoy me So let me be the change that I want to see in the world So my brother and I um partnered together He runs the business side of it I run the creative side of it and we open bloom and plum coffee We have all of your regulars We have um your lattes your cappuccinos your cortado your Americanos right now We have what's called candy on drip and it is absolutely stunning I'm gonna pour you a cup Oh let's do it We're considered like a third wave shop So it's very bespoke It's um I I wanted that like high end experience but at a price point and a a vibe that was accessible to all and where everybody felt comfortable to come in Thanks Jasmine and coming up another must stop flower spot and our on ar goes full dad mode will be right back This was basically just a a parking lot and AI group uh put about \$200 million development into it And uh we have a very unique concept as a blend of hotel stays the nightly stays as well as long term So you can stay here for one night all way up to one year We cater to a lot of the business travelers because one of the unique things about us is we have very large square footage You're looking at 700 square feet all the way up to uh 1250 square feet for 12 and three bedrooms and then you get as

large as 18,000 square feet You are in the largest penthouse on the market in Los Angeles You're in an 18,000 square foot penthouse uh wrap around uh views 360 views of all of LA I mean you can see on a clear day you can see out to the beach you're gonna have four bedrooms 10 bathrooms you're looking at three kitchens it's rooftop deck right here That we're standing on You know you've got your nice fire pit all theater room as well too Uh You're gonna have a huge wine cellar that will hold up to about 700 bottles of wine floor to ceiling windows The actual master bedroom is awesome Uh It has a huge master bathroom in the closet That's the size of a lot of people's apartments There's a private pool we're actually on one side of the penthouse on the other side there's a private pool that has a very large uh jacuzzi that fits 12 people Uh It's actually a wave pool too There's gonna be a awesome 18 ft dinner table So luxury dinners just overlooking the skyline It's just the perfect place for that pretty much like an entertainer type of dream you know So it's basically like you're picking up one of those nice luxury homes in Beverly Hills and just putting it up in the sky It's great If you wanna have a staycation and you wanna come and uh treat the family or do do something fun This is the place to be We also have properties in Chicago uh Vancouver and we also just launched uh Seattle just recently too So we are a brand that's continuously growing Welcome back to L A unscripted everyone and if you want to know what to get the man in your life build him a giant walk in closet like this one or better yet watch our style smart guru Anya Sar forget the tie skip the cologne this year If you want to get that something truly unique and you waited until the last minute I have just the thing for you OK Dr Shea Yes we are here at RE Juba U in South Pasadena and we are here with this machine that just looks like a normal machine to me But this is so much more so soft wave to us It was a big breakthrough It was giving the type of changes that we would see from invasive type treatments And that's why we're so excited to bring soft wave into our practice and is soft wave just for the face No soft wave can be used on the face that most people want to use it there because that's what we see It's FDA cleared for lifting of the neck as well as well as the face and the brows But we've used it on abdomens arms chest anywhere that we feel that skin has gotten loose or it's starting to sag because the way the soft wave affects the collagen it triggers a remodeling a rebuilding a repairing Is it good for men too or just women About half our people are men that are doing it just like the demographics And also it doesn't take a lot of time right It's not a lot of time in the chair It's not all day here We say it's minimal downtime So you can finish the

procedure go meet your friends for dinner So would you say that soft wave is the ultimate Father's Day gift this year If I was a father and my kids or family got that for me I think that would be amazing Ok Eric I am so excited you're doing this today for us Now you have done soft wave treatment before I have and what made you first start caring about skin care I'm closer to 50 than I am to 40 I do this picture with my daughter Um since she was little we always hold hands and I do a little selfie and I've been doing that since she was like walking early forties I guess I started noticing like I think I'm getting a little a little saggy I need to do something about it you know hit the gym eat healthy lose the dad bod but there's nothing really for the dead face you know I don't wanna try to anti age my face too you know So I just wanna look good and feel good So how many times let's say does someone need to come see you for a soft wave treatment Can you just do it once So yes we like to do two treatments to really get a a great response Let's talk about who this is a good candidate for Is this a 30 year old guy Is this a 70 year old guy Is this a 20 year old guy who what kind of dad should come in here for Father's Day We do have people that in their twenties and thirties that want it just because they just feel like they wanna lift something But by the time you're in your forties we already see black circles You can tell there's something going on with their cheeks their necks Ok Doctor I want all of our viewers to be able to experience software for Father's Day Great Now I heard you have a special discount code Ok Just for this segment with style smart we have a 10% discount that we're gonna offer We have these gift certificates that you can get for your father's and it it's a special 10% off for the the whole treatment So if you don't have a gift for dad yet just go to re juve dot com Use my VIP code style smart and book your soft wave treatment for dad with Dr Shea right here But you've got to do it before Monday Thank you so much Anya and we'll be right back with one of my favorite flower stores It is magical We'll be right back Welcome back to L A unscripted from the Level Hotel South all of in downtown Los Angeles Now I know it's not tradition to give me flowers but I say why not Especially if they come from the floor with a lot of help but I did it Jennifer Lopez P Diddy Justin Bieber Anastasia Beverly Hills Zendaya is a very good client of ours Hi I'm Alisa Hi I'm Eliza And I are gla floor means I love flowers in French So a lot of our inspiration came from the French culture Parisian Vibe Sister in laws were married to two brothers Ado La Flores started back in 2015 formally However the history goes back to 2006 when our floral designer mother in law Marguerite opened a small logo mom and pop flower shop in the heart of Glendale We

used to help her a lot when she had the flower shop but then came where we want to invest in something that would help us grow in the future So our first location opened in Studio City in 2015 We're so excited I get to learn how to do this These are the custom hat boxes right Each time the customer chooses the color of box that they want Ok And then they tell me either if they want just roses or mixed lot arrangements Realize that in order to present a gift the packaging is very important in the eyes of the receiver minimalistic packaging and beautiful floral arrangements which would go perfect together And then we start preparing the box We first have to put the foams in the box to make it higher make it higher We're gonna put a wet foam water on this We told our graphic designer to engineer the garden rose print sort of all over the box creating this customized print for us Oh wow Ok Got it So now we've got that set up So now do you start poking flowers in it These are the flowers we're using I mean look at them Can you see the pink inside What do you think Cut a little bit more Our busiest days we go through about maybe 100 20 to 100 50 deliveries a day One of our most popular arrangements are these two I would say the signature red rose box and the anniversary box We have a 25 rose box We have the 50 rose box right here Um and it can go up all the way to 5 to 600 roses We've actually done 1000 rose arrangement as well You can cut it So we actually made the letter D for Dana This is a part of our initial collection It's really popular They're so beautiful Oh my God you guys thank you so much So they're jokingly saying it's the d arrangement but it's for drama queen My bad love that place love those women love those flowers OK June is Pride Month and we've been bringing you truly wonderful stories all month And tonight we meet another really special person I always knew my identity but didn't always have a language for it I didn't know transgender existed Hi my name is Jon Juarez and I use female pronouns and gender neutral pronouns And I'm an activist and I'm a performer Being trans is evolving and it's really about you finding out and exploring who you are as a human being without anyone dictating that for you without your body parts dictating that for you without some doctor dictating that for you or your parents dictating that for you And I think that's how I would describe being trans to people that trans people are on a journey to find out who they are I am an immigrant to this country and grew up at a time when there was no LGBT qi A plus acronym Uh I immigrated from Mexico when I was about five years old I am the child of a single mom who immigrated to this country because she wanted a better life for her child A lot of heteronormative upbringing You know the idea

especially in Latin culture that if you were assigned male at birth then that meant you had to be masculine You had to be butch I was a very effeminate kid experienced a lot of violence and bullying at school and didn't know why for a long time I just didn't understand what was different about me I hid my identity from my mother for a long time because growing up she would tell me that boys don't play with dolls boys don't run like that And so I took that to mean that my mother didn't accept me It wasn't until my twenties when I came to the understanding of myself as a transgender woman and that I had to come out to my mother That was incredible because when I came out to her she accepted me and loved me and clarified that you know when she told me those things it's just it was her way of keeping me safe She didn't know what else to do There weren't even resources for parents Back then In my twenties I started coming out to the city of West Hollywood to see what it was like to explore my identity And that's when I really was able to solidify who I was and have a sense of pride in who I was France's people are like any other people You know we want to have families we want to live in peace we want to have our rights protected We want access to health care But there's this idea that that what we want is so much more complicated and it's not what we want is to walk around like any other person does and not be hurt not be discriminated against not experience violence for living our truth And isn't that what everybody wants I'm really honored to have gotten involved with the city of West Hollywood I was a member of the founding board of the West Hollywood Transgender Advisory board It's the first board that works with the city to be able to advocate for trans inclusion And it really gave trans people access to city funds city advocacy in a way that no other city had done before And I think that it's important for people to recognize that they think that trans is this other thing And it's not it's part of the human spectrum That's how I would describe trans that we're people who are fearlessly exploring who we are in the face of so much hate And I think that takes a ton of courage and so for people who may be exploring their identity who maybe have questions about their identity don't be afraid There are others like you there's a community out there And for those people who've never been to pride I say give it a shot You'll be amazed at the sense of community You don't have to be LGBT Qi A plus identified to enjoy pride to feel a sense of connection to others Thank you so much for sharing your story and thank you so much to the level hotel South All of what a beautiful penthouse We'll see you next time Good night