

✨ DOBBS FERRY BUSINESS PROFILE ✨



TERRAPIN ROSE

77 Main Street

www.terrapinrose.com

Cassandra Held

Owner/Operator

Plants of all shapes and sizes, fragrant floral bouquets, crystals, and tarot card readings are all to be had in Cassandra Held's welcoming shop, Terrapin Rose, at 77 Main Street in Downtown Dobbs Ferry, NY. In addition to what is on display in the shop, Cassandra also creates floral décor for events of all types.

And what, you might ask, is the meaning of the name Terrapin Rose? For those who might not know, a terrapin is a turtle. A turtle's slow and steady pace is a good metaphor for the way in which Cassandra is building her business; and a nod to one of her favorite bands, the Grateful Dead, whose ninth album was titled "Terrapin Station." Rose is for the fact that she has always loved roses, and is also an homage to the Dead, who regularly included roses in their album art.

Flowers and plants have always been an integral part of Cassandra's professional life. In her journey through the hospitality and music industries, she was always the person tasked with "floral duty." As the years went by larger floral jobs came her way and took center stage for what was to come next. Taking her experience and background in the hospitality and entertainment landscape Cassandra pursued a life-changing career move. She ended working as a florist for some of the most elite functions in the fashion and entertainment world among top entertainers and high-profile clients.

Since 2018 Cassandra had a side project between event work and established her business as Cassandra Held Designs, LLC. With pop-up sales events throughout NYC, she created magical garden oases with crystals and plants for purchase. In 2021 Cassandra pivoted away from working as a freelancer and created a pop-up shop in the Westchester Mall. It was there that she began to offer tarot card readings to the public, in addition to plants and flowers. With her 17-year experience with Tarot Card Reading, she was encouraged by family and friends to bring her extra skill to the forefront of her business. It was at this time that Cassandra's dream of opening a shop began to take shape and in early 2023 she saw the beautiful space at 77 Main Street in Dobbs Ferry, NY. She knew in that moment that it was destiny which led her there. It was meant to be.

For Cassandra, her interactions with customers and clients "starts with communicating, listening, and understanding" and from that she "creates personalized gifts, floral bouquets or arrangements." It is an honor and a pleasure for her to be part of people's lives and to share important moments with them. Flowers and plants are always part of significant occasions, whether it be a for when customers need something special for their first love; to celebrate a wedding, birthday, or anniversary; to congratulate someone on a major accomplishment; or to memorialize a passing.

She is delighted to be part of the community and loves her neighboring business owners, who have been so supportive since she opened. Meeting and connecting with people that step into her little oasis on Main Street has been such a great pleasure as she grows her client base. Her hope for the future is that Terrapin Rose and Dobbs Ferry, NY will become a destination spot for day trippers far and wide exploring what the Lower Hudson Valley has to offer.

