

For Immediate Release:  
Natalie Markoff  
The Markoff Group  
130 West 25<sup>th</sup> Street, Suite 502  
New York, NY 10001  
646-688-5254  
natalie@themarkoffgroup.com

**Clifford Miller**  
**Owner and Designer TFS Studio**

February 2, 2009 – Los Angeles, CA Clifford Miller is both designer and craftsman. An Arkansas native with a penchant for the organic nature of life, Miller merges his love of all things alive and vibrant with his architectural aesthetic to create one of the premier event and floral design businesses in the country. LA based TFS Studio offers Event and Floral, as well as Design and Production.

Miller grew up in a rural area with an artistic family that fostered his creative development. The Miller family worked with metal, wood, and other textural materials, leading to Miller's use of disparate materials to create desired moods. As a young adult, Clifford left his 160 acre childhood residence to study finance, nurturing his strong business sense. During University, Clifford worked for a talented Los Angeles event designer, steadily increasing his responsibilities, which culminated in creating events celebrating the '84 Olympics in Los Angeles. Miller was quickly promoted as the company flourished. Merging his keen business instincts with his design acumen, he transitioned from his financial academic focus and dedicated himself fully to floral design.

Shortly after, Miller became involved in "The Flower Shop", purchasing the company from its owners. Under Miller's direction, The Flower Shop was transformed into TFS, a full scale events design firm.

Clifford has a strong and diverse portfolio, with a knack for creating luxurious large scale events that feel intimate. He might argue that TFS has no trademark, that each design has the distinct voice of a client's vision. Clients are asked to describe how they want to feel during the event, what sort of experience guests will draw from the event, and what brings the client joy. This research results in an unforgettable event, both for the client and the designer who has taken part in the client's experience.

Miller takes great joy in collaborating with clients to reuse design materials. Hating to see anything thrown away, TFS constantly adds momentum to its philanthropic focus. A muslin draping is transformed into material for a childrens' theater- wedding flowers later brighten the day of an individual receiving hospital care. The creative environment at TFS has always been one of sharing and collaboration, and philanthropic efforts have evolved from awareness of the incredible amount of materials that are used for events, and a love of the challenge that accompanies to find outlets where materials can benefit the community at large. This re-use of materials reduces environmental impact, saves clients' funds, and brings joy to the lives of others. Inspired by change, the TFS team is working on a few other surprises for the future.