

PopPop Events — Press Kit

Mom-owned balloon decor & event styling · Palm Beach County & South Florida

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About

PopPop Events is a mom-owned, woman-owned balloon decor and event styling studio based in Palm Beach County, Florida, serving celebrations across South Florida — from West Palm Beach and Boca Raton to Jupiter, Wellington, Fort Lauderdale, and Miami. Founded by **Abbey Oliva Lopez**, the studio has styled **250+ events** and built its reputation on custom organic garlands, statement arches, photo-ready backdrops, mylar accents, and luxury installations.

What sets PopPop apart is the details: exact brand-color and theme matching, thoughtful design tailored to each space, and full white-glove service that includes delivery, setup, and teardown so clients can simply enjoy their day. PopPop designs for life's biggest moments — first birthdays and baby showers, weddings and milestones, grand openings and corporate launches — and for businesses, doubles as high-ROI local marketing through camera-ready, brand-matched installs.

Fast facts

- **Business:** PopPop Events
- **Founder:** Abbey Oliva Lopez
- **Ownership:** Mom-owned & woman-owned
- **Established:** 5+ years
- **Based in:** Palm Beach County, Florida
- **Service area:** Palm Beach County, Martin County & South Florida
- **Services:** Organic garlands, arches, backdrops, mylar/foil, luxury installs, grand openings, corporate decor, gifting & favors
- **Specialties:** Exact brand-color matching · full setup & teardown · luxury/concierge design
- **Events styled:** 250+

Topics Abbey can speak on

Balloon & garland trends · event styling & tablescaping · bespoke party design · holiday & seasonal ideas · kids' birthdays & milestones · baby showers & gender reveals · wedding & bridal trends · corporate & grand-opening decor · gifting & balloon bouquets · mom-owned small business · luxury event design · DIY vs. hiring a pro.

Sample interview questions

1. What balloon and event-decor trends are you seeing in South Florida right now?
2. How did PopPop Events get started, and what's it like running a mom-owned studio?
3. What makes an organic balloon garland look high-end versus homemade?
4. How can a small business use balloon decor to make a grand opening pay off?
5. What are your tips for choosing a color palette that photographs well?
6. DIY vs. hiring a pro — when is each the right call?

Media contact

Abbey Oliva Lopez, Founder — poppopeventsllc@gmail.com · (728) 235-3126 High-resolution photos, b-roll, and styled-shoot collaborations available on request. Logos & photos: poppop.events/press