

Denver Plant Club Brings Sustainable Plant Education and Design to Platt Park

Denver Plant Club combines sustainability, plant education, and ethical goods in a welcoming retail space in Denver's Platt Park neighborhood.

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Denver Plant Club Cultivates Community, Sustainability, and Plant Education in Platt Park

A growing plant store in Denver's Platt Park neighborhood is drawing attention for combining sustainable values with community education. Denver Plant Club, located at 1876 S. Broadway, offers a curated selection of ethically sourced houseplants, lifestyle accessories, and hands-on workshops that help customers make informed, confident decisions about plant care. Since opening in late 2023, the store has become a local resource for green-minded shoppers looking to bring life and wellness into their homes and workspaces.

“

There's something healing about caring for plants. At Denver Plant Club, we're focused on helping people create grounded, beautiful spaces they can care for and enjoy.”

*Patrick Gonzales, Founder of
Denver Plant Club*

The shop was founded by Patrick Gonzales, a half-Hispanic, half-Norwegian former finance professional who left a corporate career in 2017 in search of something more meaningful. Inspired by his late mentor Richard Squire, the founder of Breckenridge Brewery, Gonzales spent several

years traveling before returning to Denver to launch Denver Plant Club. The store's mission—“to breathe life and beauty into every space”—is rooted in Gonzales' personal journey toward sustainability and wellness.

“The Norwegian half of my family were barley farmers in North Dakota, so I guess I've always had

a connection to plants,” said Gonzales. “Most just need a little love and attention to thrive. People do too.”

From Numbers to Nature: A Shift in Purpose

Gonzales’ transition from accounting to horticulture wasn’t just a career change—it was a shift in lifestyle. His travels abroad exposed him to different cultures’ relationships with nature and deepened his appreciation for sustainable living. Those values now shape every decision at Denver Plant Club, from supplier relationships to soil choices.

“I wanted to create a space where people could reconnect with nature in their everyday lives,” said Gonzales. “And I wanted it to be accessible and educational, not intimidating.”

The store’s staff prioritizes education, spending time with customers to ensure they choose plants that suit their homes and experience levels. From beginners to longtime collectors, customers receive tailored advice on care routines, light requirements, watering schedules, and even pet safety.

Ethical Retail and Sustainable Goods

Denver Plant Club is not just a plant store—it’s a thoughtfully curated retail space focused on fair trade, recycled materials, and artisan craftsmanship. Many of the products sold at DPC, including planters, home décor, and candles, are handmade or locally sourced. Even the store’s plant repotting mats are crafted in-house from reclaimed billboard vinyl.

The apparel line—featuring Denver Plant Club’s original graphics and slogans like “Plants Rule Everything Around Me”—is produced in partnership with Los Angeles Apparel using American-grown cotton and fair-wage labor.

“Our goal is to support ecosystems, not just sell to them,” said Gonzales. “That means supporting artists, reducing waste, and helping people make choices that align with their values.”

Workshops and Custom Design

In addition to retail, Denver Plant Club offers interactive workshops and private events designed to make plant care engaging and accessible. Regular programming includes terrarium building, pot painting, and seasonal plant care classes. The shop also offers custom plant design services for both residential and commercial clients across the Denver metro area.

“We help people find the right plants for their space, and then teach them how to care for them,” Gonzales explained. “It’s not just about aesthetics—it’s about creating an environment that supports wellness and growth.”

A Local Space with a Grounding Atmosphere

Visitors often describe the shop as calming, open, and inviting. The interior is filled with natural light, warm textures, and curated greenery that encourages slow browsing and conversation. Customers are invited to ask questions and learn at their own pace—an intentional part of Denver Plant Club's mission.

"Our hope is that when someone leaves the store, they feel not just inspired, but prepared," said Gonzales. "Plant care doesn't need to be complicated. You just need the right tools, the right plant, and a little encouragement."

Denver Plant Club is open Thursday through Sunday and welcomes walk-in customers, workshop participants, and plant lovers of all experience levels.

Visit Denver Plant Club

- [1876 S. Broadway, Denver, CO 80210](#) – Platt Park Neighborhood
- Open Thursday – Sunday
- Learn more or sign up for a workshop at www.denverplantclub.com
- Follow @denverplantclub on Instagram and Facebook for updates

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