

Floriography

The expression of love through flowers



WWW.FLORIOGRAPHYKC.COM



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Hello there!

My name is Emma and I'm the owner and lead designer of Floriography. I've been designing florals for 7 years and have a passion for adding beauty to a couple's most memorable day.

I am so excited to connect with you and am honored to be considered as the floral designer for your wedding.

Below you will find a few details about my process as well as an investment guide.

I'm looking forward to meeting you and hearing all about the wedding you're planning!

Sincerely,

Emma Olmedo



ABOUT

Floriography

During the Victorian era, people would gift flowers to those they cared for when they didn't know how to express their love in words. Each individual flower had a meaning and told stories of their affection.

This is known as Floriography.

In every wedding I design, I use this as inspiration to create a beautiful picture of your individual love story told through flowers.



Service Summary

I pride myself in providing a luxury, full-service experience for every couple and their wedding. Below is a list of some of the core services that are provided:

- **Personal flowers:** Bouquets, boutonnieres, corsages and more.
- **Ceremony design:** Altar arrangements, arbor designs, floral installations, aisle décor and more.
- **Cocktail hour design:** High-top table arrangements, signage accents and more.
- **Reception design:** Centerpieces, head table/sweetheart table designs, floral installations, cake florals and more.
- **Décor rentals:** Flower walls, candles, pedestals and more.

Designs are also available for bridal showers, rehearsal dinners, next-day brunches and more.



My Process

01

INQUIRE

Inquire via the "Contact" form on my website. Once completed, I will send you an email to confirm date availability and will provide a link to schedule a consultation.

02

CONSULTATION

During your initial consultation, we will meet to discuss every detail of your wedding. Elements such as your venue, color palette, bridal party attire and more will contribute to the overall aesthetic that will be portrayed throughout your entire floral collection. This meeting doubles as a "get to know you" introduction. I'd love to hear about your love story and answer any questions you may have about myself and my business to ensure that we're a perfect client-vendor match!

03

CUSTOM FLORAL PROPOSAL

Following your consultation, you will receive a custom floral proposal. All of the information discussed during our meeting will allow me to create a beautiful design showcased throughout your proposal, complete with inspiration photos, detailed descriptions and an itemized quote to review.

04

BOOKING

Once you've reviewed and approved the proposal, secure your wedding date with a booking retainer and a signed copy of the contract.

05

DESIGN MEETING

Leading up to your wedding date, we will meet once again to check in and finalize all the details of your day. Ribbon colors, timeline, final guest count and more will be discussed to ensure that every fine-tuned detail of your special day has been addressed and accounted for.

06

THE BIG DAY

On your wedding day, your flowers will be hand delivered to your venue. Your bouquets and boutonnieres will be brought to you, your centerpieces and candles placed and floral installations crafted. Every detail regarding your flowers will be handled by my team and I and everything will be prepared for your guests to be welcomed into a beautiful space.



Investment Guide

All flowers are hand selected for your wedding and every arrangement is custom designed for each client. Because of this, prices vary by event.

On average, my clients invest between \$3,500-\$8,000. However, I am happy to accommodate weddings in almost any budget range, from small and intimate to those that are large and lavish! My general recommendation is that you consider setting aside 10-20% of your overall wedding budget for florals and décor.

The minimum requirement to secure me for wedding floral design services is \$2,500.00 pre-tax. Bookings for 2023 wedding dates require a minimum booking amount of \$3,000.00 pre-tax. Because I only take on a select amount of bookings each month, this minimum allows me to accept less bookings and prioritize delivering beautiful designs and attentive customer service to each and every couple who books with me!

Average Pricing

Please Note:

Although these guidelines may be able to assist you in planning your floral budget, these numbers are averages only. Pricing fluctuates depending on factors to be discussed during our initial consultation and will be catered to fit within your ideal budget. Please schedule a complimentary consultation with me in order to receive a customized floral proposal.

PERSONAL FLOWERS

Bouquets, Boutonnieres, Corsages,
Flower Crowns, Etc.

Average Spend:
\$500-\$2,000.

CEREMONY DECOR

Aisle Décor, Altar Flowers, Arbor
Flowers, Floral Installations, Etc.

Average Spend: \$500-\$5,000+.

RECEPTION DECOR

Centerpieces, Head Table/
Sweetheart Table Décor, Floral
Installations, Photo Booth Backdrops,
Etc.

Average Spend: \$1,500-\$10,000+.



What clients are saying...

"Where do I even begin? Emma is literally one of the best floral designers out there. She listens to what you want and then brings it to life! Our wedding flowers were absolutely gorgeous and I kept all of them as long as I could because I didn't want to give them up. Emma's process from start to finish is super easy to understand and wasn't stressful at all. She is extremely reliable and professional and I would recommend anyone getting married to work with Emma. You won't be disappointed!"

-Bailey and Andy

"Emma is so awesome to work with, from the very first consultation to the day-of. She's so good at making your vision become real life.

Our initial consultation I only had a very broad, general idea of colors and style and she was able to really hone in on what I was wanting. Emma is also one of the most organized vendors I worked with while planning my wedding. She always responded very quickly and always let me know where we were at in the process leading up to the wedding. Come wedding day, everything looked better than I could have ever imagined and it was a dream come true. I couldn't recommend Floriography more! If she's available for your wedding date, book her! You won't regret it!"

-Sophia and Josh

"We cannot recommend Emma enough! Before meeting with Emma I was so overwhelmed with the thought of planning my florals and all of the big/little decisions to come... I definitely was not a bride that was excited to plan every little detail and required a ton of hand holding. During our consultation I had no idea what my vision was, and she took the time to ask probing question to come up with a beautiful proposal for us. Leading up to our day, she was incredibly responsive and helpful in ensuring every last detail was planned. She truly has thought of everything and we didn't have to think about florals when our day finally arrived. I was absolutely blown away when I finally saw all of her work tied together and received so many compliments. If you are looking for a talented, organized and thoughtful florist that feels like working with a friend, I promise you will not be disappointed in your decision to book with Emma!"

-Abby and Austin

Read more testimonials on my website:
www.floriographykc.com



What's Next?

Please contact me with any questions and to schedule your complimentary consultation to start the floral design process. I'm looking forward to hearing from you soon!

WWW.FLORIOGRAPHYKC.COM

Emma Olmedo
floriographykc@gmail.com
(816)718-3280
www.floriographykc.com

Find me on Instagram to keep up with my latest designs!

 @FloriographyKC