



BLOOM

BESPOKE FLORAL ARTISTRY





HELLO THERE!

Thank you very much for your interest and congratulations on your forthcoming wedding! I would LOVE to be involved in your special day and can't wait to exceed all your wildest floral expectations...

Flowers are a multi-sensory experience that includes smell, texture and colour, as well as an embodied experience (like bending over to smell them in a garden).

Looking at flowers are shown to activate multiple parts of the brain creating a stimulating perceptual experience.

The repeated, compositional elements of flowers such as colour, shape, and pattern that are repeated within the petal arrangement and within a group of similar flowers growing together provide the right amount of familiarity and innovation to calm, but yet activate the brain.

The combined element of familiarity and surprise is a basic component of aesthetic experience that is able to move us emotionally.

Our aim is to generate the same feeling you get when strolling through a beautiful garden filled with sweet-smelling, jaw-dropping flowers. A true multi-sensory experience never to be forgotten.

BOOKING PROCESS

- o Fill out our enquiry form online linked [HERE](#)
- o If we're available, we'll send through a questionnaire to get all the details as well as a link to book a virtual consultation with myself
- o Once I have received all the info required, you will receive a quote within 7 days (in season), according to what we have discussed per e-mail, in our consultation and as per your requirements filled out in the questionnaire.
- o Should you request an in-person consultation after receipt of your first quote, this can be arranged at a mutually beneficial time and place for both parties. I am normally available for consultations on weekdays between 9 am and 4 pm in Paarl. Should you wish to meet elsewhere, it can be arranged.
- o Once the quote has been finalised and you wish to appoint Beblom as your wedding florist, you will be sent the Invoice for the 50% Booking Fee and an Acceptance of T&Cs' form to fill out, sign, and return to me via e-mail, accompanied by a proof of payment of the booking fee.
- o Once I have received the confirmation of payment of the booking fee, as well as the signed Acceptance of T&Cs' form, your date will be booked in my calendar and we're good to go!

PRICING

There is no 'one size fits all' approach when it comes to pricing wedding flowers. As we're in the design industry, there are many variables which come into play which could affect the final pricing:

1. The type and quantity of flowers you prefer
2. If the flowers are locally available at the time
3. If the flowers have to be imported
4. The size and height of arrangements
5. The type of containers
6. The overall volume
7. The colours
8. How close your wedding day is to (flower) holidays such as Mother's Day, Valentine's Day, Easter, Christmas, New Year, or Secretary's Day.
9. How far your venue is from my base (Paarl)
10. Another very important factor is labour. I only use highly skilled professional freelance florists with the same design aesthetic as myself to assist me during weddings/events. Thus, I ensure you have the best creative artists on the job to execute your floral dreams. But they all have to be reimbursed for their time and travel expenses - this also adds to the labour expenses of your quote.

If you're unsure of what to spend on flowers, the industry norm is that around 10 - 15% of your overall wedding budget should be allocated to flowers.

We believe the best way to spend your money is by focusing on the pieces that make the most impact!

THE TIMELINE

Once your booking is confirmed, we'll send you a welcome email with some handy tips. You're officially a Beblom couple!

We'll have a final run-through 6-8 weeks prior to your wedding to chat through all the details of the event. Keep an eye out in your emails to book a call and fill out the questionnaire we send through.

Once we have all the details, we will send through a final details sheet and a mood board bringing together all the juicy details

On your wedding day, we will drop off personals to you in the morning. We'll then do our thing in ceremony and reception area and come back the next day to pack everything away again.

You're married! We're so excited for you. Please send us the professional photo album if you're happy to share and feel free to leave a Google review if you loved your time with us.