

THE HOUSE OF FLORALS

HOUSE OF FLORALS

Media Kit

Our media kit offers a clear look into who we are, what we stand for, and how we create meaningful connections with our audience.





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INTRODUCTION

The House Of Florals - Where Florals Become Art

The House of Florals exists to unapologetically redefine floral design as a bold, sustainable art form—crafting bespoke creations that inspire joy, challenge convention, and set the standard for elevated, unforgettable experiences.

ABOUT THE BRAND

House of Florals was founded to bridge the worlds of fashion, art, and sustainable design—an intersection where creativity knows no limits. What began as a lifelong love of florals and fashion has blossomed into a studio that celebrates the artistry of nature and the boldness of human imagination. Our work is a declaration of creative fearlessness: we don't just design arrangements, we craft immersive experiences that blur the line between floral artistry, couture influence, and sustainable living.

Each creation is thoughtfully designed to evoke meaningful emotions, transforming flowers into living works of art that tell a story. By weaving together fashion-forward aesthetics, artistic expression, and mindful sustainability, House of Florals redefines what it means to work with nature. We are more than florists—we are curators of beauty, visionaries of design, and advocates for a future where creativity and consciousness coexist seamlessly.

MISSION AND VALUES

At The House of Florals, we create floral experiences that embody unexpected luxury, sustainability, and artful innovation—empowering brands, designers, and visionaries to express their style through statement installations that tell stories of originality, purpose, and beauty.

At House of Florals, our values guide everything we create. We embrace unexpected artistry, challenging the norms of traditional floristry with bespoke, fashion-infused designs that inspire and push creative boundaries. Through sustainable innovation, we prove that luxury and eco-consciousness can coexist, sourcing thoughtfully and designing mindfully. Our commitment to collaborative creativity drives us to partner with brands, artists, and visionaries, transforming bold ideas into extraordinary floral experiences. And with uncompromising quality at the heart of our process, every detail—from the rarest blooms to the final installation—is executed with precision, ensuring our work consistently exceeds expectations.



POSITION IN THE MARKET

We're not following trends—we're setting them.

At House of Florals, we don't follow trends—we set them. Positioned at the intersection of fashion, art, and sustainable design, we bring a distinct British-California sensibility that blends heritage with innovation. Our work is defined by bold originality, crafting floral experiences that are not only visually striking but also deeply personal, powerful, and poetic. By infusing each design with emotion and meaning, we transform events into unforgettable moments. This ability to merge artistry with authenticity positions us as the go-to floral studio for visionary clients and brands seeking designs that stand apart, challenge convention, and leave a lasting impression.

Audience & Reach

Audience Personas

OUR IDEAL AUDIENCE IS MADE UP OF DISCERNING, FORWARD-THINKING CLIENTS WHO VALUE ARTISTRY, AUTHENTICITY, AND SUSTAINABILITY:

- *Creative Directors* – Visionaries seeking innovative floral installations that align with their brand’s creative campaigns, editorials, and productions. They look for collaborators who can translate concepts into bold, fashion-infused visuals that photograph and perform beautifully.
- *Fashion-Forward Brands* – Luxury and lifestyle labels that want their events, launches, and activations to stand apart with unforgettable, trendsetting floral artistry. These brands value originality and want floral designs that reflect their own cutting-edge identity.
- *Art Enthusiasts & Collectors* – Individuals who appreciate florals as more than decoration — they see them as living, ephemeral art. They are drawn to pieces that evoke emotions, spark conversation, and push the boundaries of traditional floristry.
- *High-End Event Planners* – Professionals curating weddings, galas, and destination events across Palm Springs and beyond. They seek reliable partners who deliver bespoke, sustainable, and show-stopping designs that exceed client expectations.

Social Media Snapshot

OUR DIGITAL PRESENCE REFLECTS OUR ETHOS OF CREATIVITY AND CONSCIOUS DESIGN:

- *Instagram* – Currently at 1.4K followers, our platform communicates a clear brand voice: “conscious creator – pushing past the norm without compromising the planet. Our content is designed to inspire and educate, blending editorial-style imagery with behind-the-scenes process storytelling. Posts highlight our sustainable practices, bold floral installations, and the artistry behind each project.
- *Engagement* – While our following is boutique in size, our community is highly engaged. Followers include a mix of fashion creatives, art lovers, and event professionals who actively interact, save, and share our content. Engagement metrics are available upon request, with a strong emphasis on quality over quantity and meaningful connection over vanity numbers.





Signature Offerings

Our studio exists at the intersection of fashion, art, and sustainable design — crafting florals that move beyond arrangements into full sensory experiences. Every creation is a blend of editorial sophistication and environmental consciousness, designed to inspire, captivate, and leave a lasting impression.

EVENT & WEDDING INSTALLATIONS

They are drawn to brands that embed this quality not just in their product or service offering, but also in every interaction with customers. This quality, deeply integral to our brand philosophy, allows us to stand out and resonate with customers who prioritize originality in their interactions with brands.

BRAND & EDITORIAL STYLING

Partnering with fashion houses, lifestyle brands, and creative teams, we craft floral styling that pushes beyond traditional arrangements into the realm of visual storytelling. Our work elevates campaigns, product launches, and photoshoots by infusing them with unexpected artistry and a sense of narrative. Each design is tailored to reflect brand identity, whether it's bold and fashion-forward, timeless and romantic, or avant-garde and experimental.

IMMERSIVE FLORAL EXPERIENCES

We believe florals are living art meant to be felt, not just admired. Through workshops, pop-ups, and exhibitions, we create experiences that invite participants to engage with flowers in new and imaginative ways. These immersive offerings blur the line between art and nature, allowing guests to step inside a world of sensory design where fashion, floristry, and sustainability intersect.

Press Highlights & Collaborations

House of Florals has garnered attention in leading art, fashion, and lifestyle publications, showcasing our innovative floral designs that blend sustainability with high-end aesthetics. Our collaborations span various industries, reflecting our versatility and commitment to pushing creative boundaries.

AWARDS

- **Hairbrainded Video Awards** - Creative Video of the Year
- **Beauty Hub Magazine**- Creative Video of the Year
- **BLOOMED**- Award-winning video

PRESS FEATURES

- [Palm springs life](#)
- [Vogue](#)
- **Los Angeles Magazine**
- [Issuu](#)
- **Home and décor**
- **Remix Magazine**
- **Beauty Hub Magazine**
- **American Salon**
- **Beauty Launchpad**

COLLABORATIONS

- **Experian**
- **Amazon ads**
- **Curate cultivate**
- **Ted Gibson wellness and science**
- **The Thompson**
- **Glow events**
- **Phylum**
- **Heineken**
- **I am mrkting**
- **Poppi**
- **Beis**
- **Revivals**
- **Ace Harper**
- **Ikonic fox**

Read more about our awards and press features [here](#).





Visual Identity

Our studio exists at the intersection of fashion, art, and sustainable design — crafting florals that movHouse of Florals' visual identity captures the artistry and intentionality behind every creation. Through elegant, sensory-rich photography, we highlight not only the sweeping beauty of our installations but also the intricate details and the emotions they evoke. Every image—from expansive event landscapes to intimate close-ups—tells a story of creativity, sustainability, and thoughtful design.

Our tone is consistently elevated, intentional, and artful, reflecting the brand's commitment to originality and quality. This cohesive visual language ensures that every touchpoint, whether online or in print, communicates our distinct British-California sensibility and resonates deeply with our discerning audience. e beyond arrangements into full sensory experiences. Every creation is a blend of editorial sophistication and environmental consciousness, designed to inspire, captivate, and leave a lasting impression.





Thank you for exploring the world of House of Florals.

We'd love to connect and bring your next floral vision to life. Whether it's a bespoke event, editorial styling, or immersive floral experience, our team is ready to collaborate and craft something unforgettable.

Website: thehouseofflorals.com

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