

THE HOUSE OF FLORALS

Pricing Guide

In-depth understanding of our studio's offerings, structures, packages, and the overall process.





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WELCOME

At The House of Florals, we craft floral experiences that elevate spaces and tell stories with impact. Drawing inspiration from fashion, art, and design, we create immersive, artful installations that feel personal, intentional, and unforgettable. As a team committed to originality and sustainability, we partner with brands, creatives, and visionaries to bring bold ideas to life. We know collaborating on a floral experience can feel daunting, which is why we've designed this guide to walk you through our services, signature offerings, and what to expect when working with us.

OUR METHODOLOGY

We blend creativity, intuition, and thoughtful design to craft floral experiences that resonate emotionally and leave a lasting impression. Our process begins with alignment—understanding your vision and purpose to cultivate an installation that inspires connection and elevates your brand. From there, we bring ideas to life with precision and artistry, translating your concept into a cohesive, immersive floral narrative. Every step we take is intentional and purpose-driven, ensuring your event or collaboration not only wows but also embodies authenticity, sustainability, and impact.



What Sets Us Apart

What sets The House of Florals apart is our fearless approach to creativity. We don't simply follow trends—we set them, blending a distinct British-California sensibility with an unwavering commitment to sustainability and artistry. Each installation is thoughtfully designed to evoke meaningful emotion, turning floral arrangements into immersive experiences that surprise, inspire, and leave a lasting impression. Our work bridges the worlds of art, fashion, and design, creating visuals that feel both elevated and deeply personal.

Equally important is our collaborative approach. We work closely with brands, designers, and visionaries to bring their stories to life, ensuring every project reflects their unique identity while pushing creative boundaries. From concept to execution, every detail is managed with precision and care, delivering results that exceed expectations. This combination of innovative artistry, sustainability, and meticulous execution makes The House of Florals a trusted partner for clients seeking floral experiences that are as bold as they are meaningful.





Unexpected
Artistry

We challenge the norms of traditional floristry, creating bespoke, fashion-infused designs that surprise, inspire, and push creative boundaries.

Collaborative
Creativity

We believe the best work emerges from collaboration — partnering with brands, artists, and visionaries to bring bold ideas to life.

Uncompromising
Quality

From the rarest blooms to the final installation, every detail is handled with precision, ensuring each creation exceeds expectations.

03/

Services

We provide a curated selection of floral design solutions, each crafted to bring spaces to life, evoke meaningful emotions, and leave a lasting impression. From individual event installations to comprehensive brand and editorial experiences, we offer flexible options tailored to your vision and project scope. Explore our offerings and discover how we can transform your next event or brand narrative into an unforgettable floral experience.

01. Weddings

02. Brand Collaborations

03. Installations

04. Dinner Parties



Weddings

Our wedding packages are designed for couples who want more than just flowers—they want an unforgettable, artful experience that reflects their unique love story. From intimate elopements under 75 guests to grand celebrations of 150 or more, each package is thoughtfully curated with design moodboards, personalized flower selection, and meticulous setup and breakdown. What sets our weddings apart is our ability to blend sustainable sourcing with fashion-forward, artful arrangements, creating a celebration that feels luxurious, intentional, and emotionally resonant for every guest.

Intimate Weddings & Elopements (Under 75 guests) – Starting at \$5,000

Perfect for couples seeking a small, personal celebration, this package includes carefully curated ceremony pieces, personal florals, and simple reception tables. Every arrangement is guided by a bespoke design moodboard and thoughtfully selected flowers to reflect your style. We handle full setup and breakdown, ensuring a seamless and stress-free floral experience that enhances the intimacy and elegance of your special day.

Medium Weddings (75–150 guests) – Starting at \$10,000

Designed for mid-sized celebrations, this package offers full ceremony, personal, and table arrangements. Couples benefit from in-person or virtual walkthroughs and mock-ups, allowing you to visualize every detail before the event. Setup, repurposing, and breakdown are included, along with a complimentary floral piece to elevate your celebration. Every element is tailored to create a cohesive and memorable aesthetic that reflects your personality and story.

Large Weddings (150+ guests) – Starting at \$20,000

Our premium package is for couples planning grand celebrations, offering a fully collaborative design experience. From ceremony and personal florals to table arrangements and cake flowers, every detail is thoughtfully executed. In partnership with your planner, we ensure seamless setup, repurposing, and breakdown, delivering a luxurious and immersive floral experience. Every installation is crafted to leave a lasting impression, evoking meaningful emotions and celebrating your love with unparalleled artistry.

Curious about how we can bring your floral vision to life? Let's connect! Schedule a free inquiry call by emailing us at hello@thehouseofflorals.com, and let's start designing an experience that's uniquely yours.



Brand Collaborations

Our brand collaboration services are tailored for forward-thinking companies, creative agencies, and lifestyle brands seeking floral design that elevates their storytelling. Each collaboration begins with a deep understanding of the brand's identity, translating it into floral concepts that resonate with audiences and leave a lasting impression. What makes our collaborations unique is our fusion of artistic originality, sustainability, and a distinct British-California sensibility—resulting in floral experiences that are bold, thoughtful, and perfectly aligned with the brand's aesthetic and messaging.

Floral Design That Elevates Your Brand Story – Starting at \$5,000

We collaborate with brands to craft artful floral experiences that do more than decorate—they tell a story and leave a lasting impression.

Our services include:

- **Bespoke Event & Editorial Styling:** Every arrangement and installation is thoughtfully designed to align with your brand's identity and campaign vision.
- **Tailored Floral Concepts:** From concept to execution, we create floral designs that reflect your aesthetic and messaging, ensuring each piece resonates with your audience.
- **Sustainable & Thoughtful Sourcing:** We prioritize eco-conscious practices, sourcing blooms and materials that honor the environment while maintaining exceptional quality.
- **Full-Service Setup & Management:** From installation to repurposing and final breakdown, we handle every detail to create a seamless, stress-free experience.
- **In-Person or Virtual Collaboration:** Walkthroughs, mock-ups, and consultations allow us to bring your vision to life—whether in person or remotely—ensuring alignment at every step.

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Installations

Our immersive floral installations are designed for galleries, exhibitions, and events where visual impact and emotional engagement are essential. We create large-scale, narrative-driven designs that transform spaces and captivate audiences, using eco-conscious sourcing and mindful construction. What sets our installations apart is our ability to combine unexpected artistry with meticulous execution, delivering not just a display, but a memorable experience that sparks conversation, evokes emotion, and leaves a lasting impression on every visitor.

Immersive Floral Art That Captivates Audiences – Starting at \$5,000

Our installations go beyond decoration—they transform spaces into fully immersive, sensory experiences that leave a lasting impression.

We specialize in:

- **Large-Scale Event Installations:** From galleries and exhibitions to brand activations, we create striking floral environments that command attention and elevate any space.
- **Artful, Story-Driven Concepts:** Every installation is designed with a narrative in mind, reflecting your vision, brand identity, or the theme of your event, creating meaningful engagement for your audience.
- **Sustainable & Mindful Sourcing:** We prioritize eco-conscious practices and thoughtfully sourced materials to ensure beauty that respects the planet.
- **Full-Service Execution:** Our team handles every detail—from setup and moving to repurposing and breakdown—providing a seamless, stress-free experience.
- **Collaborative Creativity:** We work closely with clients and creative partners, integrating your ideas with our expertise to produce installations that are both innovative and unforgettable.

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Dinner Parties

For curated gatherings, private dinners, or smaller-scale celebrations, our intimate floral services bring thoughtful design and elevated aesthetics to every table. Each arrangement is tailored to the tone, theme, and ambiance of the event, enhancing the overall experience for hosts and guests alike. What makes these offerings unique is our attention to detail and dedication to storytelling through flowers—creating arrangements that feel personal, evocative, and memorable, all while maintaining our signature approach to sustainability and artistry.

Curated Floral Experiences for Smaller Gatherings – Starting at \$2,500

We specialize in transforming intimate dinners and private events into artful, memorable experiences. Our approach ensures every detail is thoughtfully considered:

- **Centerpieces & Table Décor:** Each arrangement is designed to complement your setting, creating a cohesive and inviting atmosphere for your guests.
- **Mood-Driven Floral Concepts:** Custom floral designs are crafted to reflect the tone, theme, or story of your gathering, ensuring each piece evokes emotion and connection.
- **Full-Service Execution:** From setup to repurposing and final breakdown, our team manages every detail, allowing you to enjoy your event without worry.
- **Thoughtful, Artful Design:** Every detail reflects our commitment to originality, sustainability, and the seamless integration of florals into your overall event experience.

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01. / Discovery & Vision Consultation

We begin by connecting deeply with you to understand your event, style, and aspirations. This personalized consultation uncovers your vision, preferences, and unique requirements, setting the creative foundation.
02. / Concept Development

We craft a bespoke floral concept inspired by your vision, blending fashion-forward ideas with sustainable elements. We present a curated moodboard that reflects the colors, textures, and style direction for your event.
03. / Collaborative Design

We work closely with you to refine the concept, incorporating your feedback and ensuring every detail aligns perfectly with your expectations. This stage fine-tunes the design to ensure originality and impact.
04. / Sourcing

We carefully source eco-conscious flowers and materials, prioritizing quality and sustainability. This thoughtful selection supports our commitment to environmental responsibility without compromising beauty.
05. Creation & Installation

Our skilled artisans bring the design to life with precision and artistry. Whether it's an intimate dinner or a large-scale activation, we oversee the flawless installation, ensuring a stunning and seamless floral experience.
06. Event Support

On event day, we provide attentive support to guarantee everything flows smoothly. Post-event, we offer guidance on floral care or recycling options, reinforcing our sustainable ethos and lasting client relationships.



OUR GUIDING PRINCIPLES

Brand Promise

We deliver distinctive floral artistry that transforms spaces and elevates experiences. Every creation is crafted with intention, originality, and meticulous attention to detail, challenging expectations and celebrating a signature British-California sensibility. Working closely with our clients, we create memorable, artful installations that leave a lasting impression.

Having a vision is one thing—bringing it to life is another. At The House of Florals, every design is thoughtfully crafted to reflect your unique story and purpose. From intimate consultations to full-scale installations, we approach each project with fresh eyes and intentionality, ensuring every detail evokes emotion and leaves a lasting impression. Our goal is to create floral experiences that feel personal, artful, and unforgettable, capturing the essence of your brand or event with precision and heart.



NEXT STEPS

Ready to work together?

Step into a world where your vision comes to life through unforgettable floral experiences. With thoughtful design and intentional artistry, we create more than arrangements—we craft moments that captivate, inspire, and resonate with your audience. Every detail is an opportunity to elevate your story, so let's bring your next project to bloom today.

01. / Inquire

Let's start with a conversation. Email us at hello@thehouseofflorals.com to schedule a discovery call at your convenience. In this call, we'll explore your vision, discuss your floral or event needs, and share how we can create a truly unforgettable, artful experience for your brand or event.

02. / Proposal Review

Following our inquiry call, we'll prepare a comprehensive proposal detailing your project scope, floral concepts, timeline, and investment. Take your time reviewing it, and don't hesitate to reach out with any questions—our goal is to ensure every detail aligns perfectly with your vision.

03. / Onboarding

Once your project is confirmed, we'll send over your contract and all onboarding materials. You'll be added to our project management system, and we'll schedule a kickoff meeting to explore your vision, discuss your goals, and lay the foundation for a seamless and inspired collaboration.

Thank You

Thank you for taking the time to explore our Investment Guide. We're thrilled at the prospect of collaborating and bringing your floral vision to life. If any questions arise, we're here to guide you every step of the way—ensuring a seamless, inspired experience from start to finish.