

floral fixation

Welcome Guide



Pricing // Information // FAQs



Table of Contents

pg. 04
Introduction

pg. 08
Philosophy

pg. 12
Investment

pg. 15
Travel fees

pg. 18
Frequently asked questions

pg. 22
How to book

01

Hello

Introduction

Welcome!

We're so glad you're here to learn more about us, we can't wait to learn more about you! We at Floral Fixation are...you've guessed it...FIXATED on flowers.

When you are away on vacation I'm sure you plan your days with activities you love. Maybe you are mesmerized by aquariums, you're a foodie, or perhaps you've got a thing for museums.

We head straight to the nearest botanical garden, local floral shops and admire all the foreign plants and flowers in the area. We believe flowers are therapeutic and their beauty never goes unnoticed. All of life's special occasions are celebrated with flowers — we want your wedding florals to be unforgettable.





Meet the owner

Hi there! My name is Danielle Clarke, owner and creative of Floral Fixation. I was born in Newport, RI and raised in North Kingstown.

Flowers were always a part of my childhood. My family and I spend hours in our yard raking leaves each autumn, grilling in the summer and changing out our flower beds and window boxes seasonally. I loved taking trips to the nursery and carefully selecting plants I wanted in MY section of the beds.

My passion for flowers didn't fully sprout until High School where a school project guided me into a local flower shop. I volunteered weekly sweeping the floors, processing the flowers and ringing out the customers in exchange for knowledge and credit for my school project. I learned quickly and began tallying up favorite flower types, at the time cymbidium orchids were my favorite. Around the end of the school year, I was offered a part time job, I was thrilled to continue learning and growing within the flower shop. Little did I know my floral journey was just beginning. Fast forward 10 years later, attending business school in Boston, managing a high-end studio, teaching floral design classes and working for many

talented wedding and event florists. I decided it was time to invest my passion and knowledge into my own company. Being surrounded by weddings the majority of my teens into my adult life I've become a true romantic. I believe in love, friendship and laughter. Don't be surprised if you see me shedding happy tears witnessing your ceremony (not joking)!

When my hands aren't full of flowers you can find me dabbling with my paint brush, cooking something savory and always entertaining my sweet Pit Bull, Sky. I love to travel the world and I have quite an obsession with jelly fish... I feel connected to the ocean in many ways. My father was a fisherman for over 30 years and while you'll never catch me enjoying seafood I'll always be up for a visit to Mystic Aquarium. A few goals of mine include learning to speak Dutch, visiting the tulip farms in Holland and building Floral Fixation into one of the top wedding and event florist in Southern New England.


I hope to learn about all the things that fuel you and work together to curate a floral vision that represents your personalities.

02

I truly want us to be a great fit

We're all for going over the top when it comes to flowers, foliage and candles but we know flowers are not everyone's priority. Not all of our clients are master gardeners or know exactly what they want and that's ok! Some of our clients have been planning this special day since they were little. Whichever client you happen to be we are here to help guide you and make sure your floral vision is executed with great attention to detail. One thing our clients have in common is good taste and a need to dress up your venue. We feel that it is important to vibe with your vendors, feel comfortable on the big day and not worry about anything except sipping mimosas while you're getting your hair and makeup done!! We got you.





“Being a florist is more than just ‘playing with flowers’! There is so much more to this art.”

Most of our time is actually spent glued to the computer! Ordering and sourcing flowers from the around the globe, emailing clients, preparing proposals and creating vision boards. The fun part is designing your wedding florals.

Flowers have quite the journey before making their arrival at our studio. They are loved and tended to by many hands before ours. First they must be planted, watered and fertilized over and over until the day comes for them to be cut. They are then packaged in bunches, and shipped to our wholesalers with the most care. Just like picking one flower in a garden we know you have many selections to choose from and we are thrilled you are considering us for your special day.

03

Pricing



Sample Packages

There is no one fits all package when it comes to weddings. Not all bridal parties are the same size, guest counts fluctuate and there are endless designs to choose from (thanks to Pinterest)! Floral Fixation has a minimum investment of \$7,000 including our service fee and tax.

Below are some pricing examples starting at our minimum and up. These examples are based on 150 guests and include options for Bridal Party, Ceremony, and Reception. Everything is customizable to fit your style, color palette and guest count. We encourage you to inquire on our website so we can custom design a vision board and proposal that fits your needs.

01	<div>Example pricing: Floral Necessities</div> <div>150 guests, Bridal Party, Ceremony Florals, Low Centerpieces + Candlelight</div>
	<div><div><div><div>Bridal Party</div><div><div>- Bridal Bouquet \$250</div><div>- Bridesmaids Bouquets (5) \$500</div><div>- Boutonnieres: Groom, Groomsmen (5), Fathers (2) \$120</div><div>- Wristlets: Mothers (2), Grandmothers (2) \$120</div></div></div><div><div>Ceremony</div><div><div>- Altar Designs: Two elegant arrangements placed on our timeless rented urns and pedestals \$600</div></div></div><div><div>Reception</div><div><div>- Lush low centerpieces with mixed votive candles (15) \$3000</div></div></div></div><div>\$7,000+</div></div>
02	<div>Example pricing: Flower Lover</div> <div>150 guests, Bridal Party, Ceremony Arbor + Aisle Treatments, Mixture of High and Low Centerpieces + Candlelight, Bar, Cocktail and Mantle Florals</div>
	<div><div><div><div>Bridal Party</div><div><div>- Bridal Bouquet \$250</div><div>- Bridesmaids Bouquets (5) \$500</div><div>- Boutonnieres: Groom, Groomsmen (5), Fathers (2) \$120</div><div>- Wristlets: Mothers (2), Grandmothers (2) \$120</div><div>- Flower girl Crown & Basket of Petals (\$80)</div></div></div><div><div>Ceremony</div><div><div>- Arbor Design \$1500</div><div>- Aisle Florals (6) \$600</div><div>- Aisle Entry Arrangements (2) \$400</div></div></div><div><div>Cocktail Hour</div><div><div>- Cocktail Table Florals & Votive Candles (6) \$300</div></div></div><div><div>Reception</div><div><div>- Lush Low centerpieces with mixed votive candles (8) \$1600</div><div>- Lush Tall centerpieces with mixed votive candles (7) \$2450</div><div>- Mantle Design & Candlelight \$350</div></div></div></div><div>\$10,000+</div></div>

investment



03	<div>Example pricing: Flower Obsessed</div> <div>150 guests, Bridal Party, Ceremony Arbor + Aisle Treatments, Mixture of High and Low Centerpieces + Candlelight, Floral Wall Installation, Chandelier/Lighting Greenery, Bar, Cocktail and Mantle Florals</div>
	<div><div><div><div>Bridal Party</div><div><div>- Bridal Bouquet \$250</div><div>- Bridesmaids Bouquets (5) \$500</div><div>- Boutonnieres: Groom, Groomsmen (5), Fathers (2) \$120</div><div>- Wristlets: Mothers (2), Grandmothers (2) \$120</div><div>- Flower girl Crown & Basket of Petals (\$80)</div></div></div><div><div>Ceremony</div><div><div>- Arbor Design - Head to toe florals \$3000</div><div>- Aisle Florals (6) \$600</div><div>- Aisle Entry Arrangements on Columns (2) \$800</div></div></div><div><div>Cocktail Hour</div><div><div>- Cocktail Table Florals & Votive Candles (6) \$300</div></div></div><div><div>Reception</div><div><div>- Lush Low centerpieces with mixed votive candles (8) \$1600</div><div>- Lush Tall centerpieces with mixed votive candles (7) \$2450</div><div>- Mantle Design & Candlelight \$350</div><div>- Floral Photo Backdrop or Champagne Wall Installation \$600</div><div>- Chandelier Greenery (8) \$800</div></div></div></div><div>\$12,500+</div></div>

Travel Fees

Floral Fixation charges a Service Fee that includes our initial consultation, endless revisions and communication, ordering and sourcing, experienced on-site staffing, late night rental product breakdown. In addition to our service fee we charge a delivery fee which includes travel/delivery to your getting ready location(s), ceremony and reception. Sales Tax is calculated on all items.



“The very best relationship
is a gardener and a flower.
The gardener nurtures and
the flower blooms.”

- Carloe Radziwill



04

I want to know more

Q: Is the deposit refundable?

A: Due to the time spent planning, updating and pre-ordering for your wedding florals, the deposit is non-refundable.

Q: How do you accept payment?

A: We accept Cash, Check, or Credit Card via our software program.

Q: How many weddings or events will you schedule on the same day?

A: We like to be fully invested in each clients' wedding, this is the most important day of your life and that means it's important to us too! For this reason, we only take 1-2 weddings per day depending on size and location.

Q: Have you done events at my ceremony and reception location(s) before? If not, how familiar are you with the sites?

A: Chances are, YES! We have been designing weddings for 14 years all over New England. However, if we have not visited your wedding location(s) yet we are more than happy to schedule a visit.

Q: Are you available to do a venue walk-through before the wedding date? If so, do you charge a fee for this?

A: Of course! We HIGHLY recommend planning a sample centerpiece at the time of your venue tasting. This service helps you visualize your big day. We offer 50% off the quotes cost of your arrangement for this service plus delivery. We will walk through the venue together and adjust things as needed to fit the space best.

Q: Will you be doing my arrangements yourself or would it be another florist?

A: We LOVE our team! Myself and my team of experienced designers will be executing your wedding together.

Q: Do your prices include tax?

A: Tax is calculated on all items and itemized seperately at the bottom of your proposal.

Q: Do you offer specific packages or is everything customized?

A: Everything is customized for your needs!

Q: How far in advance of the wedding will you create the bouquets and arrangements, and how are they stored?

We prefer to design no more than two days before your wedding. All your florals are kept nice and fresh in our floral cooler.

Q: Do you require a minimum floral budget?

A: Yes, we have a minimum of \$7,000 for our service. We also have minimums per design. Example — our Bridal Bouquets start at \$250. These minimums allow us to stay true to our lush, romantic aesthetic.

Q: How many weddings have you done? Do you have a portfolio of weddings you've recently done that I can browse?

A: Too many to count! We have been in the floral industry for 14 years. Before owning my own business I managed retail locations and wedding & event design studios. My hands have touched flowers for thousands of weddings. We update our website portfolio often and encourage you to take peek for inspiration!

If I give you a picture of a bouquet and/or centerpiece that I like, can you recreate it?

A: We can absolutely take your inspiration images and design

something very similar! A couple factors such as seasonal availability, container choice and photo editing can alter this a tad.

Q: Will you work with my cake designer if I decide to add flowers to my wedding cake? If so, is there an additional setup for this?

A: Of course! We love designing on cakes. Some bakers prefer if we left the flowers for them to design. We are happy to accomodate both options. There is no additional set-up fee for this service, however, the flower cost will be added into the contract.

Q: How much is the deposit and when is it due?

A: We have a simple payment schedule made of (3) equal payments. 1/3 is due upfront and to be received no later than 30 days after we quoted you. You will then have a midway payment and final payment due one month before the wedding. Please keep in mind your date is not blocked off until the signed contract and deposit are received. There is no guarantee that we won't book your date until this is locked in. To avoid this, it's best to let us know when you are ready to move forward, sign the contract first and submit your deposit.

FAQ's



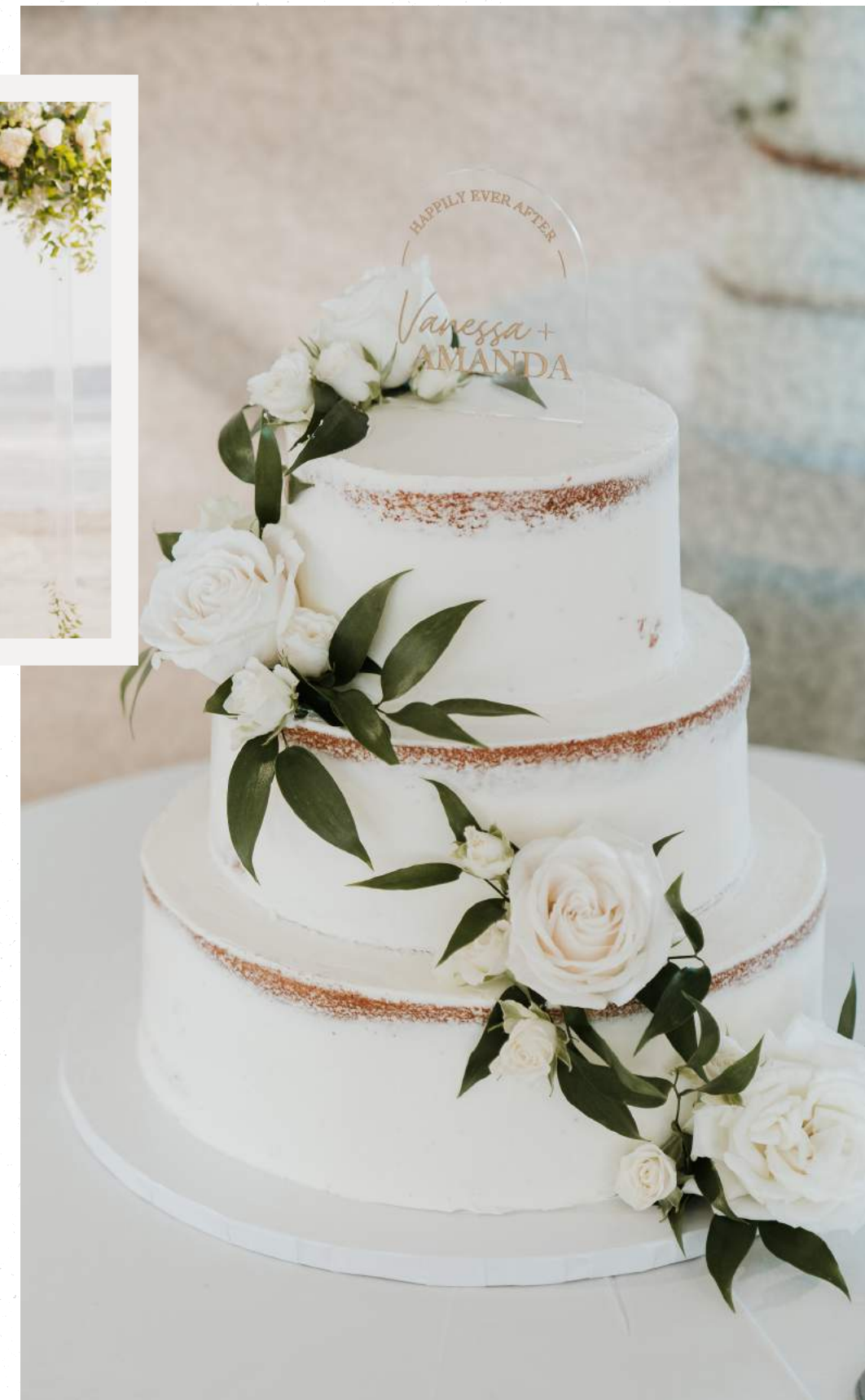
05

Sounds good to us, how do we book?

We're SO EXCITED to flower your special day! We know you had so many incredible florists to choose from and we can't wait to exceed your expectations. After reviewing your vision board and proposal you will e-sign our contract and submit your deposit by the payment due date listed. Once the contract and deposit are received we are ready to continue the planning process. Don't hesitate to reach out if you need anything.



How to book





Let's get
flowering!!





Thank you!

Thank you for taking the time to review our Welcome Guide.
We can't wait to chat with you about your wedding vision.

Phone | 401-474-6525 Email | Hello@floralfixation.com
Instagram | [@floralfixationnn](https://www.instagram.com/floralfixationnn) website | www.floralfixation.com