



New Leaf Collective CASE STUDY

About **NEW LEAF COLLECTIVE**

We offer a customer-first approach to marketing & strategy to build and support strong brands.

Social Media Management | Website Design | Mentorship & Strategy

Proudly located in London, Ontario.



Client Spotlight

BLOOMS & SWEETS



Services Provided: Web Design, Photography, SEO, Brand Strategy

Blooms & Sweets Boutique approached our team with a clear goal: to bring their vision of a boutique floral business online. At the time, they had no e-commerce channels and were looking for a professional, fully customized solution to reflect the quality and charm of their brand.

Our work began at the concept stage, where we collaborated closely with the founder to define their visual identity and online objectives.

From there, we developed a tailored strategy that included:

- Creative Direction & Photography
- Website Design & Development
- Search Engine Optimization

Step

One

CREATIVE DIRECTION & PHOTOGRAPHY

From the start, I had a clear vision for the site's opening visual: something immersive, full of texture and light, that would immediately evoke the feeling of stepping into the world of Blooms & Sweets. To bring this to life, our co-owner Liz played a pivotal role in capturing the essence of the brand through photography and storytelling.

Working collaboratively through our in-house content studio—powered by The New Leaf Collective for marketing and Liz Gilders Photography for visuals—we curated and styled every scene with intention. From sweeping tablescapes to close-up details of floral textures and sugar-dusted pastries, the photography served as the foundation for both the website and the wider brand identity.

The result is a cohesive visual narrative that is not only beautiful but also highly functional across digital platforms, social media, and marketing collateral.



CREATIVE DIRECTION & PHOTOGRAPHY

[HOME](#)

[ABOUT](#)

[SHOP](#)

BLOOMS & SWEETS BOUTIQUE

[CONTACT US](#)



FRESH FLORAL
ARRANGEMENTS FOR EVERY
OCCASION

SHOP NOW

Step

Two

WEBSITE DESIGN & DEVELOPMENT

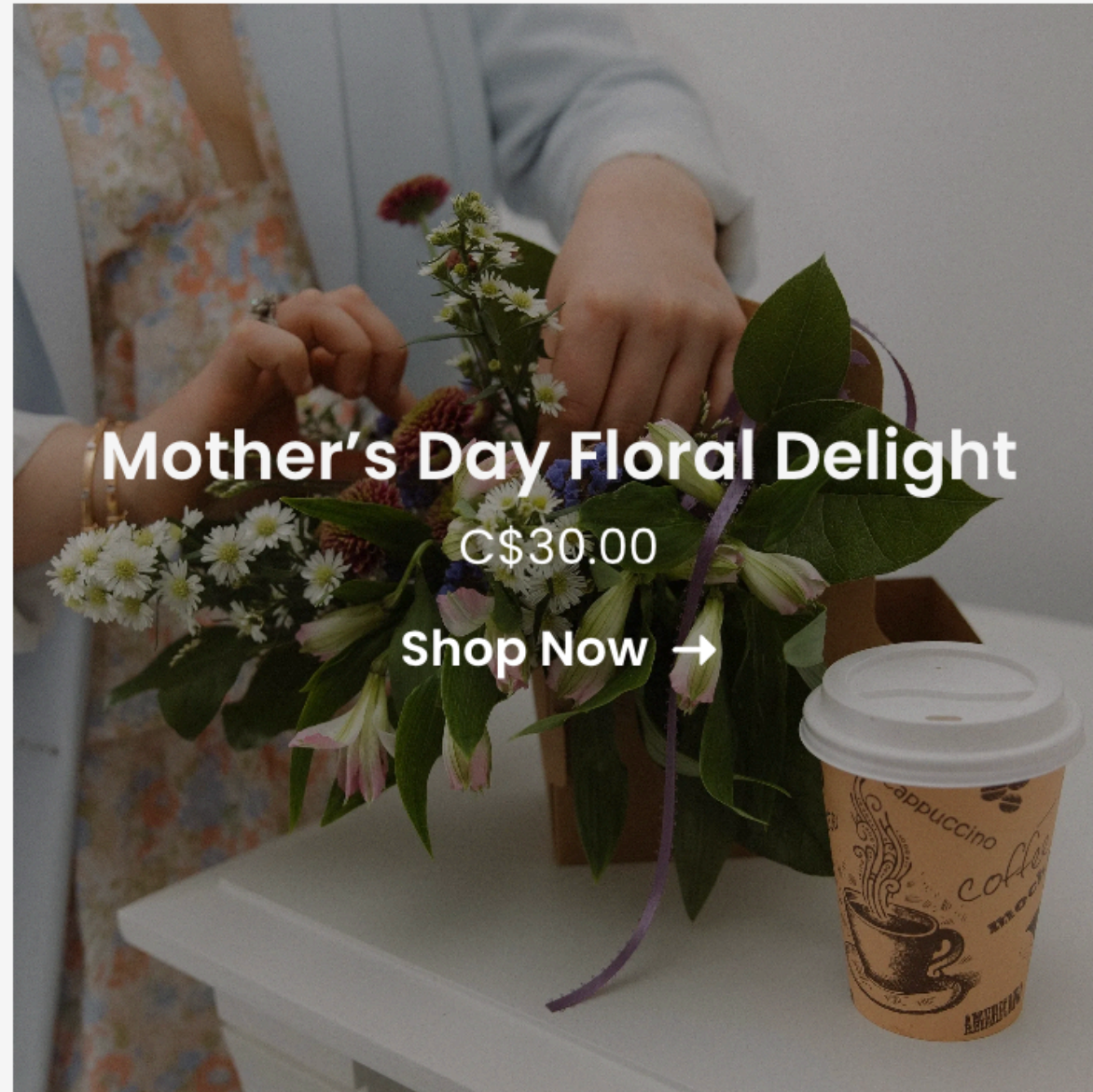
Our team designed and developed a fully custom, mobile-responsive website that functions as both a digital storefront and an immersive brand experience.

We approached the site architecture with a strong focus on user experience, ensuring that browsing offerings, placing orders, and getting in touch with the business feels intuitive and seamless across all devices. Every design decision—from layout and navigation to typography and color palette—was made to reflect the brand’s refined yet inviting aesthetic.

Beyond visual design, we worked closely with the client to assess which platforms and functionalities would serve their business best. Each recommendation was grounded in practicality and scalability, ensuring that the digital foundation we built could support their business both now and in the future.



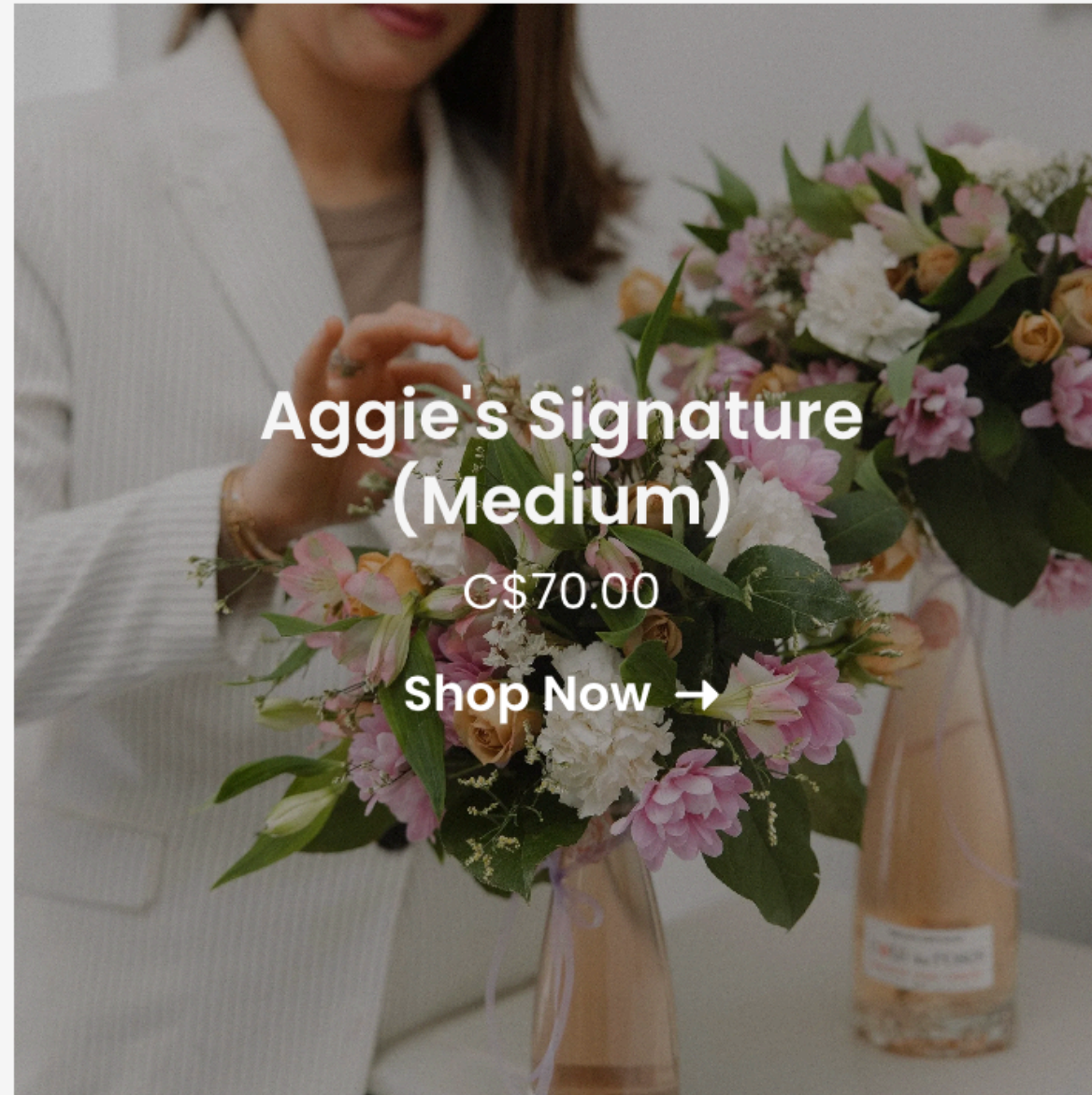
WEBSITE DESIGN & DEVELOPMENT



Mother's Day Floral Delight

C\$30.00

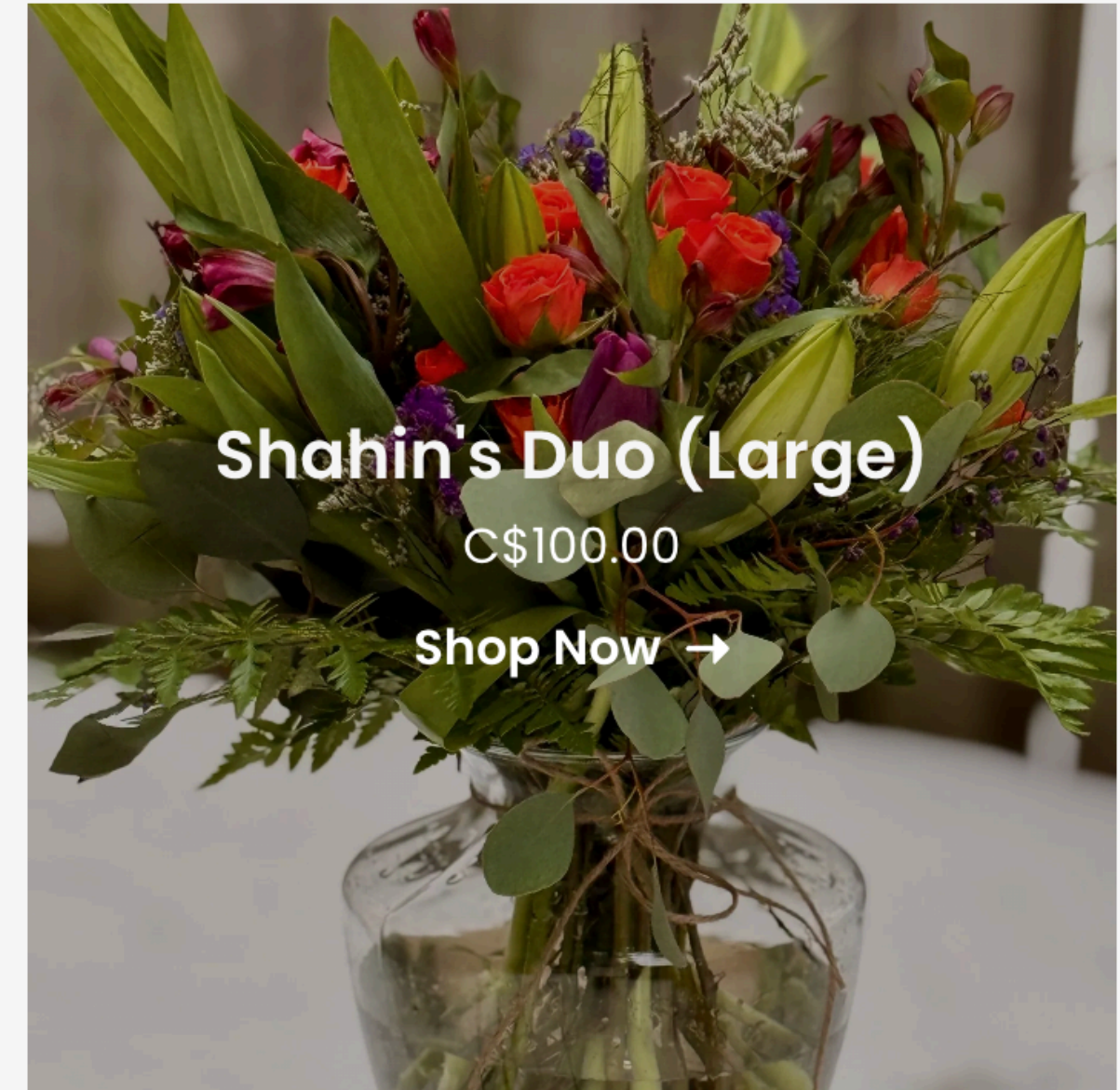
Shop Now →



**Aggie's Signature
(Medium)**

C\$70.00

Shop Now →



Shahin's Duo (Large)

C\$100.00

Shop Now →



LET'S TOGETHER

Work



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