

## **CASCADING SIGNATURE COLLECTION**

The **Cascading Signature Collection** is our most elevated design experience. This collection is created for clients seeking dramatic visual impact through cascading florals, layered textures, and statement focal designs.

*This experience emphasizes movement, scale, and depth, resulting in a highly immersive and editorial atmosphere.*

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### **WHAT IS INCLUDED**

- Custom event design curated by Designing with Latisha McKinney
  - Design consultation and creative direction
  - Visual layout planning focused on scale, flow, and focal areas
  - **Payment plan options available**
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### **BRIDE AND GROOM AREA**

(Head Table or Sweetheart Table)

- Statement table design with cascading floral elements
- Elevated floral density using premium blooms
- Designer linens and tabletop styling
- Candle styling to enhance depth and ambiance

- Backdrop or focal enhancement scaled to venue specifications

*This area serves as the primary visual anchor of reception design.*

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## **GUEST TABLE DESIGN**

- Luxury table linens
- Chargers, napkins, glassware, and tabletop accents
- Elevated or cascading centerpiece designs
- Coordinated candle styling for cohesion

*Guest table designs are intentionally scaled to complement the overall cascading aesthetic.*

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## **FLOOR AND INSTALLATION ELEMENTS**

(As applicable to the design plan)

- Cascading floor floral arrangements
- Table or floor runner enhancements
- Installation elements measured by length or area

*All installations are custom-designed based on venue layout, guest count, and production requirements.*

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## **PRODUCTION AND LOGISTICS**

- Extended setup window required due to installation scale
- Professional design installation team
- Breakdown included following the event
- Guest count, venue access, and design complexity directly impact production scope

Out-of-town events are priced based on location, access time, and production needs.

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## **SERVICE DISTINCTION**

Design services are provided separately from planning and coordination services. Clients must select services intentionally based on their event needs.

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## **IMPORTANT DESIGN NOTES**

- Final design execution is customized to the venue, guest count, and layout
- Pinterest and inspiration images are welcomed as reference only
- Designs are interpreted and custom-created, not replicated exactly