

The
**FLOWER
PURSUIT**

CURATED FLORAL DESIGN

wedding info guide





THE Flower Pursuit

Welcome to The Flower Pursuit, lover!

We're a boutique florist nestled in the heart of Western Sydney. Our speciality lies in creating stunning soulful, heartfelt floral designs using the highest quality blooms that'll take your breath away. We also add a sprinkling of high-quality silk blooms to really elevate your wedding or event, that's our secret touch. It's safe to say we're experts at creating unique floral magic that you won't find anywhere else.

Our Founder, Sarah, is a true architect for beautiful florals and she has an impeccable eye for detail. She's been creating magic with blooms in 2017 and her work is nothing short of breathtaking. After taking a break to start her beautiful family, Sarah returned to her true passion in early 2020 with even more passion and creativity.

Here at TFP we have an amazing team of florists, stylists & builders who will help bring your day to life.

We're all about making things as easy and fuss-free as possible for you. Trust us when we say we work best when you give us a general creative brief and color story then leave the rest to us. Grant us creative freedom, and watch as we create something magical that'll leave you breathless. We select only the best quality of blooms for your wedding or event, ensuring that every detail fits your unique vision and personality.

At The Flower Pursuit, we embrace a holistic approach to our floristry. Whether we're sourcing or creating, we're always on the lookout for unique, premium quality blooms that'll make our work stand out. We're confident that you'll be completely impressed by our modern and on-trend approach to floristry.

We can't wait to create some floral magic for you lovebirds!

- Sarah Fussell
Founder, Florist + Stylist

YOUR DREAM WEDDING

THE FLOWER PURSUIT



CREATING THE DREAM WITH FLOWERS AND GORGEOUS STYLING...

Creating a wow factor for any wedding is SIMPLE, just add FLOWERS, gorgeous fabrics + candles and the perfect styling elements like stones or fruit.

We work closely with our beautiful clients to mirror your vision and set the tone for your wedding by creating florals that's bound to get the conversation started & wow your guests from first glance.

The key to a memorable wedding is remembering these two words... INTENTIONAL and COHESIVE.

When you focus your decision making around these two words everything comes together effortlessly. From your signage, to your table decor, to your wedding favours and to the overall vibe of your day, these decisions matter when working towards creating a memorable wedding.

CEREMONY FEATURES

THE IMPORTANCE OF YOUR CEREMONY FEATURE

In our eyes your ceremony feature is the most important floral item apart from your bouquets on your wedding day.

You say your vows here, you became Mr & Mrs here, your photographer captures the most memorable moments here and it also sets the tone + vibe for your whole wedding day.

IMPACT is the first word that comes to mind when we describe our past couples approach towards their ceremony feature.

Here are some things to keep in mind when choosing a ceremony design.

- Think about your surroundings and compliment your location.
- Choose a design that best represents you as a couple. -quirky, classical, fun
 - Trust your floral designers to be innovate when creating a unique design conceot or you.
- Be mindful of the ceremony design you choose especially if you want to repurpose into your reception space - There are lots of variables that come into play when repurposing your ceremony design so choosing the right design is just as important as the flowers.
- Allocating from \$1,200 here is a great start.

We have so much guidance to offer you through the whole booking process to help maximise your design, vibe and floral budget.



Our top picks for ceremony designs

- Floral Nest - when the view is too good to obstruct
- Flower clouds on clear or white plinths
 - Flower Towers
- 2 large arrangements to be placed on an arbour, such as Circular, Triangular, Arch style structures
 - Aisle Flowers
 - Urns Arrangements
 - A full Arch or Circular design
- Incorporate candles into your design concept
 - Petals, Petals and more Petals

FLOWER CLOUDS



SMALL

Small Flower clouds -
typically ranging
\$150



MEDIUM

Medium flower clouds -
typically ranging \$180



LARGE

Large flower clouds -
typically ranging between \$210



STATEMENT

Statement flower clouds -
typically ranging \$350+



LONG & LOW

Long & Low Flower clouds -
typically ranging \$350+

YOU MAY HEAR THE TERM FLOWER CLOUDS AROUND FROM FLORIST HERE AND THERE BUT AREN'T REALLY SURE WHAT THEY ACTUALLY ARE.. HERE IS A LITTLE INSIGHT ON THE TERM 'FLOWER CLOUDS'..

FLOWER CLOUDS ARE A STUNNING ARRANGEMENT THAT ARE CREATED WITH THE INTENTION OF BEING A FLOATING CLOUD LIKE DESIGN, NOT SEEING THE VASE/VESSEL OR MECHANICS IS THE MAIN FOCUS. WE ACHIEVE THIS LOOK BY EITHER USING FLORAL FOAM OR A SHORT VESSEL WITH CHICKEN WIRE AND BUILD THE DESIGN FROM THIS..

WHERE CAN YOU USE THIS DESIGN WITHIN YOUR WEDDING CONCEPT?

WE ABSOLUTELY LOVE FEATURING OUR CLOUDS ON YOUR TABLES IN THE RECEPTION, WITHIN YOUR CEREMONY, AS A FEATURE FOR YOUR BRIDAL TABLE, AT THE BAR - THE OPTIONS ARE TRULY ENDLESS.

*EACH DESIGN/STYLE/FLORAL SELECTION/CONCEPT WILL VARY AND EACH INDIVIDUAL CLOUD WILL BE BESPOKE AND PRICED ACCORDINGLY TO YOUR FLORAL AESTHETIC. THESE ARE SOME PRICE RANGES THAT OUR CLOUDS MAY LAND IN.

*IMAGE 3 IS INSPIRATION GATHERED FROM PINTEREST FOR REFERENCE OF SIZE AND STYLE ONLY

BUD VASES



The simple romance of a bud vase

A gorgeous petite vase with a few stems in each, a beautiful delicate touch to your tablescapes that makes a huge impact.

We love lining your tables with bud vases when you're filling them with shared platters. A mix with clouds or compotes is another way to incorporate this design to create a gorgeous lush look to your tables.

We love introducing that unique element to your wedding design if it be through the tools we use, the vases we source or the designs we curate.



Flower frogs are one of our absolute favourite tools to create with.. it's that unique point of difference to your tables that we use within some of our bud vases, simply placing directly on the table to replace the vase. They will definitely get the conversation started and wow your guests!!



THEN we love to add in gorgeous elements like candles, linens, textural vases & you've got yourself a dreamy romantic tablescapes



*images 1, 5 are inspiration gathered from Pinterest for style or size reference only

Compote is a fancy way of saying a vase style flower arrangements. The next level up from a bud vase.

We have a large inventory of vases available that you can hire out for your table arrangements which we come back to collect at the end of the night during bump out. We encourage our couples to take all the beautiful blooms while we take our vases.

Compote/Vase arrangements are a stunning design to slightly elevate your flowers off the table and showcase your gorgeous decor selection throughout your reception space and adds a stunning visual element.



LET'S TALK COMPOTES & VASES



best for long tables

We suggest starting off with a minimum of 4 compotes per table. Clustering 1-2 together at different elevations down your tables is another favourite concept of ours. Spacing 1 arrangement per every 4-6 guests is a great way to create abundance.

Mixing compotes with bud vases is another way to create a unique feeling to the space.

best for round tables

We loving styling round tables however keeping in mind sometimes they can look a little bare when selecting a small compote. Opting for a larger compote arrangement with candles & textured stones creates fullness without over doing it. Alternating designs on each table is a great way to maximise your floral spend.



TEALIGHT + PILLAR

holders



THE FLOWER PURSUIT

just a small selection of candle holder options:

- tealight holders - clear, blush, white, glass, gold
 - glass cylinder - different heights
- dinner/taper holders - clear, blush, white, gold



candles

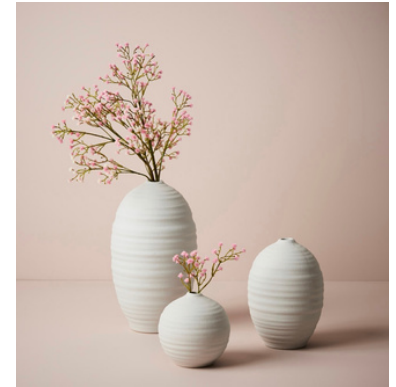
SHAPES, COLOURS + TEXTURES



we have a large range of candle hire options from tealights, dinner, floating, rippled, coloured, pillars we are always adding new candles to our inventory and aren't limited to the images attached.
Unlimited colours available



Ceremony & Reception HIRE ITEMS



Our prop hire collection is forever growing and we are always adding new pieces to our inventory.

A few items you can hire but aren't limited to include: white box plinths, clear perspex plinths, white metal stands, white stands for table arrangements, white circular arbour, white mesh arbour, petal station signage, table numbers, white urns, white easels, traditional white arbour, triangular white arbours, bud vases, table vases and many more.

'Ask our team to send you our hire and styling catalogue'





The FLOWER PURSUIT

TESTIMONIALS

Sarah I don't even know where to start 🥰

The florals yesterday were incredible it was so beautiful and way more than I could have ever imagined. You really saved our day and made it far more amazing than we thought it would ever be. Everyone was complimenting the set up and that's all thanks to you!!!

You made me one stress free happy bride and I'll forever be grateful for having you for our wedding day

Thank you again, you truly are an artist! All of the florals were stunning 🌸🌸🌸🌸

- Olivia

TESTIMONIALS

I can't stop looking at these photos. Thank you for going above & beyond & making our day absolutely perfect. You are absolutely amazing! Still totally obsessed Can't wait to see you work your magic at my sisters wedding

Oh my goodness! I can't even put into words how grateful we are. Thank you for putting together the most beautiful arbour & bouquet & in the pouring rain.

You are truly amazing! You guys are a great teams! Thank you for everything

- Rachel

LET'S WORK TOGETHER

TO INQUIRE...

Our booking process is super EASY, simply tap the link in our bio, click "flower my wedding" fill in the inquiry forms.. this step literally takes 30seconds... attach your Pinterest board or upload any inspiration pictures & THATS IT...

Now all you have to do is..... await our reply to let you know if we are available for your date (our response time is normally 24hours)

if we are available we will can chat over emails, jump on a consult call.
Send you out a quote! Pay your 20% booking deposit and leave floral magic to us..

EMAIL

hello@theflowerpursuit.com.au

SOCIALS

find us on Instagram
@theflowerpursuit

SERVICING SYDNEY, HUNTER
VALLEY, SOUTHERN
HIGHLANDS, SOUTH COAST &
ALL OVER NSW

Located in Penrith, NSW

