

*Iron &
Clay*

SERVICES *and*
INVESTMENT GUIDE

Fall 2023 - Spring 2024





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Iron & Clay



HELLO *and* WELCOME

We're so glad you're here & congratulations on your engagement!
This is such a special time in your life and we are honored to be considered as part of your vendor team. This guide will outline our process and help you envision what it will be like to work with us.



hi! we are Mariana & Lillian

CO-FOUNDERS AND CO-OWNERS

We are Florida natives who share a deep love of the natural world and all of the beauty it has to offer. After running solo flower businesses, we decided to join forces in 2019 to launch Iron & Clay and haven't looked back. Our goal in designing events is to take into careful consideration the style of the couple, the setting, what elements are most beautiful during that season, and blend them into a beautiful floral symphony.

@ironandclayflowers

our style

Nature's bounty brought to you in customized form.

We are passionate about flowers as a medium to create ethereal works of art while being aware of ecological impact. Our greatest muse is Mother Nature, and we are endlessly inspired observing her shapes, colors, scents, and textures as they change with the seasons. We are mindful about incorporating eco-conscious designs and mechanics in all aspects of our work. We love incorporating interesting and unexpected elements and are constantly on the hunt for the perfect foraged element to add to a design to make it sparkle.

We love bold, juicy color palettes, and also delicate, muted neutrals. Our design reflects playful, modern styles as much as classic, timeless looks. We approach each design with careful consideration so that the final product feels elevated, effortless, and honors each ingredient's delicate curve, bouncy stem, and soft petals.

"Our extensive bank of experience allows our clients to completely let go, trusting us to design dreamy, inspired blooms in a mindful way with minimized stress or fuss."



YOUR FLOWER *journey*

one

Customized Design Proposal

Once we've gathered some initial details, we'll create a detailed proposal and estimate to present our version of your floral dreamscape and make sure it aligns with your vision.

two

Revisions + Follow Up Call

After you've had a chance to review your proposal, we'll set up a call to chat through anything that needs adjusting and send you a second draft.

three

Contract + Deposit

Once you fall in love with the design, all that's left is to make it official! We'll lock in your date with a signed contract and 50% retainer, so you can cross florals off your list.

four

Fine Tune + Final Payment

About 30 days before the big day, we'll touch base to chat about any final changes, double check your order and make any necessary updates.

five

Delivery, Setup, + Breakdown

Our job on the wedding day goes beyond delivering your floral arrangements. We design your ceremony arch by hand, place each and every arrangement and adjust every candle. We make certain that every detail is perfect. A typical installation time is 4-6 hours on site. We return after the event to make sure that every single item is packed up, and you can blissfully relax after your big day.

INVESTMENT *for our* SERVICES

Our prices are calibrated to ensure that our clients will always receive the highest quality product & designs.

Intimate Wedding (30-50 guests)

\$4,000 - \$7,000

For this range, we will design a bridal bouquet, boutonnieres, bridesmaid bouquets, as well as a simple ceremony install, and reception centerpieces depending on your needs.

Medium Wedding (60-100 Guests)

\$8,000 - \$12,000

For this range, we will design a bridal bouquet, boutonnieres, bridesmaid bouquets, a ceremony install, reception centerpieces. as well as a bar piece and cocktail arrangements. This price range fluctuates depending on the full design of your reception & ceremony installation.

Signature Wedding (100+ guests)

\$15,000+

In wedding floral design, luxury is found in the details. The majority of our couples come to us seeking a truly thoughtful reflection of their union, with florals enhancing the setting in a natural, relaxed and romantic style. For an average wedding size of 150 guests, \$15-30k is a starting budget for this aesthetic.



- ✓ Premium quality flower selections
- ✓ Designs with an airy, luxurious look and feel
- ✓ Personalized touch and attention to detail
- ✓ Above and beyond care and dedication to your event vision
- ✓ High-level talent for your on-site design team
- ✓ Thorough, tidy and organized setup and breakdown
- ✓ Consistent and prompt communication every step of the way
- ✓ Knowledgeable guidance through design choices and logistics

what to EXPECT

CLIENT TESTIMONIALS



Christy said...

Iron and Clay did an absolutely beautiful job on our wedding flower arrangements. The arrangements were unique and fun but sweet and romantic at the same time. We received so many compliments from our guests and would highly recommend using Iron & Clay if you are interested in one-of-a-kind, gorgeous arrangements!



Kayla said...

I can't say enough about Iron & Clay!! I asked them to make my wedding look like I picked all the flowers from a dreamy coastal wildflower garden, and DID THEY DELIVER! I am still receiving compliments on the romance of the wedding & flower arrangements. This team was one of the kindest vendors I have ever come in contact with, so trust me when I tell you that you will not regret booking them! All I did was give them my ideal color palette, my vision for how I wanted my venue to feel, and gave them about 95% creative freedom with exactly which flowers and colors to use. They were also SUPER accommodating with any requests and were always on top of responding in a timely fashion. Forever grateful for them!





FREQUENT questions

Q1. Are there any hidden fees?

All fees are outlined on your estimate, nothing additional will be added to the invoice. The labor and design fees are based on a percentage of the event subtotal, so those fees may increase accordingly if upgrades or additions are made to your floral order.

Q2. How far do you travel?

Our normal travel range includes all of Florida. Delivery prices will vary based on location. Destination weddings will be taken on a case-by-case basis, based on our event calendar and depending on the location. Please inquire with more details for your destination wedding.

Q3. How do you source your flowers?

We prefer working with the national network of small flower farmers both for the beauty and the ecological impact, but also source from growers abroad to find the perfect flowers for your event. Additionally, we have a small cutting garden that provides unique and delicate blooms that otherwise cannot be sourced.

Iron & Clay

We can't wait to hear more about your event!
Please fill out our inquiry form by clicking below,
or have your planner reach out to us via e-mail.

READY to get
STARTED?

INQUIRY FORM

ironandclayflowers@gmail.com

