

# *Investment* GUIDE

SPRING 2025 - AUTUMN 2025

IRON  
*and* CLAY







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# *Welcome*

*We're so glad you're here! We are honored to be considered part of your vendor team. This guide will outline our process and help you envision what it will be like to work with us.*

IRON  
*and* CLAY

*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





# About OUR STYLE

We are passionate about flowers as a medium to create ethereal works of art while being aware of ecological impact. 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 garden 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.

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## 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.

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## 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.

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## 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.

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## 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*

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

## *Intimate Wedding (30-50 guests)*

**\$5,000 - \$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, \$15-20k is a starting budget for this aesthetic.



# What TO EXPECT

- ✓ Premium quality flower selections
- ✓ Knowledgeable guidance through design choices and logistics
- ✓ Above and beyond care and dedication to your event vision
- ✓ Thorough, tidy and organized setup and breakdown
- ✓ Consistent and prompt communication every step of the way





# Kind Words



## *Elizabeth said...*

Iron and Clay made all of my wedding floral dreams come true. They truly took the time to understand my vision, and turned it into something more wonderful than I could have ever imagined. Every detail exceeded my expectations. Quite frankly, their handiwork is magical, and repeatedly rendered me speechless. Aside from their artistry, they were such a joy to work with and my guests and my other vendors raved about them. Trust them, hire them, it may be one of the best decisions you'll ever make.



## *Janice said...*

It was such a pleasure working with Iron and Clay for my winter farm wedding florals. Because I was coming in from out of town, it was hard finding vendors since there's very little I knew about Florida and the wedding industry there. However, upon discovering this florist team, I knew they would do a fantastic job. They took my very specific moodboard and did such a lovely job interpreting my vision. My friends and family were so impressed (they are not easy to impress..). So thankful to have worked with them and if I were to do it again, I'd hire them in a heartbeat.







# 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.

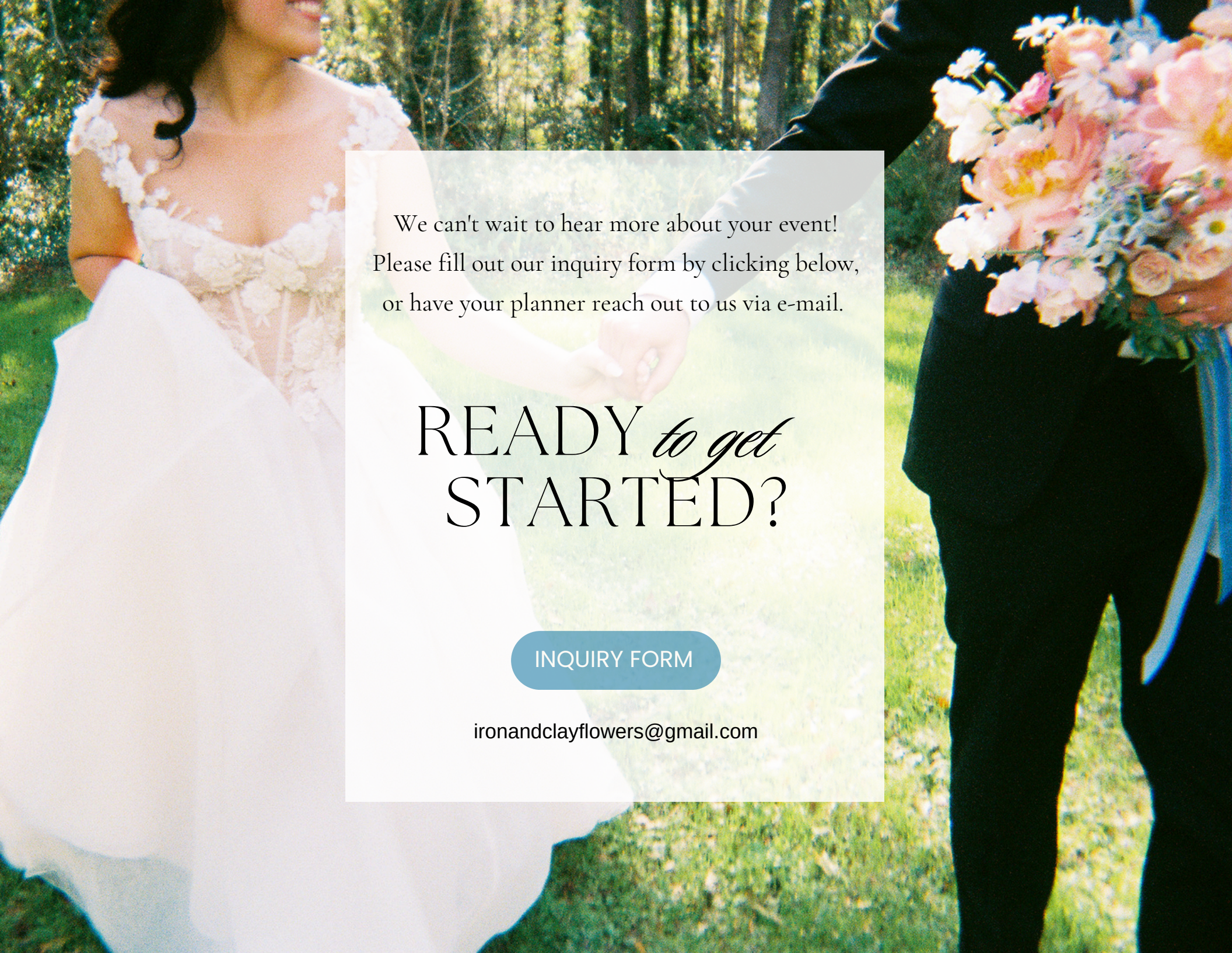
## *Q2. How far do you travel?*

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.





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](mailto:ironandclayflowers@gmail.com)