

# a | FLORAL

PORTFOLIO  
2024





# HELLO EVENTS.

This is a|FLORAL

a|FLORAL offers a full floral journey from tables to unique bouquets and inspiring floral installations. This includes the complete conceptualisation and execution of each occasion. Our head florist, Letitia, with over 10 years of experience, has meticulously built a vast portfolio of floral designs and loves creating unique arrangements to suit each client's needs.

We excel at bringing ideas to life, and we would love to be your trusted partner on your creative journey.



# SERVICES.

Our services include, but aren't limited to, the conceptualisation, creation and styling of corporate conferences, celebrations and dinners.

We are capable of creating custom experiences for your clients at product launches, VIP openings and award ceremonies.

With a clear vision, our Creative team will elevate your corporate function by carefully layering various décor elements together.

Not only does this allow you to keep services in-house but it guarantees a cohesive experience and consistency for all your event throughout the year.







# GALA DINNER.

ZEITZ

The gala dinner at Zeitz MOCAA, curated by a|CREATE & a|FLORAL, was an extraordinary explosion of colour, vibrancy, and floral abundance. We transformed the venue into a whimsical paradise, where every corner bloomed with artistic flair and creative energy.

















# LAUNCH.

ERINVALE

Neutral, natural and sophistication was at the  
forefront of the Erinvale venue launch.















# CORPORATE.

ZEITZ

a|FLORAL is known for creating talking points, this corporate dinner at Zeitz was no exception. Each arrangement unique, each stem styled with purpose.















# MINING INDABA.

CTICC

A small interactive space with styled lounge pockets,  
meeting rooms, branding opportunities and floral  
installations.













# JOY OF JAZZ.

SANDTON CONVENTION CENTRE

An all-inclusive styling opportunity consisting of furniture, décor and floral installation for the VIP Hospitality Suite at the annual and oldest jazz festival in South Africa.













# AWARDS DINNER.

| KYALAMI CONVENTION CENTRE

Gala dinner furniture styling and décor installations at the amazing space that is Kyalami Convention Centre.















# CORPORATE DINNER.

ZEITZ OCULAR LOUNGE & EVENTS SPACE

Concept, styling and sustainable installations for a VIP  
Dinner held at Zeitz Ocular Lounge & Events Space.













# YEA REND.

HAZENDAL

Conceptualizing and styling of a corporate yearend event at a beautiful winelands venue. Creating huge floral installations and styling various seating options.













# MINING INDABA.

## THE GRAND PAVILION

Incorporating a|FLORAL pieces with existing furniture,  
beautiful floral installations and custom-made  
structures to elevate the space and keep on-brand.













# COCKTAIL.

NASDAK

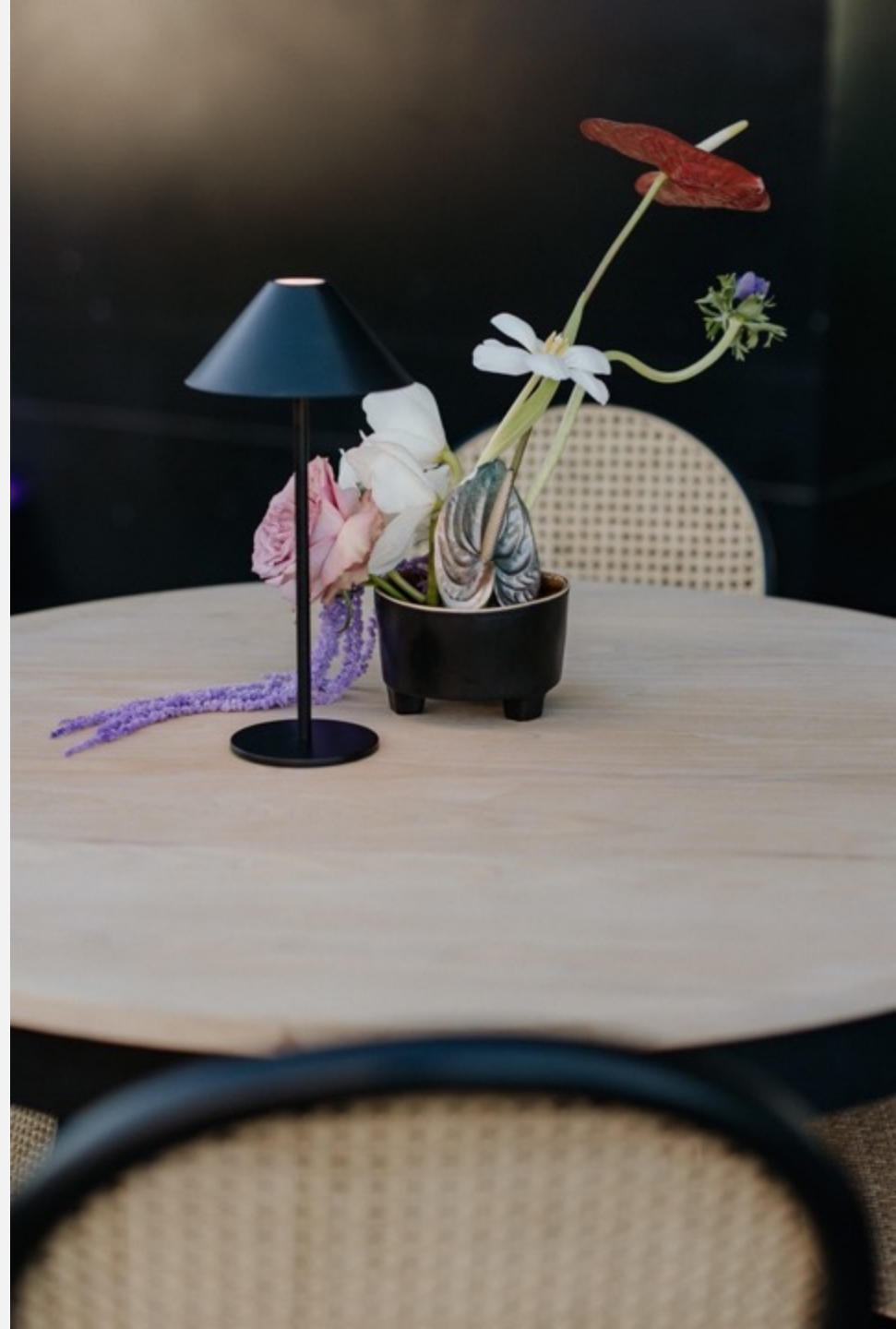
Décor and floral were provided by a|FLORAL for this modern and edgy event. A perfect way to showcase the range of the events the a|F team is capable of executing.













# CLIENT DINNER.

ELLERMAN HOUSE

An on-brand corporate dinner at one of the most sought-after venues in Cape Town. Décor and styling done by a|FLORAL.









# GALA DINNER.

THE WESTIN

Able to adapt any look and elevate any venue; décor,  
floral styling done by a|FLORAL.













# PRIVATE BIRTHDAY DINNER.

THE LANE

Florals for a colorful and fun birthday luncheon in The Lane on Lourensford Wine Estate.













# BIRTHDAY DINNER.

TAAIBOSCH

A formal celebratory dinner for a 70<sup>th</sup> birthday. This intimate affair have all white florals elevate the beauty of the estate and its surroundings.













# CONFERENCE.

ARABELLA

Over the span of three days a|FLORAL had the opportunity to showcase multiple looks for the guests. Each evening unique and each execution on-point.















THE PROCESS.





## 01 | ENQUIRY

You get in touch with us and provide us with a brief overview of what you had in mind for your celebration



## 02 | MEETING

Next, we will get together and discuss your brief in more detail, brainstorm ideas and get a feel for what you're after.



## 03 | CONCEPT

Now we'll cook up a wonderful concoction of ideas, inspired by international trends and individual style.







#### 04 | COST & LOOK

At this stage, you can expect a detailed proposal to include a cost estimate and a lookbook to whet your creative appetite.



#### 05 | FEEDBACK

You share your ideas and feedback on our proposal and we make any necessary tweaks.



#### 06 | DEPOSIT

Once you are happy to go ahead with our proposal ideas, we will require a 50% deposit.







## 07 | PROCUREMENT

We will go ahead and liaise with the necessary third party (lighting operators, etc.)



## 08 | FINAL PAYMENT

The final amount is settled.



## 09 | SET-UP

Let the magic begin - we will personally coordinate every aspect of the setup on the day, from the flower installations and lighting design to the furniture delivery and placement.







## 10 | SHOWTIME

Your event looks spectacular and you take all the credit. Afterwards, we remove and reinstate everything at your venue - as if we were never there.



# THAT'S US.

Thank you for the opportunity to present  
you with this portfolio. We trust that we'll  
assist you in arranging a most memorable  
event.





# GET IN TOUCH.

SECTION 77 & 78 | BUILDING 8  
THE OLIVE GROVE BUSINESS PARK  
OU PAARDE VLEI ROAD  
SOMERSET WEST

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**FURNITURE | DÉCOR | STYLING | FLORAL**

