



a | FLORAL

PORTFOLIO
2024



HELLO CREATIVE.

This is a|FLORAL.

We understand that not only do you want to create a unique brand, an experience that's unmatched; you also want it to be like no other before.

Our team of stylists have superlative experience in turning visions into tangible moments through the combination of all factors that make products stand out from the crowd.

Let us take you through a visual journey of we could do for your brand.

SERVICES.

Our services include the conceptualisation, creation and styling of all floral and décor elements for styled shoots, product launches, product displays and magazine inserts.

We welcome the creation of custom experiences for you and your brand by not only styling all the design elements but also adding the floral detail.

With our dedicated team of stylists, we guarantee to not only bring your vision to life but to make it the most unique and memorable experience.





ATELIER VERSACE.

ZEITZ

a|FLORAL assisted with the product launch and styling of the world-renowned Atelier Versace brand. The launch of their new fragrances in Cape Town was an absolute privilege to style.







ENTERTAINMENT REIMAGINED.

ENDLER, STELLENBOSCH

Unique, unusual, creativity reimagined. The stage was set, and a|FLORAL coloured in the beautiful orchestra backdrop for Entertainment Reimagined by The Aleit Group.











STYLED SHOOT.

SUNSET FARMS.

a|CREATE styled and curated this beautiful neutral,
natural shoot with florals and styling done by
a|FLORAL.





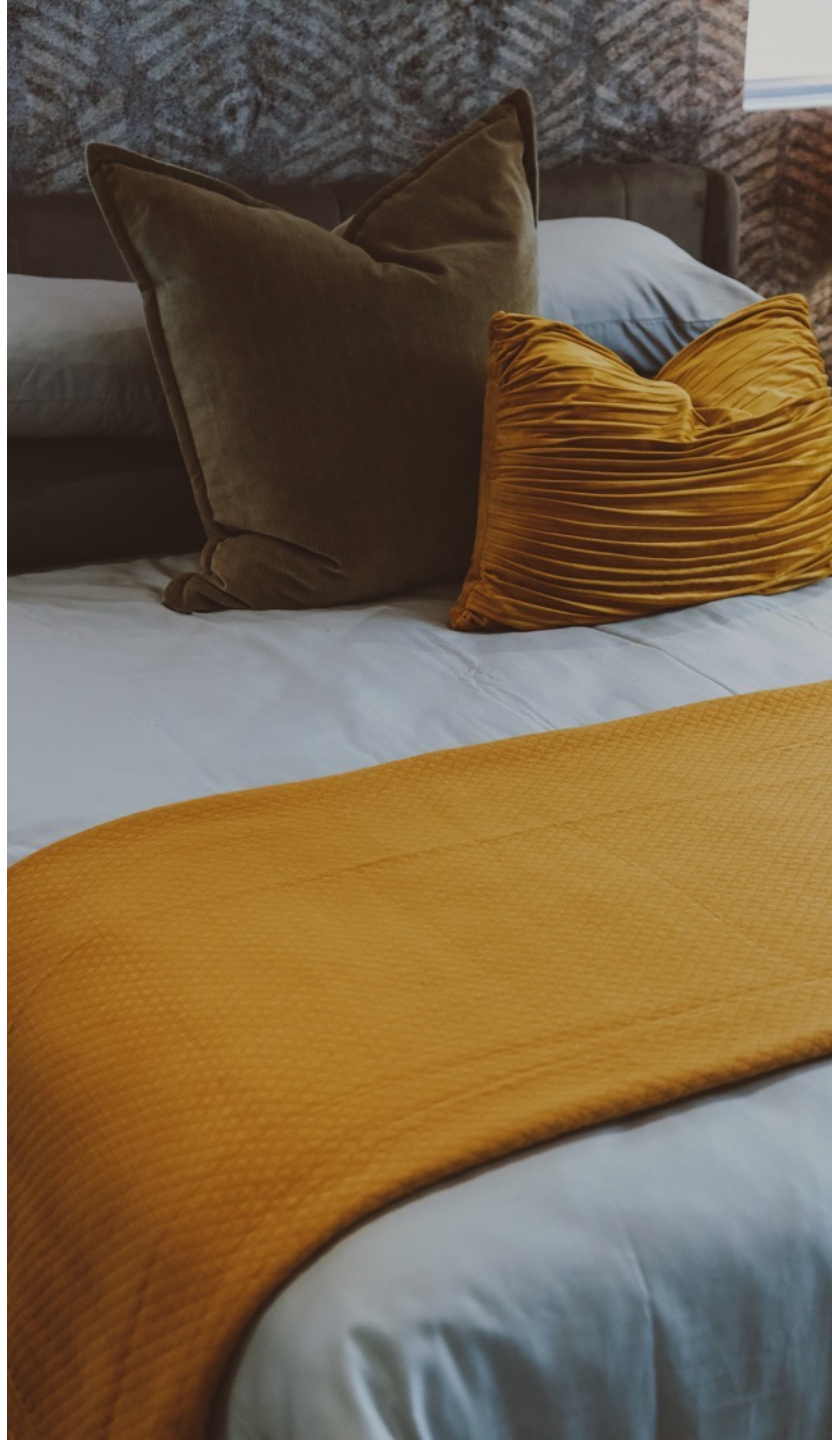


HOME STAGING.

DE PLATTEKLOOF

a|FLORAL assisted the prestige retirement village in staging various units. From window dressing to décor, we styled and showcased what future clients could expect, exceptional quality.







FEATURE.

PINK BOOK

A wonderful collaboration between suppliers in the
hospitality industry, florals and styling done by
a|FLORAL.







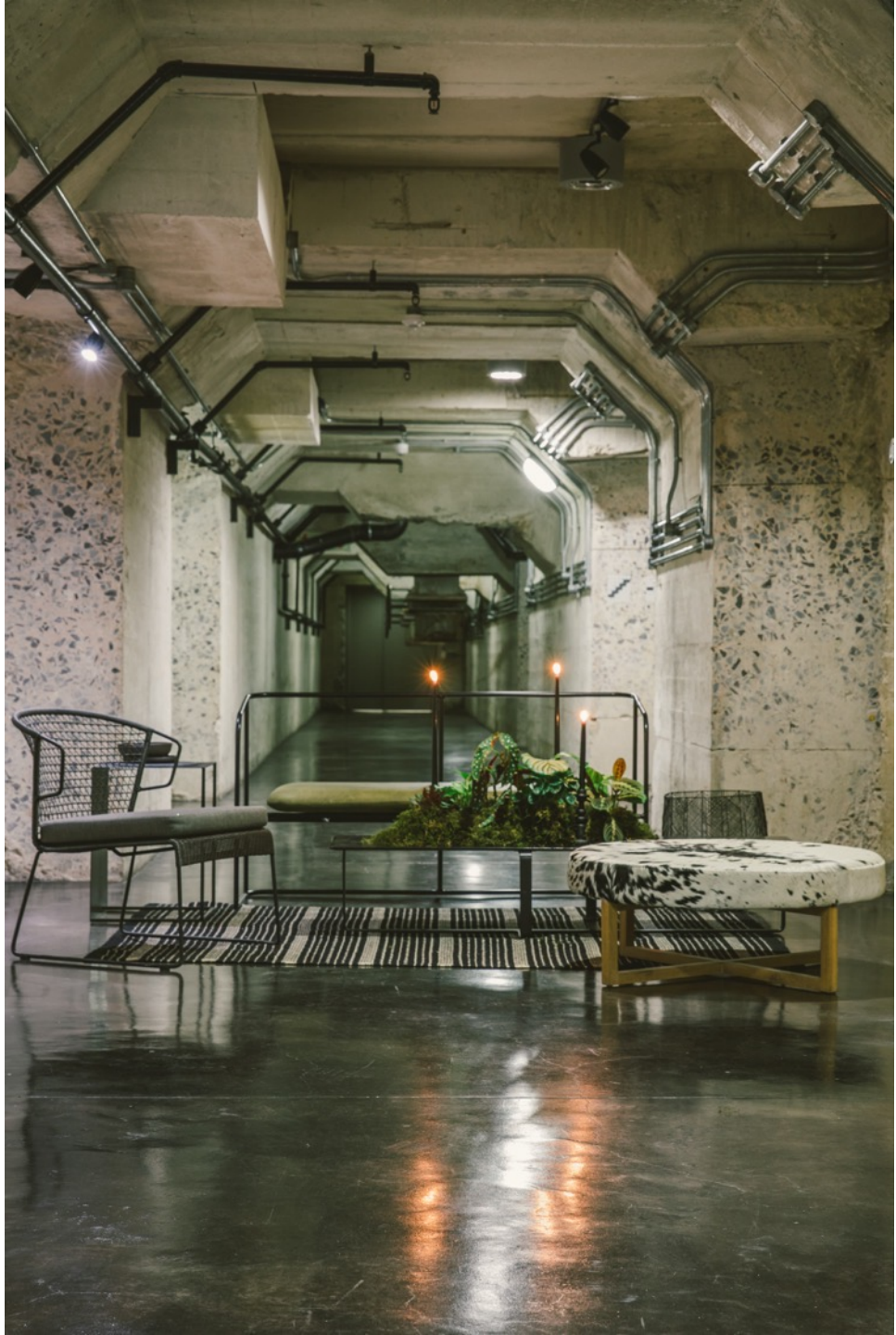
CATALOGUE.

ZEITZ

a|FLORAL had the privilege of showcasing, alongside
a|CREATE, what the possibilities are at the amazing
venue that is Zeitz Ocular Lounge & Events Space.









TO INFINITY.

INFINITY STUDIOS

a|FLORAL has used the amazing blank canvas that is Infinity Studios alongside a|CREATE various times to showcase new stock and creative trends.

















a|WEDDING.

GORGEOUS GEORGE

Who does not love a rainbow tablescape! The floral team showcased their capabilities when setting-up this colourful styled shoot for a well-renowned wedding coordinator.

Florals styled perfectly by a|FLORAL in collaboration with a|CREATE.







ZEITZ.

ART INSPIRING ART

a|FLORAL teamed up with a|CREATE in this amazing space to showcase how the artists exhibiting in the adjoining museum could inspire and bring an event to life.











EARTHBOX.

STYLED SHOOT

a|FLORAL had their hand in a campaign photoshoot for the newly opened EARTHBOX. Providing guests with an immersive experience, the venue inspired various looks, all floral styled alongside a|CREATE.











THE PROCESS.



01 | ENQUIRY

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



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 (floral & décor suppliers 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, styling to delivery and placement.





10 | SHOWTIME

The results are spectacular and you take all the credit. Afterwards, we remove and reinstate everything at the 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 creating something most memorable.



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

