

a | FLORAL

A photograph of a dining table set with a green tablecloth, white linens, and a central floral centerpiece featuring dried red leaves and a modern lamp.

PORTFOLIO
2025



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 and a|FLORAL, was an extraordinary celebration of colour and vibrancy. The venue was transformed into an artistic masterpiece, alive with bold teal tones, fiery shades of red and orange, and an atmosphere brimming with creative energy. A dramatic, golden-draped photo moment added a touch of opulence, ensuring guests experienced an unforgettable evening.







CAPE WINEMAKERS GUILD.

CAVALLI

The styling struck a balance of neutral, natural, and colourful elements, with fruits and vegetables artfully incorporated into the décor. Both the pre-dinner and dinner tables were thoughtfully styled, showcasing unique floral designs that brought a fresh and unexpected touch to the celebration.









ALLIANZ.

VERGELEGEN

a|FLORAL is renowned for creating striking talking points, and this corporate event was no exception. The design featured bold shades of blue and orange, beautifully accented with aromatic spices and Delft-inspired elements, resulting in a distinctive and memorable setting.









BONDS & LOANS.

ZEITZ

Zeitz was transformed into a red floral heaven, complemented by neutral and black accents and highlighted by a creatively designed, fruit-inspired bar installation.









JASIRI AWARDS.

NORVAL FOUNDATION

A striking gala dinner for the ABSA Jasiri Awards, featuring dramatic red elements throughout the furniture, décor, and floral installations.









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

