

WEST & ROCK



WEST & ROCK

EARTHY
MODERN
INSPIRED

floral design

You're
getting
married!

Congratulations on wedding
planning, let's kick off your floral
journey the easy way.

happy planning!



WEST & ROCK

About Us

Headquartered in Southwest Florida, West & Rock is led by principal artist, Brittany, and her team who appreciate the natural beauty of flowers.

Our aim is to create intentional events and floral arrangements that are refined and unique to our muse.

A dream sequence made to be enjoyed during the most magical day of your life, as the sun fades into a dreamy night, around the table with friends, family and your lover. We envision a life where moments are collected from earthy elements and a landscape that is easy to love.



WEST & ROCK

Well hello.

West & Rock wouldn't exist without couples just like you.

I'm passionate about bringing your dream flowers IRL, no matter your style. Every wedding + event is unique and your flowers should be too. West + Rock loves adding the wild & wonderful to your celebration without any limitations.

I look forward to welcoming you and helping bringing your vision to life!

WEST & ROCK

Brittany
FOUNDER + FLORAL ARTIST



Pricing Guide

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Every florist has their own unique design style. Chances are if you found us, you like our style and work. We often use numerous varieties of high quality flowers and foliage in our designs so that they have texture, dimension and are full and lush for your wedding.

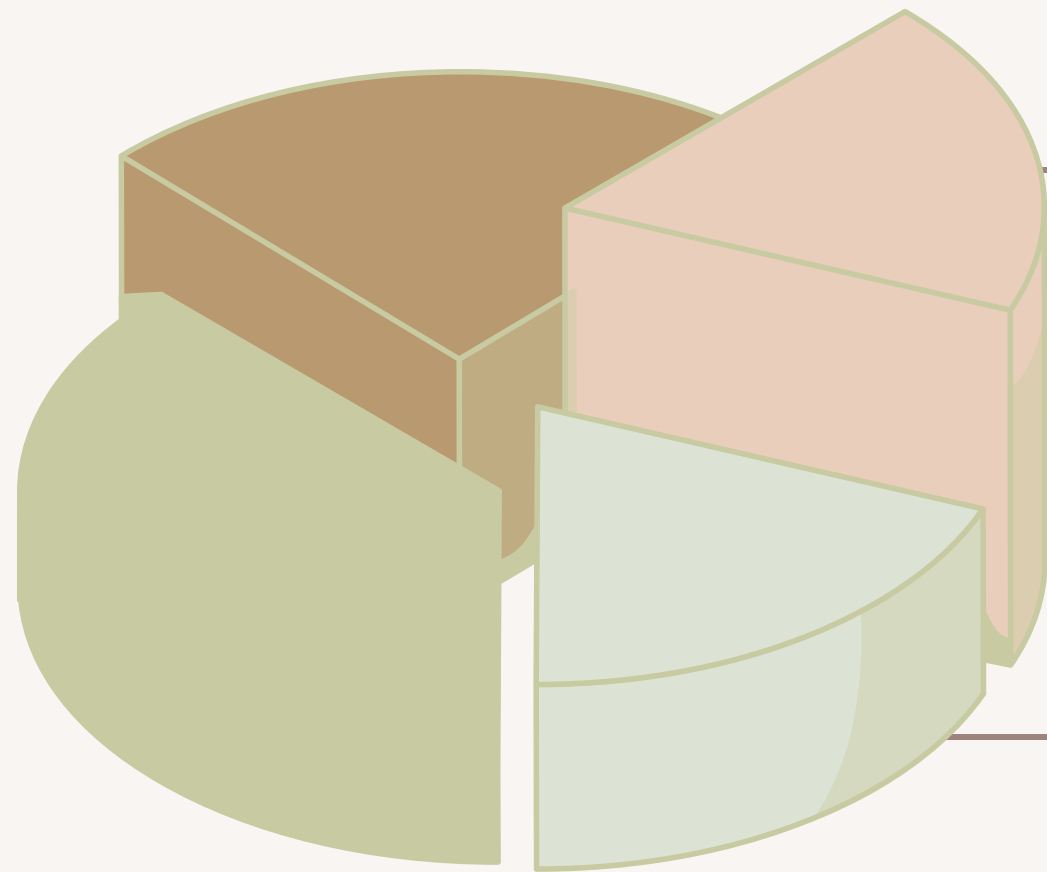
Our Floral minimums allow us to have a healthy budget and feel it's important for your reveal day.

Each wedding is unique so pricing will vary depending on factors such as guest count, bridal party size, and the quantity + complexity of the arrangements and designs requested. Weddings are a passion of ours and will consider smaller budgets for intimate gatherings and elopements within the Southwest Florida area.

Investments begin at: PEAK (October - June) \$5.5k - OFF PEAK (July-September) \$4.5k

Your Floral Budget

Transparent pricing helps you understand how most of our couples spend their floral budget and what you can expect to see on your quote (depending on your inspo and floral wishlist).



- Ceremony - 35%
- Personal Flowers - 20%
- Reception - 25%
- Everything in Between - 6%
- Preparatory Labor + Design Fees - 10 %+
- Delivery, On-site Set-up and Clean-Up/Retrieval - 4%+

Additional Fees:

- Obligatory Florida Sales Tax (Depending on County) - 6.5%

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Investment

SNEAK PEEK

WEST & ROCK



personal flowers

Bridal Bouquet \$185 - \$350*



personal flowers

Bridesmaid Bouquets \$70 - \$125*

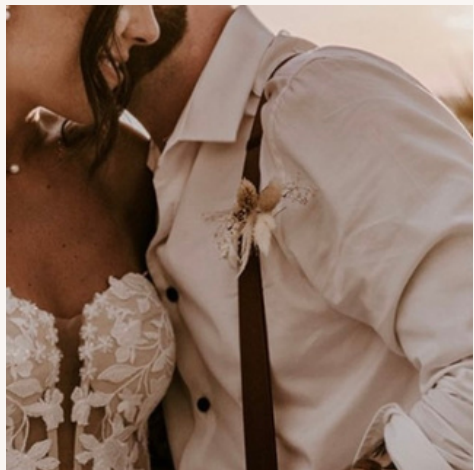
* Our pricing factors are based on the shape and size of your preferred bouquet style.

Your floral preference, current floral season, including the number of blooms we will need to use in order to produce your desired style and design.

Investment

SNEAK PEEK

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personal flowers

Boutonnieres/Pocket Squares \$17-\$35



centerpieces

\$115 - \$300+ *

Centerpiece vessel **rentals** are included with price. You will have viewable access to our inventory during our planning process.



Our pricing factors are based on location and time of the year, your floral preference, current floral season, guest count/requested arrangements.

Production and labor based on the scope of your desired design.

Investment

SNEAK PEEK

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everything in between

Cake Florals \$50 - \$200+*



bud vase + florals

Beginning at \$13 and up/each*



Our pricing factors are based on your inspiration, your floral preference, current floral season, guest count/requested arrangements.

Production and labor based on the scope of your desired design.

Next Steps

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01
Check your date!

Say hello, send us a few details and a little inspo. Whatever your floral hopes and dreams include.

Having your venue secured is highly recommended.

02
We'll review everything we know about your wedding.

You'll be sent a self-guided flower wishlist (questionnaire). It's okay if you don't have every detail at this time.

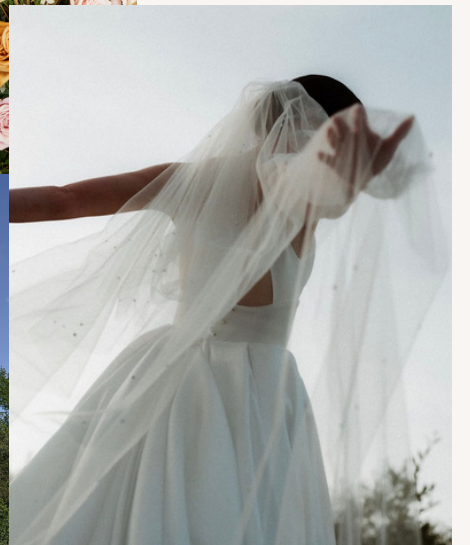
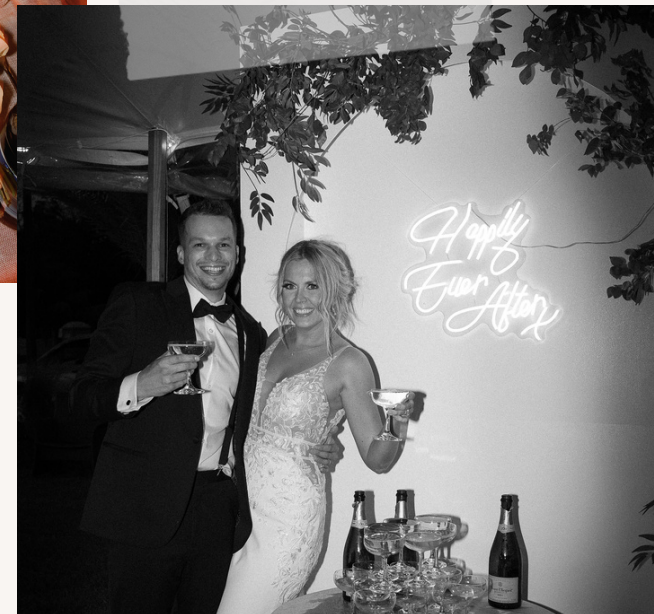
After reviewing your questionnaire we'll prepare your digital customized proposal and an informal estimated quote.

03
Choosing your florist!

Whether you're shopping multiple florists or already know we're the perfect fit for you. It's important to choose the florist of your dreams.

If it's a YES we'll move forward preparing our agreement and your booking fee. Let's make it official!

A few of our favorite moments



WEST & ROCK



MOMENTS COLLECTED FROM EARTHY ELEMENTS
AND A LANDSCAPE THAT IS EASY TO LOVE



WEST
& ROCK

FLORAL DESIGN

swfl — soocal



What's next?

If you'd like to take the next step together, we'll work on preparing a proposal and an estimated quote based on your needs. It's okay if you don't know all of the details and guest count at this time.

ALL FAQ'S click [here](#)

Our pricing structure and preparing you a quote.

Our pricing is structured to give the highest quality designs for our clients, while upholding our design style. We understand not every wedding requires the same set of requests & design. That's what we're here for!

Let's talk through your vision and ideas to help find something that suits you perfectly with all the things you DO need.


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Booking and contract.

We do request 15% retainer of your floral quote (applied to your final invoice) and a signed agreement to officially secure your wedding date and mark our calendar.

Remaining payments will be made in milestones installments, with your final payment due 30 days before your wedding date.

We will continue working together to help bring your vision to life until reveal day.



WEST & ROCK

We look forward to welcoming you as a West & Rock couple!

INQUIRE TODAY 

Website

WWW.WESTANDROCK.COM

Email Address

WESTANDROCK@GMAIL.COM

Social

[@WESTANDROCKDESIGNS](https://www.instagram.com/WESTANDROCKDESIGNS)