



ESTÚDYO

# Services & Investment Guide

RELAXED, LUXURIOUS FLORALS FOR PEOPLE WHO TRULY LOVE FLOWERS.

03 Introduction

06 Services

13 Process

17 Our Work

26 About Us

32 Testimonials

34 Next Steps





HELLO, I'M MARIE - THE FLORIST BEHIND ESTUDYO

We're here because you want your day to feel *intentional, beautiful and a little bit magical* – with *florals that look effortless* in the moment and timeless in your photos for years to come.

Thank you for considering Estudyoy for your wedding or event. We're best for couples and creative teams who want flowers to feel central to the day — thoughtfully designed, seasonal, and really considered. We're a good fit if you want a florist you can trust to lead the design, not just “take an order”.

This guide is about you: the way you want your day to feel, the spaces you're drawn to, and the story we can help you tell with seasonal flowers and thoughtful design.



# About *the* Brand

Estudyo is a Melbourne-based floral studio creating relaxed yet luxurious flowers for weddings, elopements and events. Our work sits where modern design meets soft romance – sculptural shapes, natural movement and textural details that feel both considered and undone.

We're inspired by your space – the colours on the walls, the textures beneath your hand, the vibe of the room, and the way the light falls across a table at golden hour. Flowers, to us, are more than decoration – they're the backdrop to the stories you'll tell about this day for years to come.

*The floral towers were  
absolutely breathtaking!*

— THUY AND TAI

*We were speechless  
when we saw how  
Marie transformed  
our venue.*

— LOUISE AND JEREMIE

KIND WORDS

*She felt less like another vendor and more like a friend - such as providing great insights and general thoughts on overall design and helping with correspondence with vendors.*

— Jenny and Leslie





# *Our* Services

What we do and how we can work with you.

Most of our full-service wedding couples invest from \$5,000+, with intimate celebrations from \$2,000+.

## OUR SERVICES

# Full-Service Weddings

This is for you if you want flowers woven through the whole day and if you're after a premium, *done-for-you* experience where everything feels *cohesive* and *considered*.

### What's included:

- Floral design direction based on your venue and overall mood
- Ceremony pieces, personal flowers, reception/table florals and feature moments
- Sourcing, logistics, timelines, on-the-day installation and pack down
- Seamless coordination with your planner or stylist

*Your investment begins at \$5000.*

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# Intimate Weddings & Elopements

This is for you if you're planning a *smaller celebration* — whether you're planning an elopement, micro-wedding, restaurant dinner, or at-home celebration, and want *standout florals* that still feel *special, polished* and *considered*.

What's included:

- Personal flowers (bouquet + buttonhole)
- A ceremony focal piece or feature arrangement
- A handful of supporting arrangements to elevate key spaces
- Tailored to your venue and celebration style

*Your investment begins at \$2000.*

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## KIND WORDS

“If you're looking for someone who is *passionate, detail oriented and creates something so personal and beautiful* then you have found the right person.”

I appreciate sourcing in season flowers and offering a pack up service, it's a touch that makes what is a busy day so much simpler. The end product we received was nothing short of breathtaking. There was a beautiful harmony creating the whimsical feeling I was looking for!

— Jenna and James



# Sample Floral Spends For Weddings

## OPTION 1

### ABUNDANCE OF FLORALS

*For a fully transformed space*

- Personal flowers (bouquet, buttonhole, etc.)
- Generous ceremony installations (arched, grounded or sculptural)
- Layered reception tablescapes for all guest tables
- Bar, welcome and entrance florals
- Extra “moments” throughout the venue (staircase, cake, lounge areas)

Best for couples who want a transformed space and abundant florals throughout.

*Starting at \$8000+*

## OPTION 2

### JUST THE RIGHT AMOUNT

*For impact in all the key moments*

- Personal flowers
- Ceremony feature plus supporting details (e.g., plinths & aisle/meadow pieces)
- Reception flowers across key areas (e.g., bridal table and guest tables, plus one feature moment)

Best for couples who want flowers to feel central and cohesive from ceremony to reception.

*Starting at \$5000+*

## OPTION 3

### FLORAL ACCENTS

*For intimate days with a few hero pieces*

- Personal flowers
- A few high-impact moments
- One hero arrangement + simple table or signing florals

Best for intimate weddings or couples prioritising a few impactful pieces.

*Starting at \$2000+*

*Most of our couples land in “Just the Right Amount”, with a few key upgrades for extra impact (like a bar feature or additional ceremony flowers)*

# Events, Editorials & Brand Shoots

From brand launches to content shoots and editorials, we design florals that support your concept and look incredible on camera.

We collaborate closely with your creative team to understand the brief, colour palette and key moments, then design flowers that bring texture, movement and depth to the space. Every piece is created with both real-life experience and photography in mind.

*Share your brief and we'll create a custom proposal.*





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# *The Process*

We aim to provide an elevated, responsive experience with unparalleled service.



# Process Overview

## 1. ENQUIRY

Fill out the enquiry form on our website with your date, venue, guest count and a little about how you'd like the day to feel. If you love our work, let us know your budget and we'll guide you towards what's possible.

## 2. LET'S CHAT

We jump on a call to chat about your vision, priorities and any non-negotiables. This is where we make sure we're the right fit for each other.

## 3. FLORAL CONCEPT & PROPOSAL

Using your brief, venue and budget, we create a tailored floral concept and itemised proposal. You'll see suggested colour palettes, key designs and where your investment is going.

## 4. REFINE & CONFIRM

We tweak the proposal together until it feels just right. To secure your date, we take a *20% non-refundable booking deposit* and a *signed agreement*. Once that's in place, your date is secured and we move into the design phase.

## 5. FINAL DETAILS & WEDDING WEEK PREP

Around 6–8 weeks out, we finalise all your details – timings, layouts, guest numbers and any last floral tweaks. By this stage, you'll know exactly what's happening and when, so you can move into wedding week feeling calm and prepared.

## 6. WEDDING DAY FLOWERS & PACK DOWN

Marie will hand-deliver your personal flowers, making sure they stay fresh and beautiful all day, and our team will style every piece on site so it feels effortless in the space. After the celebration, we return to pack down and collect hire items, gathering florals for you and your guests.

# Communication & Support



## **YOUR PROMISE**

Email is our primary point of contact so we can keep all details in one place, and we're also accessible via phone if needed. We aim to respond within 1–2 business days during the week and are usually on-site with events Thursday–Sunday.

## **YOUR PREFERENCES**

We know planning a wedding can feel like a lot. Our job is to make the floral side feel organised, straightforward and enjoyable. We'll always be honest about what will and won't work in your space, and transparent about how best to use your budget for maximum impact. If anything feels unclear, you're encouraged to ask – this is a collaborative process.

If you have a planner or stylist, we're happy to work directly with them to streamline decisions and keep everything aligned.

# Frequently Asked Questions

## DO YOU TRAVEL OUTSIDE MELBOURNE?

Yes. We regularly flower weddings across greater Melbourne and regional locations. A travel fee may apply and will be included in your proposal.

## HOW FAR IN ADVANCE SHOULD WE BOOK?

Most couples book 9–12 months out, especially for popular spring and autumn dates. If your wedding is sooner, you're still welcome to reach out – we'll let you know our availability.

## CAN WE REQUEST SPECIFIC FLOWERS?

We design primarily with seasonal product, which means we can never guarantee exact varieties – but we'll always aim for the same mood, palette and overall feel, and advise you on what will be at its best around your date.

## CAN CEREMONY FLOWERS BE REUSED AT THE RECEPTION?

Where feasible and structurally safe, we love to repurpose designs to get the most from your florals. We'll flag repurpose options in your proposal.

## WE'RE NOT SURE WHAT A REALISTIC FLORAL BUDGET IS – WHERE DO WE START?

**That's completely normal.** As a guide, most of our full-service couples invest from \$5,000+, and intimate weddings from \$2,000+. If you're not sure where your ideas sit, share your venue, guest count and a rough figure you're comfortable with and we'll suggest what's possible. If you love our work, let us know your budget and we'll show you how to get the most impact from it.

## WE'RE FEELING OVERWHELMED BY CHOICES – CAN YOU HELP US PRIORITISE?

Absolutely. Part of our job is helping you decide where flowers will make the biggest impact for your venue and guest count. If you love our work, let us know your budget and we'll guide you on what to focus on and what you can happily skip.

# Our *Work*

A curated collection of weddings and events we've had the honour of flowering.



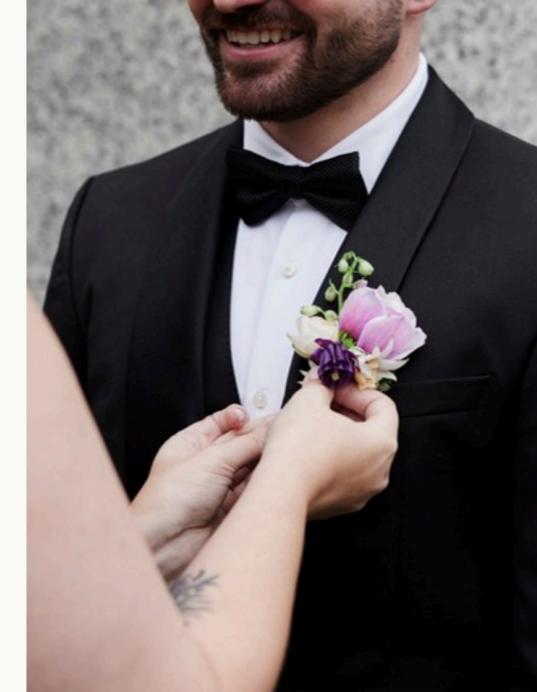
## FEATURED WEDDING

# A Romantic *Soirée at* Gardens House

Charlotte and Jaxon's Gardens House wedding was a romantic, garden-led celebration that felt relaxed yet refined. We leaned into the heritage charm of the venue with soft, seasonal blooms in lilac, lavender and white, layered with natural foliage across the bouquet, ceremony and indoor reception space.

If you're drawn to soft colour, heritage venues and a relaxed-but-refined feel, this is the direction we'd explore with you.

[View More](#)



## FEATURED EVENT

# *In Conversation with Deborah Hutton*

We had the honour of flowering an event for Deborah Hutton, creating pared-back table arrangements in a classic white and green palette – polished enough for a high-profile guest, but soft enough not to distract from the conversation. White kept everything clean and fresh under natural lighting, while layered greens added depth and calm. Low, textural arrangements kept sightlines clear and made it easy for guests to connect, resulting in a refined and intimate atmosphere.





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FEATURED EDITORIAL

# Luxury Wedding Editorial *at* Campbell Point House

We had the pleasure of flowering a luxury summer editorial at Campbell Point House alongside Style Atelier, where the focus stayed on the gown and the venue. Florals were sculptural and supportive – working with the natural lines of calla lilies and rounded mounds of seasonal marigolds – to frame the story rather than dominate it. The palette centred on buttercream yellow and burgundy for a soft yet rich contrast, with in-season cherries woven into the table décor for a subtle, indulgent touch.

[View More](#)







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# *About Us*

Meet your florist, learn what we stand for, and more.





# Marie Purificacion

FOUNDER & PRINCIPAL FLORIST

Registered nurse turned wedding florist, I bring a calm, organised presence to wedding days and a genuine love of design to every project. I'm here to listen to what matters most to you, translate that into flowers, and handle the details so you can actually relax and enjoy the day. My work leans into natural movement, considered colour and thoughtful touches that feel like you, not a Pinterest copy.

For larger events, I'm supported by a small team of trusted florists who share the same eye for detail and care for our couples. We're the people quietly making sure your bouquet is sitting just right, your flowers are fresh, and your spaces feel warm, welcoming and beautifully put together.



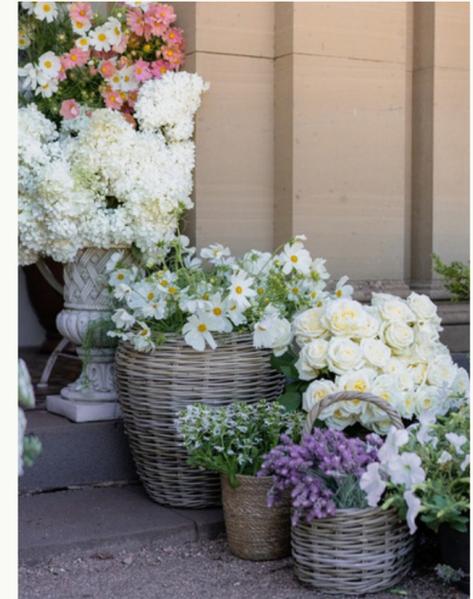
# *Our Style*

Relaxed yet refined.

We favour airy, garden-inspired designs that feel effortless rather than overly “done”. Texture, colour and shape are our tools – always guided by the season and your venue.

WHAT WE STAND FOR

Flowers that feel like *you*, not a template  
*Less clutter, more considered florals*  
It's All in the Details  
*Season-led, thoughtfully sourced blooms*  
*Clear communication and a calm, grounding*  
*presence on the day*



WE'VE BEEN FORTUNATE TO WORK AT THESE STUNNING VENUES

Aerial South Wharf

Abbotsford Convent

Barunah Plains

Butler Lane

Campbell Point House

Ceres Homestead

Coombe Yarra Valley

Cumulus Inc

Flowerdale Estate

Gardens House

Port Melbourne Yacht Club

The George Ballroom

The Royce Hotel

Zonzo Estate

## WHY CHOOSE US

### Style *and* substance.

Yes, we're obsessed with beauty – but we're equally focused on logistics, timing and guest experience so everything not only looks good, but works.

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### Experience that *supports* you.

**We know what works best in season**, and we'll guide those choices with intention– **you just show up and enjoy them.** From timelines and floorplans to weather back-ups, we're used to thinking several steps ahead.

### Season-led, *artful* florals.

We design flowers that feel relaxed, refined and a little bit undone – always guided by the season, your venue and the way you want the day to feel.

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### Intentionally *limited* bookings.

We take on a limited number of events each year so we can give each of you our full attention and room for thoughtful, custom design.

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### Considered, *low-impact* approach

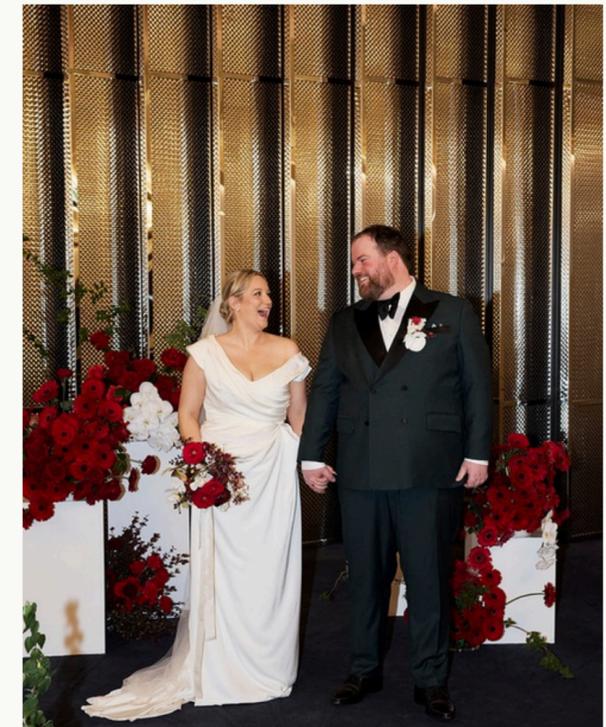
We favour reusable mechanics, timeless vessels and mindful sourcing, creating full, sculptural designs with intention – for you, your guests and the environment.

## KIND WORDS

“Her *attention to detail*, going above and beyond, and *ease of communication* made the whole planning process a *joy*.”

Reusing our ceremony flowers for the reception, Marie and team wrapped the flowers for guests to take home. An incredible service which has meant we can continue to enjoy our wedding flowers for days afterwards.

— Elly and Jason



KIND WORDS

“They brought *our dream wedding to life* and we couldn’t be more grateful”

Their attention to detail, ability to nail our brief and calming nature made our experience relaxing and just perfection. We couldn’t be happier!

— Bridget and Tom





# Next Steps

## Have Questions? Ready to talk flowers?

If you're feeling a little spark reading through this guide, that's usually a good sign we'll work well together. From here, the next step is simple: get in touch with your date, venue, and a few details about how you'd love the day to feel. We'll let you know our availability and, if it's a fit, book a call to talk through ideas and options for your space and budget.

We take on a limited number of weddings and events each year, so if your date is set, now is the perfect time to reach out. And if you still have questions or aren't sure where your ideas sit within the pricing, you're always welcome to ask — send an email, share your mood board, or enquire via the website and we'll take it from there.

[HELLO@ESTUDYO.COM.AU](mailto:HELLO@ESTUDYO.COM.AU)



*Thank You.*

We'd be honoured to bring your vision to life.