



# Florescer

FLOWERS. EVENTS. STYLIST.



A large, stylized purple flower graphic with multiple layers of petals, centered in the background. The petals are outlined in a darker purple, creating a layered effect. The flower is set against a dark gray background with a subtle, lighter gray circular pattern.

FLORESCER IS A FULL SERVICE EVENT DESIGN,  
PLANNING, AND PRODUCTION COMPANY THAT ELEVATES  
ORDINARY EVENTS TO EXTRAORDINARY EXPERIENCES.

OUR TALENTED TEAM CREATES THE MOST CELEBRATED  
EVENTS WORLDWIDE WITH A BROAD RANGE OF INTERNATIONAL  
CLIENTELE IN THE ENTERTAINMENT, FASHION, PUBLISHING,  
ARTS, MEDIA, AND CONSUMER PRODUCT INDUSTRIES.

WITH MORE THAN 15 YEARS OF COMBINED EXPERIENCE,  
FLORESCER BRINGS CREATIVE INNOVATION TO CUSTOM DECOR  
AND FLOWERS AS WELL AS EVERY OTHER ASPECT OF EVENT PLANING.

## WILLIAMSBURG BOUTIQUE



## **OUR PURPOSE**

WE CAPTURE OUR CLIENT'S IDEAS,  
EXCEED THEIR EXPECTATIONS,  
AND CREATE A BREATHTAKING EXPERIENCE  
THROUGH OUR UNIQUE DESIGN.





## **FLORESCER'S SERVICES INCLUDE**

- FULL EVENT DESIGN AND PRODUCTION
- FLORAL DESIGN AND CREATIVE DIRECTION
- EVENT PLANNING AND VENDOR MANAGEMENT
- CUSTOMIZED FURNITURE, DECORATIVE PROPS, & FABRICS
- CONCEPT DEVELOPMENT AND BRAND STRATEGY
- SCENIC DESIGN AND WINDOW DISPLAYS
- FASHION RUNWAYS AND PRESENTATIONS
- SET DESIGN AND FABRICATION
- ENVIRONMENTAL DÉCOR
- WEEKLY ARRANGEMENTS & PLANTS
- FRESH FLORAL VERTICAL LANDSCAPING
- RENDERINGS AND VISUAL SUPPORT



## RETAIL ARRANGEMENTS



## RETAIL ARRANGEMENTS



## RETAIL ARRANGEMENTS





## RETAIL AND OFFICE PLANTS



## LARGE OFFICE PLANTS AND LIVING WALLS





## WEEKLY ARRANGEMENTS



## CORPORATE AND FASHION EVENTS





## CORPORATE AND FASHION EVENTS



## WEDDING FLOWERS & DESIGN





## WEDDING FLOWERS & DESIGN



## WEDDING FLOWERS & DESIGN





## SOCIAL EVENTS



**FABIANA SCOTT**



**OWNER & CREATIVE DIRECTOR**

“WE STRIVE TO CAPTURE OUR CLIENT’S IDEAS, MANAGE THEIR EXPECTATIONS, AND TRANSFORM THEM INTO AN AMAZING EXPERIENCE BY APPLYING OUR UNIQUE DESIGN. IT’S BREATHTAKING TO SEE THEIR HAPPINESS.”

BORN IN CURITIBA, BRAZIL, FABIANA SPENT MOST OF HER LIFE TRAVELING AND VISITING PLACES SUCH AS JARDIN BOTANICO, RUA DAS FLORES, PARIS, AND HOLLAND WHERE SHE DEVELOPED A TRUE PASSION FOR FLOWERS. AFTER MOVING TO NEW YORK CITY AT 18, SHE RECEIVED HER BUSINESS DEGREE AT BARUCH COLLEGE. SHE HAS WORKED WITH PRESTON BAILEY, WHERE SHE LEARNED ALL THE INS AND OUTS OF THE EVENT INDUSTRY. FABIANA IS A SEASONED FLORAL & EVENT DESIGNER WITH OVER 15 YEARS OF EXPERIENCE, WORKING WITH MORE THAN 35 MAJOR PREMIER EVENT DESIGNERS AND TRAVELING THE WORLD DOING LARGE SCALE EVENTS. SHE HAS MANY FOND MEMORIES OF WORKING WITH CELEBRITIES AND HIGH-END CLIENTELE. ONE SPECIFIC MEMORY WAS WHEN SHE HAD THE CHANCE TO SAVE THE DAY FOR A CLIENT WHO HAD A 250 PERSON WEDDING IN ITALY WITH ONLY TWO WEEKS NOTICE. GAINING KNOWLEDGE AND EXPERTISE THROUGH THE YEARS, FABIANA, TAKES PRIDE IN STARTING HER OWN FLORAL DESIGN & EVENT PLANNING COMPANY WHERE SHE HAS THE OPPORTUNITY TO GARNER HER OWN CLIENT BASE AND PRACTICE HER UNIQUE DESIGN CRAFT.

## OUR COMPETITIVE EDGE

- BESPOKE DESIGNS
- CAREFULLY SOURCED & PREMIUM QUALITY MATERIALS
- ONE-HUNDRED PERCENT CUSTOMER SATISFACTION
- EXPERIENCED KNOWLEDGE OF ALL ASPECTS OF THE  
FLORAL DESIGN & EVENT PLANNING INDUSTRIES
- LONG-LASTING RELATIONSHIPS SERVICING  
PRESTIGIOUS CLIENTS

\*PHOTO CREDITS: STUDIO A IMAGES, KARI OTERO PHOTOGRAPHY, & KAREN WISE PHOTOGRAPHY



A large, stylized purple leaf graphic with multiple pointed lobes, set against a dark gray background. The leaf is positioned behind the central text and social media icons.

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