

Client welcome *packet*





WELCOME FRIEND

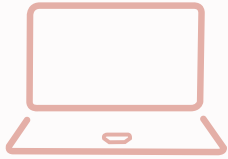
Thank you for considering Heirloom Blooms Design to preserve your special flowers. I'm Lauren, the artist behind Heirloom Blooms. As someone passionate about telling love stories through art, I take great care in transforming sentimental blooms into lasting heirlooms. Every piece is handcrafted with attention to detail, ensuring that your flowers are beautifully preserved in a way that tells your story. My goal is to create a timeless keepsake that allows you to cherish your floral memories for years to come.



xo,
Lauren



THE PROCESS



Reserve

A non-refundable deposit of 50% of your total is required to reserve your weekend.

After booking you will receive a confirmation email with a PDF that includes flower care and drop off instructions.



Drop Off

1 week prior to your event you will receive an email reminder and a link to schedule your drop off.

We accept local drop-offs at our home studio by appointment only.

We have a beautiful petite greenhouse located in the driveway our studio. There will be vases of fresh water for your floral drop off. Simply label your flowers and we will take it from there.

Located 30 mins outside D.C. in Dunkirk, MD



Preserve

Once we receive your flowers, they will be pressed petal by petal and placed in our handcrafted flower press to dry. We use a variety of techniques to ensure your flowers press beautifully.

The drying process takes approximately 6-8 weeks.

Then the flowers are pulled for reconstruction and color correction. After which point we will then begin the design phase.

Total time to complete your frame is around 3-5 months.

THE STUDIO & ABOUT US

Meet Lauren

Hi, I'm Lauren, the heart behind Heirloom Blooms Design! I started this little business because I truly believe flowers hold stories. Your wedding day, a special celebration, a memory of someone you love. These moments deserve to be preserved, not just in photos, but in something you can see and touch every day



The Studio

Dunkirk, MD

30 miles outside Washington D.C.

Our home studio is centrally located in the DMV area. We accept local drop-offs at our studio by appointment. We have a beautiful petite greenhouse set up with vases of fresh water for your floral drop off. Simply drop off, label your flowers, and we will take it from there.



COLOR CHANGES IN PRESSED FLOWERS



WHAT TO EXPECT WITH COLOR

COLOR CHANGES

Flowers naturally change shades during the drying process. This can look like, becoming lighter or darker. Occasionally certain flowers will change colors entirely.

Here are some examples of how colors can shift.

Blush and Dusty Pinks may fade, darken, or shift to light purple



White flowers may develop a cream or ivory tint.



COLOR CORRECTED



NON-COLOR CORRECTED

WHAT TO EXPECT

COLOR CHANGES

Bright Pinks may lighten, darken, or shift to purple.

BEFORE



AFTER



Coral Charm Peonies (Before)



**Coral Charm Peonies
(After now light pink)**



WHAT TO EXPECT FROM YOUR DESIGN

Color Distribution in Your Final Piece

- The final composition depends on flower size, shape, and placement.
- **Example:** If your bouquet's overall color is **pink** but you have some larger **purple** roses, the final piece may appear more purple due to the larger flower size dominating the arrangement.

Color Correction

We offer color correction to help maintain your flowers bright and colorful appearance. We use a variety of techniques including pan pastel application. A high quality pigment that is applied by hand to each flower.

However, the correction is not 100% opaque, and natural veining and petal texture may be visible.



This bouquet was vibrant originally and only had the white flowers corrected. After 1 year you can see the light pink flowers have faded some but the white flowers stayed more vibrant. Color correction helps restore the flowers and keep them vibrant for longer.

FLOWERS WE DO NOT PRESS

Some flowers are not suitable for pressing and will not be included if present in your bouquet: Chrysanthemums (MUMS), Calla Lilies and Lilies, White Lisianthus, Protea, Certain Orchids, Faux Flowers.

If your bouquet contains these they will be excluded from your design.



DESIGN EXPECTATIONS

We do not replicate your bouquet exactly, instead we create a visually balanced, artistic layout inspired by its original beauty.

Our priority is to preserve the essence of your bouquet while ensuring an aesthetically pleasing composition. When flowers are pressed they can become larger or smaller than when fresh and this affects the design.

Clients will be sent a design draft prior to completion with 1 revision



FRAME OPTIONS & DESIGN STYLES



FRAMES & BACKINGS

We offer a selection of high quality frames and backings to choose from. We offer standard white archival mat backing or our luxury shimmer linen upgrade

“Cascade”

Can be displayed horizontally and vertically



“Garden”

Matted and can be displayed horizontally and vertically



“Classic”



“Minimal”

A Note on Floating Glass Frames:

Because our goal is to create pieces that can truly be enjoyed for a lifetime, we've chosen to phase out our float glass frames. Their more open construction made them naturally more vulnerable to dust, airflow, and accidental damage over time. Our current framing options offer a more protected environment for your preserved flowers while maintaining the beautiful, heirloom-quality finish we want for every piece.

DESIGN STYLE AND YOUR FLOWERS

One very important thing to keep in mind is the style of your bouquet and types of flowers you will have in your bouquet.

Some bouquets are very whimsical and light with small flowers and little to no greenery. While other bouquets are very full of large roses and lots of greenery. This will give you two very different results.



Petite bouquet with *no greenery* in a minimal Design Style



Fuller Bouquet and Design Style
this bouquet included more filler and greenery

*Thank you for
considering us!*



These are just a few of the most important topics regarding your preservation. If you have any questions about the process, please feel free to reach out via email. You can also visit our website or social media to learn more.

Email: Heirloombloomsdesign@gmail.com



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