

PHILIPPA CRADDOCK

EXQUISITE FLORAL DESIGNS

1. OUR PHILOSOPHY
2. OUR PROCESS, FROM START TO FINISH
3. AN EXAMPLE OF A COMPLETE FLOWER DESIGN CONCEPT FOR A SHABBY CHIC SUMMER WEDDING



SHOWER BOUQUET USING AVALANCHE
ROSES, ALLIUMS & RUSCUS



Pheasants Hatch, Piltdown, East Sussex TN22 3XR T 07801 628894 www.philippacraddock.com

Registered company number – 5381326 VAT registered number – 924 9915 87

Partners: Philippa Craddock Anthony Craddock

PHILIPPA CRADDOCK

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1. OUR PHILOSOPHY

We take a fresh and inspirational approach to wedding designs. From stunning hand-tieds through to extravagant installations, we aim to provide genuinely inspiring arrangements and above all, share our enthusiasm for beautiful flowers and plants.

Philippa is involved right from concept through to installation and can advise on everything from colour schemes to dressing the entire venue, ensuring a fabulous and successful event.

If desired and in addition to fresh flowers, we can use plants within the designs wherever possible. These plants are then yours to keep after the event, becoming a unique and wonderful reminder of your day, year after year. I will happily provide care instructions for each and advise where best to replant.

Our arrangements are created to suit their interior, whether classic and traditional or contemporary and modern. Each design is completely unique, as is each wedding and each couple.



CLOSE UP OF A BRIDAL POSIE - VINTAGE PINK
ROSES & GARDEN ROSEMARY



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2. OUR PROCESS, FROM START TO FINISH

We would have an initial conversation (either face to face or by telephone), to gather as much information about you and your wedding as possible.

We then, ideally with you, visit your wedding venue(s) to discuss your ideas further and other possible options. Following this we will create a full design concept, together with a complete schedule of your day. From your feedback, we then finalise your flower design scheme.

Finally we deliver and install all the designs to their correct positions, ready for your perfect day.



ROSE BALL USING OVER 100 ROSES



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3. EXAMPLE WEDDING - HAYLEY & STEPHAN, NEWICK PARK, SUSSEX

- Overall theme – shabby chic with a contemporary and classic twist. Summer wedding. Elegant, fun and timeless. Something a little different. White and green florals.
- Guides and key words – Babington House, 1920's garden parties, blankets on the grass, games, vintage ice cream van, hugely romantic, enormous amount of warmth, everyone involved, giving, highly personal, uniquely fun, happy and full of laughter.
- Location – traditional country house hotel in the heart of Sussex. Reception held outside under stone canopy and drinks on the grass afterwards. Wedding breakfast in the main dining room, speeches in bar area and dancing later in the library.
- Hayley & Stephan chose this specific venue because of the wonderful gardens, so it was important to create designs for the exterior as well as inside. We discussed different flowers and they both loved the simplicity of roses. We looked at a few different roses and opted for white avalanche roses as they particularly liked the fullness of the flower. Fragrance was also to play a role, so we included eucalyptus (with the most wonderful scent) as part of the foliage. Hayley's mother is very fond of freesias and we thought it would be charming to include these in the main table decorations and the bridesmaids' posies. Candles in abundance were also to be included.
- There are two large iron gates leading to the main house. To make the perfect entrance for the guests, we started here, decorating the ironwork with the roses and green foliage. We wired further roses into the buxus and bay trees lining the drive, surrounding the main house and bordering the grass lawn. We used extra bay trees and buxus to create an 'outdoor room' for the ceremony. We scattered white rose petals on the driveway and grass. Paper cones filled with white rose petals were placed on each chair for the guests, completing the magical outdoors design,
- To play on the 1920's shabby chic style inside, we used white enamel jugs bursting with roses, freesias and green foliage on the dining tables. We hung white bunting, white roses and green foliage garlands on the banisters of the main staircase. Placed church candles in all the fireplaces and tea-light candles on the mantelpieces, which together created a wonderful romantic glow as the evening settled in. After the wedding breakfast, the hotel staff distributed the dining table arrangements through the downstairs rooms, to make the best use of these designs.
- It was also important to Hayley & Stephan to have as many things as possible to remember their day by, so we included miniature rose bushes in the final designs. These were then later planted in their garden.
- *"Philippa and her team blew us away with their creativity, passion for perfection and professionalism. Her ideas for our wedding design were organic, chic and truly unforgettable. Thank you Philippa for being a big part of our wedding, you are a joy and inspiration to work with."* **Hayley & Stephan Geering, London**



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FINAL TABLE DESIGNS

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FINAL BRIDAL PARTY DESIGNS

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