



EDGY, ECLECTIC LUXURY FLORAL

Flor Amor

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About Flor Amor

Flor Amor was founded in 2015 by Sharon Yancey, TMF to help couples create their dream wedding!

Our diverse client list includes notables from the world of reality television and professional sports, but the majority of our clients are regular people.

We believe weddings should reflect our clients' personality more than the latest trends. The majority of our clients are highly educated, post graduate and doctoral level, with a slight skew toward legal and healthcare sectors.

Our clients have an idea of what they want and are comfortable allowing us to use our creativity to bring it to reality.





SHARON YANCEY TMF

Sharon began working with flowers professionally in 1987 while in college, then opened her first flower shop in 1993. Blending her artistic background with her love of flowers and nature she became a **Texas Master Florist** in 1996.

Sharon served on the Central Texas board of Teleflora for four years. There she produced educational design seminars with nationally recognized floral designers. She gained unparalleled experience introducing florists to the latest floral trends and teaching advanced design techniques.

Now specializing in weddings, events, and corporate ambiance, Sharon brings years of experience and a broad base of knowledge to help our clients create the wedding of their dreams.





Our Process

STEP 1 – CONSULTATION

Our first date! We'll get to know each other to see if we're a good fit. During the consultation we'll go over your inspiration images and find out what's most important.

STEP 2 – PROPOSAL

After the consultation we'll create a custom design plan which will include inspiration images, itemized pricing, and our wish list of proposed blooms.

Once everything looks good, clients can book us directly from the proposal with only a 20% retainer to reserve their date.

STEP 3 – WEDDING

About a month before the wedding we'll have a final consultation to make sure we've got everything we need and nothing we don't. We order directly from farmers and they will reserve a section just for us!

We'll start designing about 2 days before the wedding. We can still accommodate small changes such as bridesmaid, corsage, boutonniere, and table counts by reallocating blooms before we start designing. Communication is key during these last few days!

We'll show up at the wedding 3-4 hours before the ceremony and transform the venue. We want it to feel like they stepped into their Pinterest board! And, we even come back at the end to clean up all things floral.





Fast Facts

- Sharon Yancey - owner and lead designer
- More than 30 years of design experience
- Texas Master Florist certification in 1996
- Teleflora Central Texas education board 1994-1997
- Founded Flor Amor in 2015
- Specializing in weddings, events, and workplace
- Educated demographic; post-graduate, doctoral
- Celebrity clients - reality TV & professional sports
- Style = personality over latest trends

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