



IVY CRUZ

# BRANDBOOK

ARTISTIC APPROACH TO  
COMMERCIAL INSTALLATIONS

[WWW.IVYCRUZ.COM](http://WWW.IVYCRUZ.COM)



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SECRET ESSENCE CAKE BOUTIQUE

# ABOUT US

Founded in 2017 as a family business venture, IVY CRUZ has grown from its humble beginnings in seasonal decor to become a thriving flower decor enterprise. With a focus on all aspects of flower decor, we take pride in creating enchanting and unforgettable experiences for our clients.

From exquisite commercial displays that captivate customers to intricate residential briefs that transform living spaces, we handle every project with meticulous attention to detail.

Located in the beautiful outskirts of Cambridge, our workshop serves as a haven for creativity and craftsmanship. While our base may be in Cambridge, our passion for exceptional decor knows no boundaries.

We gladly travel nationwide to undertake special projects, ensuring that distance is never a barrier to bringing your dream event to life. Whether you are in a bustling city or a quaint countryside, we are thrilled to embark on this creative journey with you.

# THE TEAM

“Our exceptional team of flower designers and tree builders boasts over 12 years of experience in the flower industry”



IOANA, CHOCOBERRY  
LONDON



DECORUM, BIRMINGHAM

Our exceptional team of flower designers and tree builders boasts over 12 years of experience in the flower industry. With a deep passion for their craft, they have mastered the art of creating breathtaking floral arrangements and constructing stunning tree displays. Their keen eye for detail, creativity, and extensive knowledge of various plant species allow them to bring any vision to life.

Whether it's designing elegant bouquets for weddings, adorning corporate events with vibrant floral backdrops, or enhancing commercial spaces with lush trees, our team consistently exceeds expectations. Their years of expertise ensure that every project is executed with precision and beauty, leaving a lasting impression.



# OUR SERVICES

Our design process is centered around understanding the unique aspects of each project and tailoring our work to make it truly special. We believe in asking the right questions to gain a deep understanding of your business and target audience. We don't believe in a one-size-fits-all approach. Every design we create is customised to reflect your brand and capture the essence of your space. Once the design is confirmed, our skilled team takes care of the entire installation process, ensuring that the flowers are placed with precision and care. With us, you can trust that your vision will come to life in the most beautiful and thoughtful way.

## 01

**Service: CUSTOM FLOWER WALL AND CEILING VINES**

**Perfect for:** Low ceiling spaces

**Price:** From £1200 + VAT

## 02

**Service: CUSTOM REALISTIC TREES**

**Perfect for:** Tall and spacious venues

**Price:** From £2500 + VAT

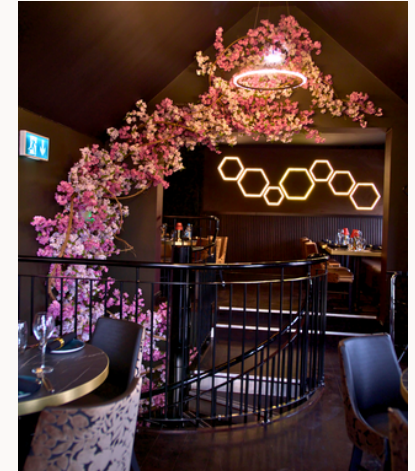
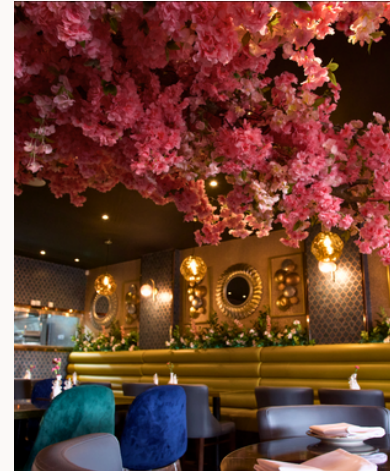
## 03

**Service: CUSTOM CEILING FLORAL AND FOLIAGE FEATURES**

**Perfect for:** For all spaces

**Price:** From £450 + VAT

And many more.



## 01

**Client:** PATISSERIE VALERIE**Projects:** Cambridge, Winchester, Wimbledon**Type of work:** Outdoor floral features

## 02

**Client:** KISH**Projects:** London**Type of work:** Outdoor floral arch and indoor bench florals

## 03

**Client:** CHOCOBERRY**Projects:** Leicester, Ilford, Cardiff and Banbury**Type of work:** Cherry blossom trees, unique ceilings, flower walls, swags, and outdoor florals.

## 04

**Client:** CHANNEL 4**Projects:** London, the Mandrake Hotel**Type of work:** Design and concept of table centrepieces decor

## 05

**Client:** TREATZ**Projects:** Woking**Type of work:** Custom flower walls, custom neon lights and outdoor floral feature

## 06

**Client:** THE FARMHOUSE**Projects:** Coventry**Type of work:** Floral clouds, urns, backdrops, and more

## 07

**Client:** DOLCE DESSERTS**Projects:** Multiple branches in Birmingham and Worcester**Type of work:** Custom flower vines and outdoor floral decor

## 08

**Client:** PARO**Projects:** London**Type of work:** Custom flower wall ceiling, planters, and walls

## 09

**Client:** COCO GRILL & LOUNGE**Projects:** London**Type of work:** Custom flower decor, including cherry blossom trees, outdoor arrangements, vines, urns, and planters.

01

PATISSERIE  
VALERIE  
Est. 1926

02

KISH  
PERSIAN RESTAURANT  
LONDON  
\*\*\*\*\*

03

Chocoberry

04

4

05

THE ULTIMATE  
Treatz  
DESSERT CO.

06

FH  
THE FARMHOUSE

07

CREATING THOSE  
Dolce  
DESSERTS  
EST 2014  
SWEET MEMORIES

08

PARO

09

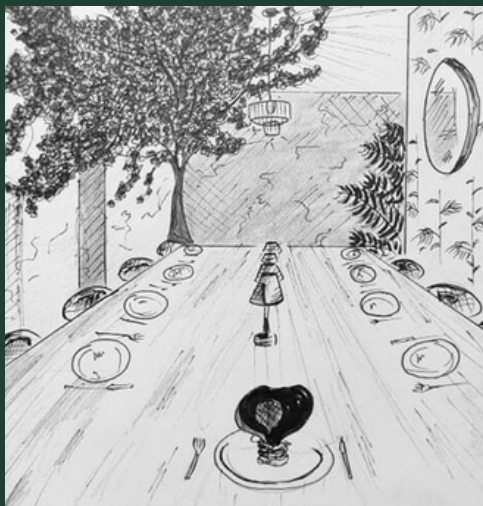
COCO  
GRILL & LOUNGE



# HOW TO WORK WITH US

## STEP 1

Get in touch for an initial chat, where we'll discuss your plans and project. If it's a new project, 3D drawings can expedite the process; if not, we'll discuss the design together.



## STEP 2

After confirming the quotation, our team will implement the designs within the agreed timeframe, working alongside other trades for a seamless completion.



## STEP 3

Your highly anticipated design feature is now in place for you to enjoy!





01

# CHOCO BERRY

**Client:** CHOCOBERRY (multiple branches)

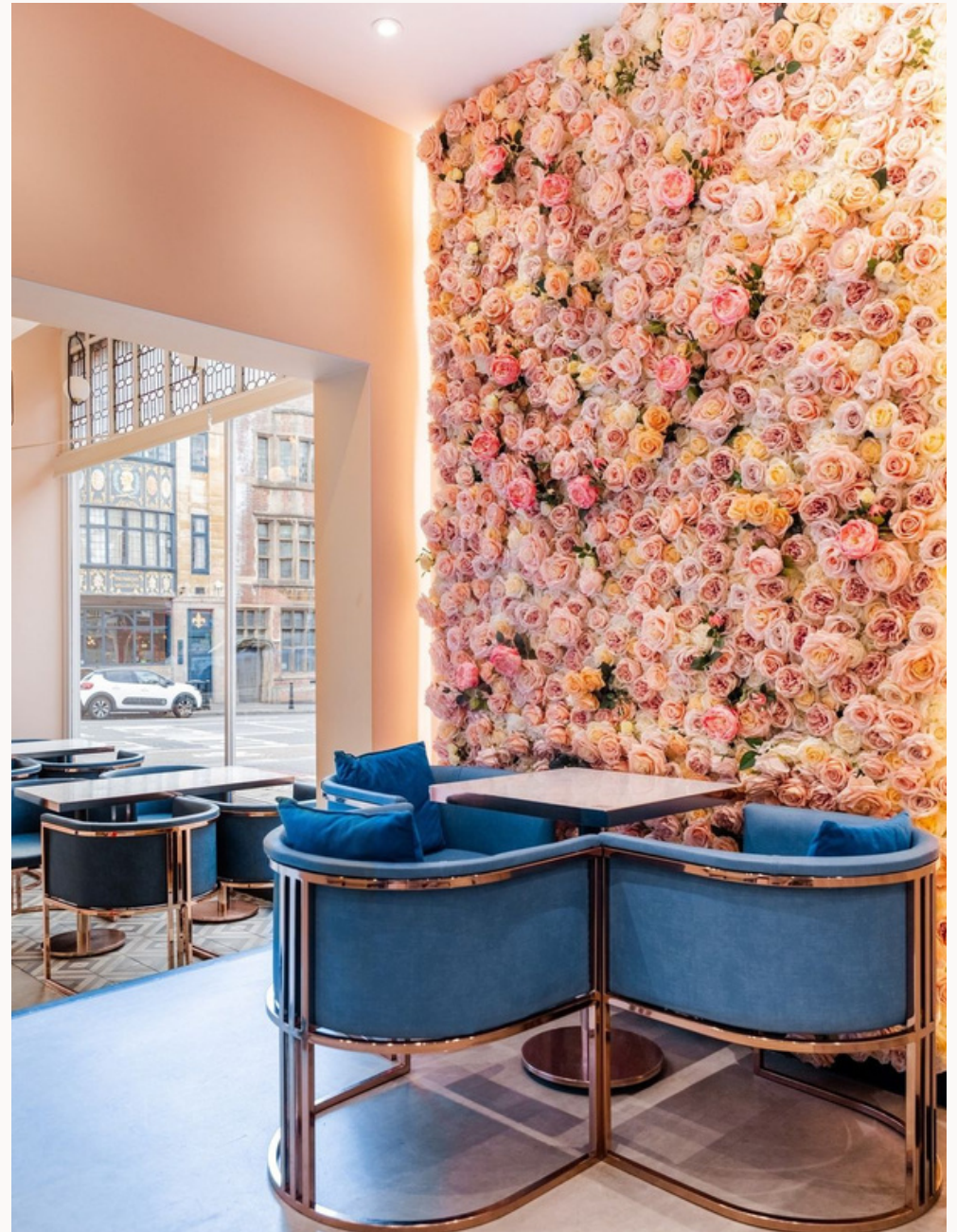
**Type of work:** Cherry blossom trees, unique ceilings, flower walls, swags, and outdoor florals.





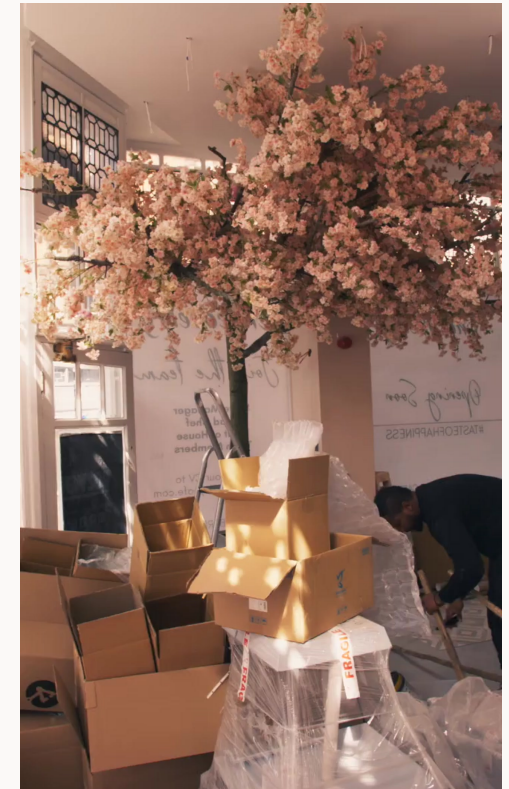
Located on London Rd in Leicester, Chocoberry stands out with its distinctive flower features. Our team designed a one-of-a-kind cherry blossom canopy tree and a unique Dahlia hanging ceiling, adding a touch of elegance.

CHOCOBERRY  
LEICESTER





The peach and nude flower wall, complemented by matching outdoor flower decor, enhance the overall ambiance. These wall flower features have become staple pieces, tailored exclusively for all Chocoberry branches.



CHOCOBERRY, LEICESTER

Step into Chocoberry, the most inviting haven to experience spectacular food in beautiful cafes. 13+ branches.





02

# GURA GURA

**Client:** GURA GURA London

**Type of work:** A large pampas flower cloud,  
green & gold foliage decor.





GURA GURA, COVENT GARDEN LONDON

Introducing Gura Gura, a truly unique and large pampas flower cloud! This standout decor piece serves as an exceptional welcome for all our valued customers. Throughout the space, you'll find multiple areas adorned with a delightful mix of green and gold foliage, creating a welcoming and vibrant atmosphere.







03

# CHAI & CHAPATI

**Client:** CHAI & CHAPATI (multiple branches)

**Type of work:** A custom-built cherry blossom tree and bespoke flower feature wall.



CHAI & CHAPATI  
KINGSBURY ROAD LONDON

At Chai n Chapati on Kingsbury Rd, a warm welcome begins at the entrance with a custom-built cherry blossom tree. Inside, the ambiance is enhanced by a bespoke feature flower wall backdrop and elegant cherry blossom vines.







04

# COCO RESTAURANTS

**Client:** COCO GRILL & LOUNGE (multiple branches)

**Type of work:** A cherry blossom trees, delicate cherry blossom vines, and outdoor flower decor.

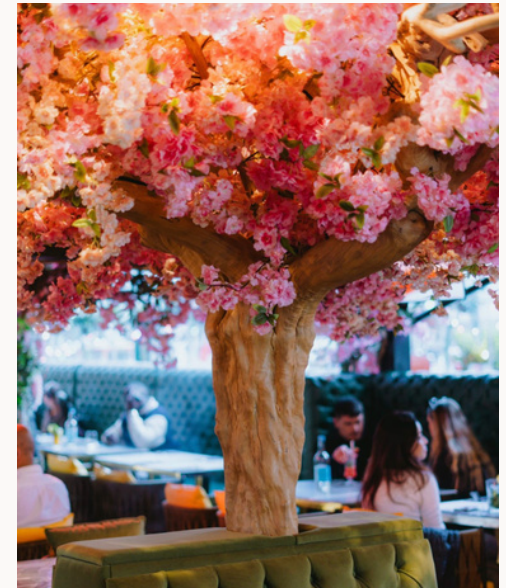




An iconic restaurant and lounge that took London by storm. Indulge in the most gorgeously presented food at carefully designed locations throughout London and beyond. 4+ branches.



LAKESIDE, ESSEX



CANARY WHARF, LONDON

Coco Grill, with locations at Tower Bridge, Lakeside, and Canary Wharf, exudes charm with enchanting cherry blossom trees, delicate cherry blossom vines, and tasteful outdoor flower decor, creating a delightful atmosphere across all venues.





05

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# IN WONDERLAND

**Client:** IN WONDERLAND BEAUTY SALON Lakeside

**Type of work:** A central blossom tree, a canopy blossom tree & floral swing chair.



At InWonderland, we've created enchanting floral spaces, including a central blossom tree that serves as a focal point for the salon, a canopy blossom tree providing an overhang above the pedicure chairs, and a flower swing chair for the perfect selfie area.



FLORAL SWING CHAIR





06

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# TDR BRIDAL

**Client:** TDR BRIDAL BOUTIQUE Birmingham

**Type of work:** Gorgeous cherry blossom vines and  
standout outdoor decor.



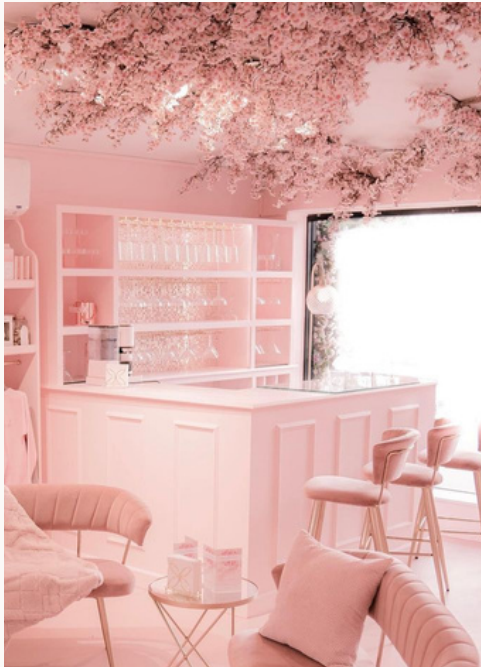


THE CELEBRATION SUITE, CHERRY  
BLOSSOM CEILING VINE



SHOP FRONT FLORAL  
DECOR

For TDR Bridal in Birmingham we transformed its space with enchanting cherry blossom vines, creating a romantic and dreamlike ambiance. The addition of standout outdoor decor, including a flower-covered telephone booth, extends the charm outdoors. The vintage booth serves as a whimsical and Instagram-worthy focal point, embodying the boutique's commitment to timeless elegance and creating a memorable experience for visitors.



CHERRY BLOSSOM CEILING VINE ABOVE THE BAR AREA

“We are IN LOVE. Thank you so much for making our vision come to life!”



FLORAL TELEPHONE BOOTH



# BEST SELLING PRODUCTS

## CHERRY BLOSSOM TREES

Cherry Blossom Trees create a unique venue decor feature. Custom-built to fit your space, each tree is one-of-a-kind, with no size limitations —ideal for larger & taller spaces.



## SHOP FRONT DECOR

Our team specialises in creating stunning floral arrangements to add beauty and elegance to any storefront. Our talented floral designers select vibrant flowers for eye-catching displays that captivate passersby.



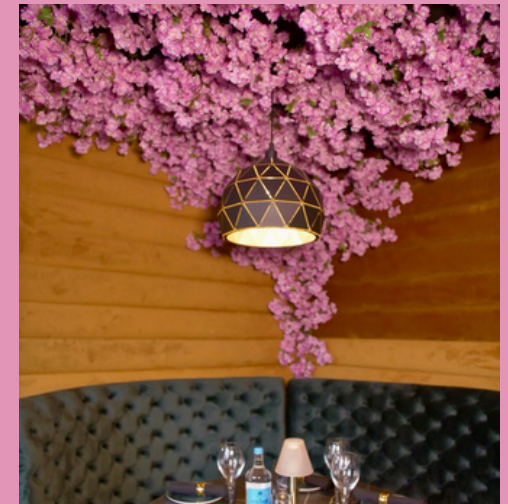
## FLOWER WALLS

A breathtaking backdrop, handmade in our workshop, meticulously arranged for stunning colours and textures. Perfect for weddings, photo shoots, or special occasions, it serves as a captivating focal point leaving a lasting impression on guests.



## CHERRY BLOSSOM VINES

A delicate floral decoration, adding natural beauty to any space. With slender vines adorned by clusters of blossoms, it creates a whimsical and romantic atmosphere, best suited for lower ceilings and smaller space





FLORAL WALL VINE,  
2023

“I'm thrilled with my custom order. The customer service, attention to detail, and genuine passion made the experience amazing. The garland is stunning, fits perfectly, and I'm over the moon! Refreshing to work with a seller who truly cares. Absolute perfection!”

## FLOWER URNS

Transform any space with our show-stopping artificial flower urns. Featuring realistic silk flowers in a stunning color palette, housed in an elegant marble-finish polyresin urn. Ideal for reception areas, lobbies, dining rooms, coffee tables, and beyond. Elevate your decor effortlessly with this vibrant and hassle-free floral accent.



## INDIVIDUAL DECOR PIECES

Elevate your dining space with our handcrafted floral arrangements, creating a memorable oasis for your guests. Our expert florists design custom pieces for table centerpieces, wall art, entryways, bars, and more—perfectly matching your restaurant's style. Vibrant silk flowers, professionally arranged, offer years of beauty with zero maintenance. Transform your ambiance effortlessly!





# HIGHLIGHTS

We are thrilled to showcase the amazing accomplishments of Ivy Cruz, which highlights how much we love creating outstanding floral designs. It's proof of our dedication to making everything we do top-notch!

## 4K+ ETSY SALES WORLDWIDE

Over 4,128 Etsy sales worldwide, showcasing our global reach and the widespread appreciation for our unique floral creations.

## 100+ RESTAURANT INSTALLATIONS

Successfully completed 100+ installations in renowned restaurants, adding a touch of natural beauty to diverse culinary spaces.

## 150+ CHERRY BLOSSOMS

Executed over 150 stunning cherry blossom installations, demonstrating our expertise in bringing the beauty of nature indoors.



RED FLOWER TABLE DECOR FOR SELLING SUPER HOUSES ON CHANNEL 4



## 11K+ INSTAGRAM FOLLOWING

Surpassed 10,000 followers on Instagram, building a vibrant community that appreciates our floral artistry and design inspiration.

## FEATURED ON CHANNEL 4

We take pride in being featured on Channel 4's "Selling Super Houses" show, serving as a testament to the recognition of our unique floral designs and their impactful influence on spaces.

## 1M+ VIEWS ON SOCIAL MEDIA

Garnered an impressive 1 million+ views across various social media platforms, demonstrating our widespread appeal and recognition.

General Enquiries

[info@ivycruzflowers.com](mailto:info@ivycruzflowers.com)

Website

[www.ivycruz.com](http://www.ivycruz.com)

Etsy Shop

[www.ivycruzdesign.etsy.com](http://www.ivycruzdesign.etsy.com)

Wholesale

[faire.com/direct.ivycruz](https://faire.com/direct.ivycruz)

Social

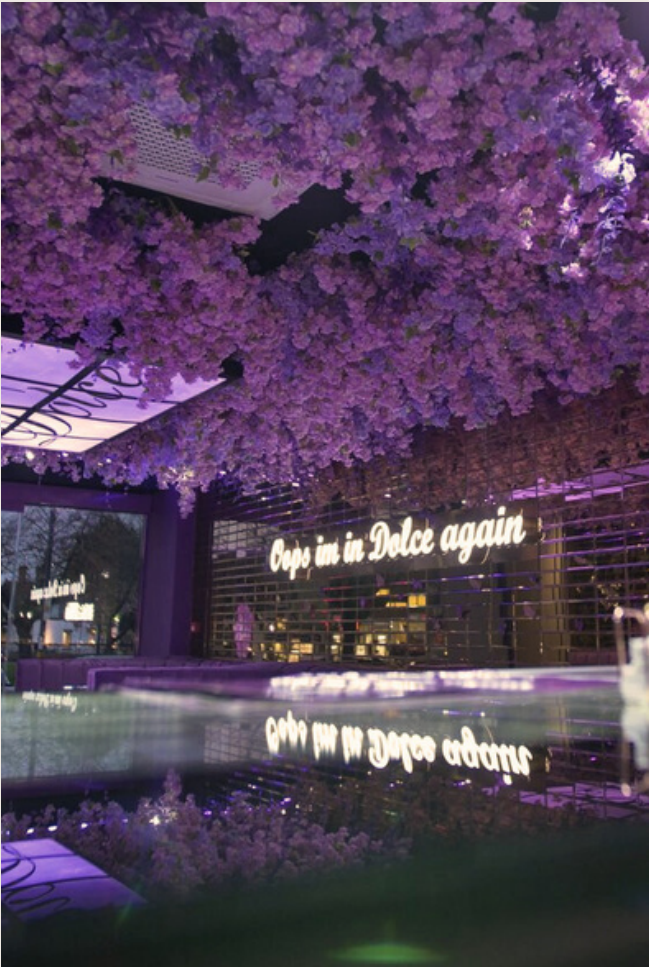
Instagram: [@ivycruzltd](https://www.instagram.com/ivycruzltd)  
TikTok: [@ivycruzltd](https://www.tiktok.com/@ivycruzltd)  
YouTube: [Ivy Cruz Designs](https://www.youtube.com/channel/UCvYvYvYvYvYvYvYvYvYvYvY)

For anything else, please contact us  
on [info@ivycruzflowers.com](mailto:info@ivycruzflowers.com)

Contact

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If you're looking to elevate your space, be it commercial or residential, we'd love to hear from you. For more glimpses of our work, check out our social media channels!



GET IN TOUCH