

# VIVID EXPRESSIONS

## BAILEY-KEEN DESIGNS: DESIGN SESSION PROCESS

Our “Design Process” is  
comprised of a 5 steps:

- I. Explore
- II. Imagine
- III. Develop
- IV. Approve
- V. Create



### Step I – EXPLORE

- Starting with Studio Design Session to ...
- Review overall needs & budget
- Identify preferred styles
- Identify preferred theme & concepts
- Refine “must haves” & “avoid” lists



### Step II – IMAGINE

- Also ... review Pinterest & images
- Identify preferred colors harmonies
- Review swatches & textures preferences
- Identify preferred flowers & decor
- Identify elements to convey the look



### Step III – DEVELOP

- We'll identify products needed to create look
- Research and source specialty items
- Develop design within/to maximize design budget
- Color illustrations of bouquets, centerpiece, ceremony site, and/or reception site



### Step IV – APPROVE

- Present concept illustrations to client
- Illustrations may be presented in person or video slideshow
- Identify changes if needed or confirm approved designs



### Step V – CREATE

- Once approve, final invoice will be sent
- Production process will be scheduled and begun
- Final designs will beautifully executed on the day of the event

