

**EDUARD GARCIA** | Visual Designer { Portfolio }

# BRANDING

cajón *de* sastre  
B V R C E L O N V

bl  
bb  
badalona blue bons

FROM LEFT TO RIGHT | CAJON DE-SASTRE: Fashion Boutique | BBB: Local voucher distributor

**BADAIS**  
INTERNATIONAL

**LetterBuds**

**FROM LEFT TO RIGHT** | :BADAIS INTERNATIONAL: Wholesale flowers and floristry sundries supplier | LETTERBUDS: Online florist via letterbox

The  
Flower School

LOVE  ROSE

**FROM LEFT TO RIGHT** | THE FLOWER SCHOOL: Flower School based in London | LOVE ROSE: Online florist specialised in luxury roses

---

IVVO

*nilly flowers.*



**BUSINESS CARDS** | Brands including: FLOWER STATION, MOYSES STEVENS, RUSHES, EGARCIGU ILLUSTRATION, IVO, BADAIS INTERNATIONAL, NILLY FLOWERS.

# PACKAGING



**LETTERBUDS** | Design of printed flower letterbox for Letterbuds online florist.



**FLOWER STATION** | Postal boxes for hand-tied bouquets and plants for Flower Station





FLOWER STATION x ExCeL LONDON | Postal hamper design for Flower Station x ExCeL London



**BAIES ET BOIS No55** | Packaging and candle design for limited candle Baies et Bois No55 by Flower Station

# LEAFLETS / POSTERS

**SAME DAY LONDON DELIVERY | NEXT DAY NATIONWIDE**

## Your Florist at **TOWER 42**

**EXCLUSIVE 10% OFF\***

**Best Flower Delivery Service in London**  
As voted by **ELLE**

- Luxury Flowers
- Planted Gifts
- Flower School
- Corporate
- Events
- Weddings

**£10 OFF\***

Enjoy £10 off flowers when purchasing at any of our shops and/or online via [flowerstation.co.uk](https://flowerstation.co.uk). Show this leaflet at the till point or enter code below at checkout (for online orders). Valid also for any foristry workshops via [flower-school.co.uk](https://flower-school.co.uk).

(\*) Shop orders: Valid at any of our shops in Tower 42, Liverpool Street Station, Marylebone and Hampstead Garden Suburb | Online orders: via [flowerstation.co.uk](https://flowerstation.co.uk) and [flower-school.co.uk](https://flower-school.co.uk). Enter code below at checkout to enjoy 10% off your online order. Ends 31st October 2023. Code can be used once per customer. Can't be used with other promotional codes.

Use code: **TOWER42**

[flowerstation.co.uk](https://flowerstation.co.uk)

FLOWER STATION  
FLOWERSTATION.CO.UK

Opening September 2023

Trustpilot


**FLOWER STATION** | Leaflet for Flower Station introducing services and store opening at Tower 42 London

# OUR COURSES

As London's oldest and most prestigious florist, Moyses Stevens has been filling the lives of Londoners with flowers for over 140 years. Now, for the first time, you have the chance to learn with our world-renowned floral designers at the new Moyses Stevens Flower School. Situated on the banks of the Thames at the iconic Battersea Power Station, our state-of-the-art school offers a range of sessions for all ages in chic and stylish setting.



3 HOURS TASTER SESSIONS  
ONE & TWO DAY CLASSES | CHILDREN'S ACTIVITIES  
PARTIES | PRIVATE TUITION  
TEAM BUILDING | VOCATIONAL COURSES



By appointment to  
Her Majesty The Queen  
Her Royal Highness Princess  
London, 1876


## Moyes Stevens

FLORAL ARTISTRY  
LONDON  
EST 1876

### MOYSES STEVENS | FLOWER SCHOOL

Unit 13 Circus Village West  
Circus Road West  
Battersea Power Station  
London SW11 8EZ

+44 (0) 207 183 5650  
flowerschool@moysesflowers.co.uk




MOYSESFLOWERS.CO.UK

FLOWER SCHOOL

# Moyes Stevens

FLORAL ARTISTRY  
LONDON  
EST 1876



## OUR PACKAGES

See our full range of courses on the Moyses Stevens website for 2024.

TYPE OF COURSE	WHAT'S INCLUDED	PRICE	START DATE	END DATE
3 HOURS TASTER SESSIONS	Floral design theory and practical skills, including bouquet and centerpiece design.	£15	10th Oct	10th Oct
ONE & TWO DAY CLASSES	Floral design theory and practical skills, including bouquet and centerpiece design.	£150	10th Oct	11th Oct
CHILDREN'S ACTIVITIES	Floral design theory and practical skills, including bouquet and centerpiece design.	£10	10th Oct	11th Oct
PARTIES	Floral design theory and practical skills, including bouquet and centerpiece design.	£100	10th Oct	11th Oct
PRIVATE TUITION	Floral design theory and practical skills, including bouquet and centerpiece design.	£100	10th Oct	11th Oct
TEAM BUILDING	Floral design theory and practical skills, including bouquet and centerpiece design.	£100	10th Oct	11th Oct
VOCATIONAL COURSES	Floral design theory and practical skills, including bouquet and centerpiece design.	£100	10th Oct	11th Oct

From £15

For more information, please call 0207 183 5650 or email flowerschool@moysesflowers.co.uk

MOYSES STEVENS FLOWER SCHOOL | 3 fold flyer brochure, informative of floral courses at their Flower School in Battersea Power Station.

## FLORAL CARE TIPS

# Moyses Stevens

FLORAL ARTISTRY  
LONDON

EST 1876



## FLORAL CARE TIPS

### Moyses Stevens

## FLORAL CARE TIPS

- 1 Choose an appropriate place away from direct sunlight for your flowers and find a suitable vase.
- 2 Make sure to use a clean container or bucket, yet, wash it before use.
- 3 Fill the vase with fresh water until it is two-thirds full.
- 4 Remove your flowers from the pack. The gel bubbles in the aqua pack are harmful and best disposed of with garden waste.
- 5 Remove any flower heads or foliage that fall below the waterline.
- 6 Cut stems at an angle before placing them into the water - make sure all the stems are submerged.
- 7 Check your flowers on a daily basis. Replenish the water, re-cut the stems and clean the vase every two or three days.
- 8 Follow these simple instructions to enhance the longevity of your flowers.

w. [moysesflowers.co.uk](http://moysesflowers.co.uk) | e. [info@moysesflowers.co.uk](mailto:info@moysesflowers.co.uk) | t. +44 (0) 20 8772 5554

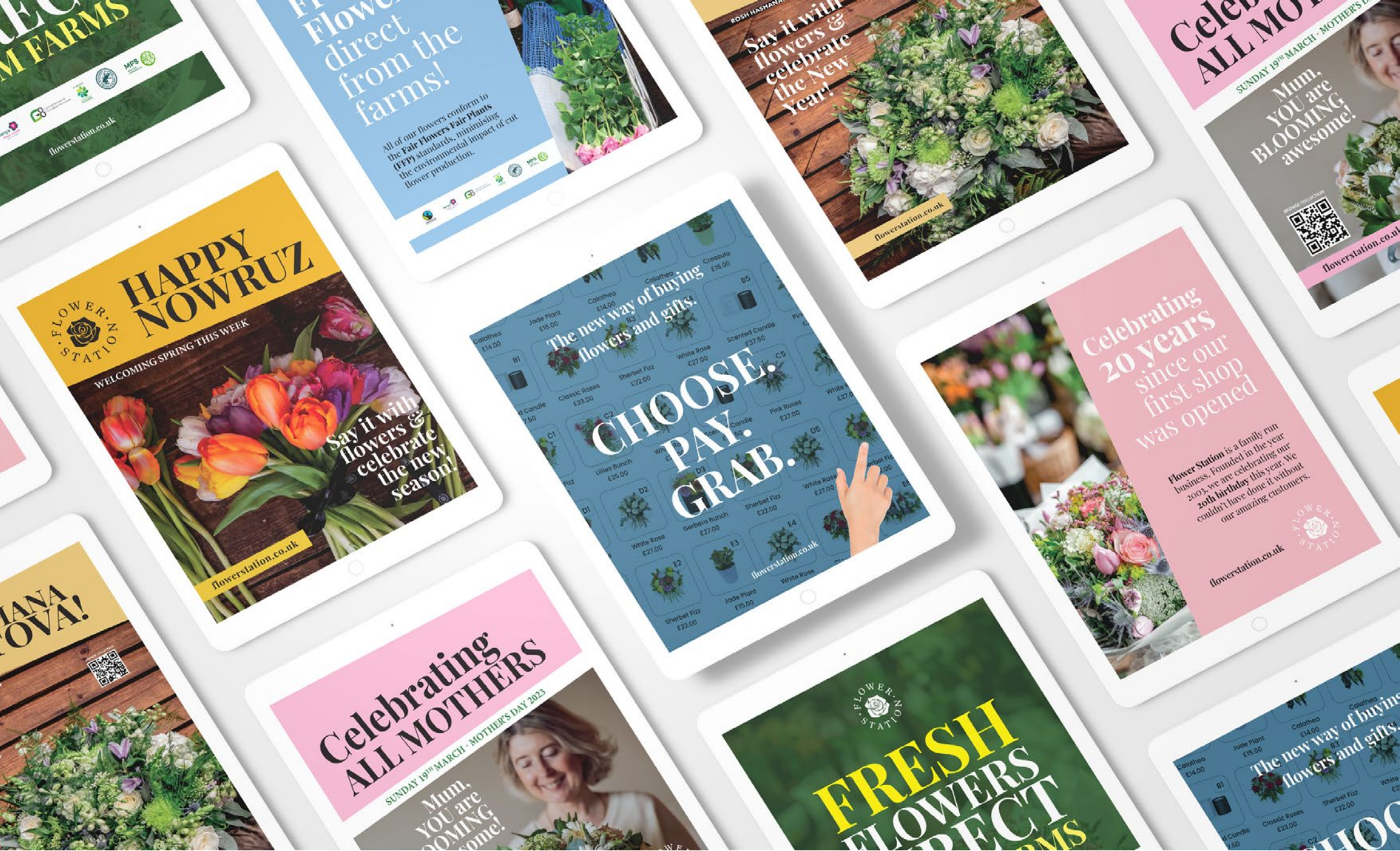
**FLORAL CARE CARDS** | Flower care instruction cards, delivered together with Moyses Stevens flower bouquets and arrangements.



**PROMOTIONAL POSTERS** | Promotional posters for Flower Station celebrating Garden Day 2021 and promotional poster to promote services at Garden Centre Summer 2023



**FLOWER STATION x ASPECTS OF LOVE** | Promotional discount leaflet promoting collaboration with West end musical 'Aspects of Love'.



DIGITAL ADS POS | Promotional ads for digital screens at POS for Flower Station vending machines



# Flowers For Everyone

## Gifts for every occasion

Are you looking for the perfect birthday gift? Do you want to say 'Thank you' in a memorable way? Send flowers by Flower Station. Choose your bouquet online and we will do the rest!

Visit us at [flowerstation.co.uk](http://flowerstation.co.uk) and browse our selection of gifts.

Enjoy  
**10% OFF**  
your first online order with code  
**GARDENIO**




[flowerstation.co.uk](http://flowerstation.co.uk)




# Your local florist

## We deliver to London

with same-day delivery service 

Deliveries in London start from 09:00am Monday to Sunday. For our deliveries in London, we use our own well organised delivery fleet.

## We deliver Nationwide

with next-day delivery service 

**Tues - Sat:** Order before 3pm the previous day for next day flower delivery outside of London by DPD.

**Sun - Mon:** At the moment, Sunday and Monday nationwide flower delivery is unavailable, even when ordered on an earlier date. However, be rest assured that our customer service team will be there to help find the best solution for you.

[flowerstation.co.uk](http://flowerstation.co.uk)



Have a specific request?  
Contact us on +44 (0)20 7234 7325  
or email us at [info@flowerstation.co.uk](mailto:info@flowerstation.co.uk)



# Learn Floristry



## The Flower School

Learn the basics of floristry in any of our flower workshops at The Flower School by Flower Station. Available for anyone and for all levels. No experience required.

popular courses



### Let's Spiral

Learn the basics of floristry in any of our flower workshops. Available for anyone and for all levels. No experience required.



### TableScape Design

Learn the basics of floristry in any of our flower workshops. Available for anyone and for all levels. No experience required.



### Wedding Flowers

Learn the basics of floristry in any of our flower workshops. Available for anyone and for all levels. No experience required.

[flower-school.co.uk](http://flower-school.co.uk)

Have a specific request? Contact us on +44 (0)20 7234 7325 or email us at [info@flower-school.co.uk](mailto:info@flower-school.co.uk)



## POINT OF SALE



**FLOWER STATION SHOPS** | Banenrs for display areas with shopping suggestions to assist customers in their purchases.



**EVENT BANNERS** | Roller banners for Flower Station pop-up shop and exhibition stands.



**OUTDOOR FLAGS** | Outdoor Flags promoting Garden Cafe, Badais International and Flower Station



**FLOWER STATION FRONT SHOP** | Branding for Flower Station flower shop located at Tower 42 - London



Beautiful Flowers,  
Brought To You



flowerstation.co.uk

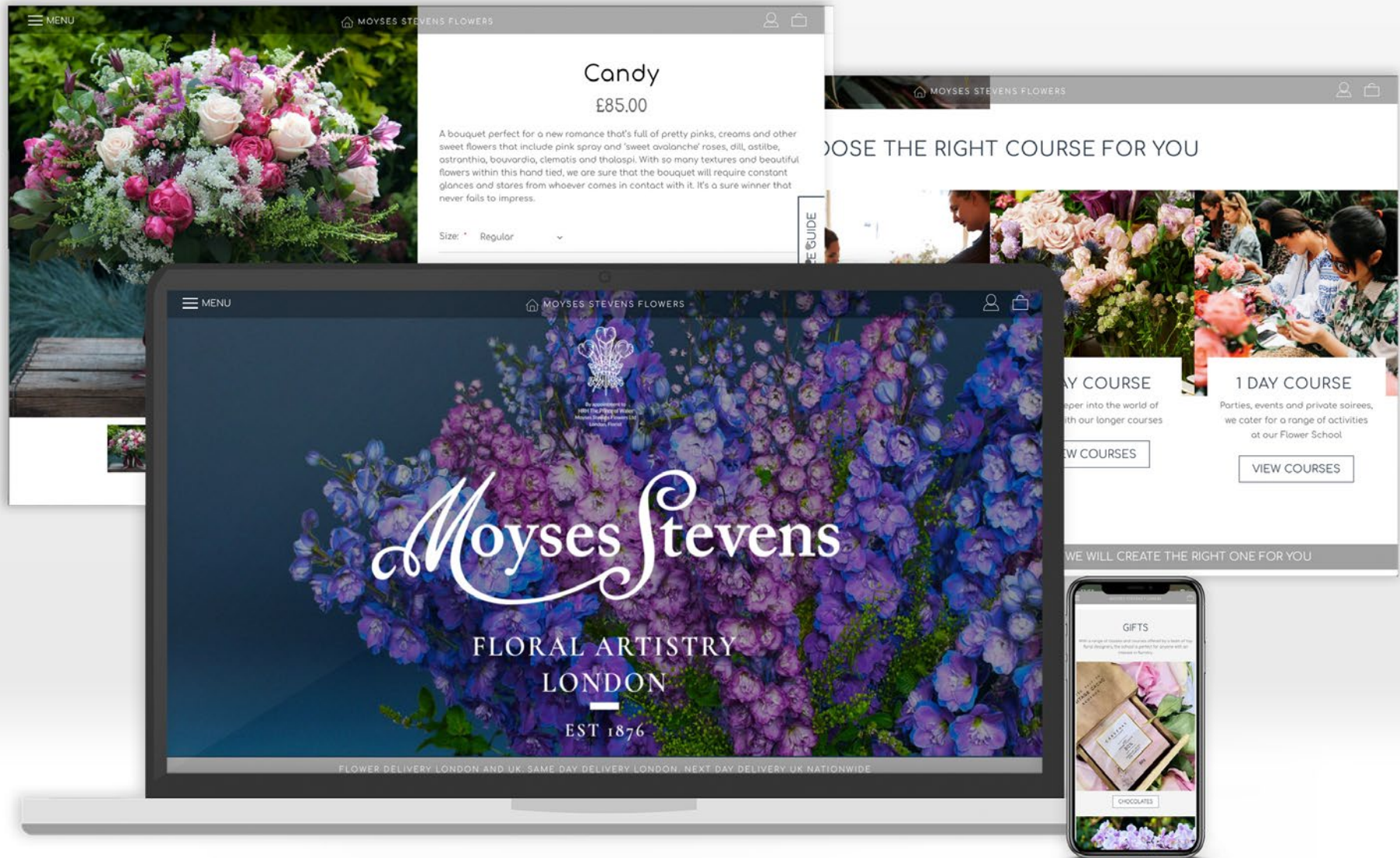


**VENDING MACHINE UNIT** | Design of branded vending machine unit. for Flower Station. Screen display and video art direction.



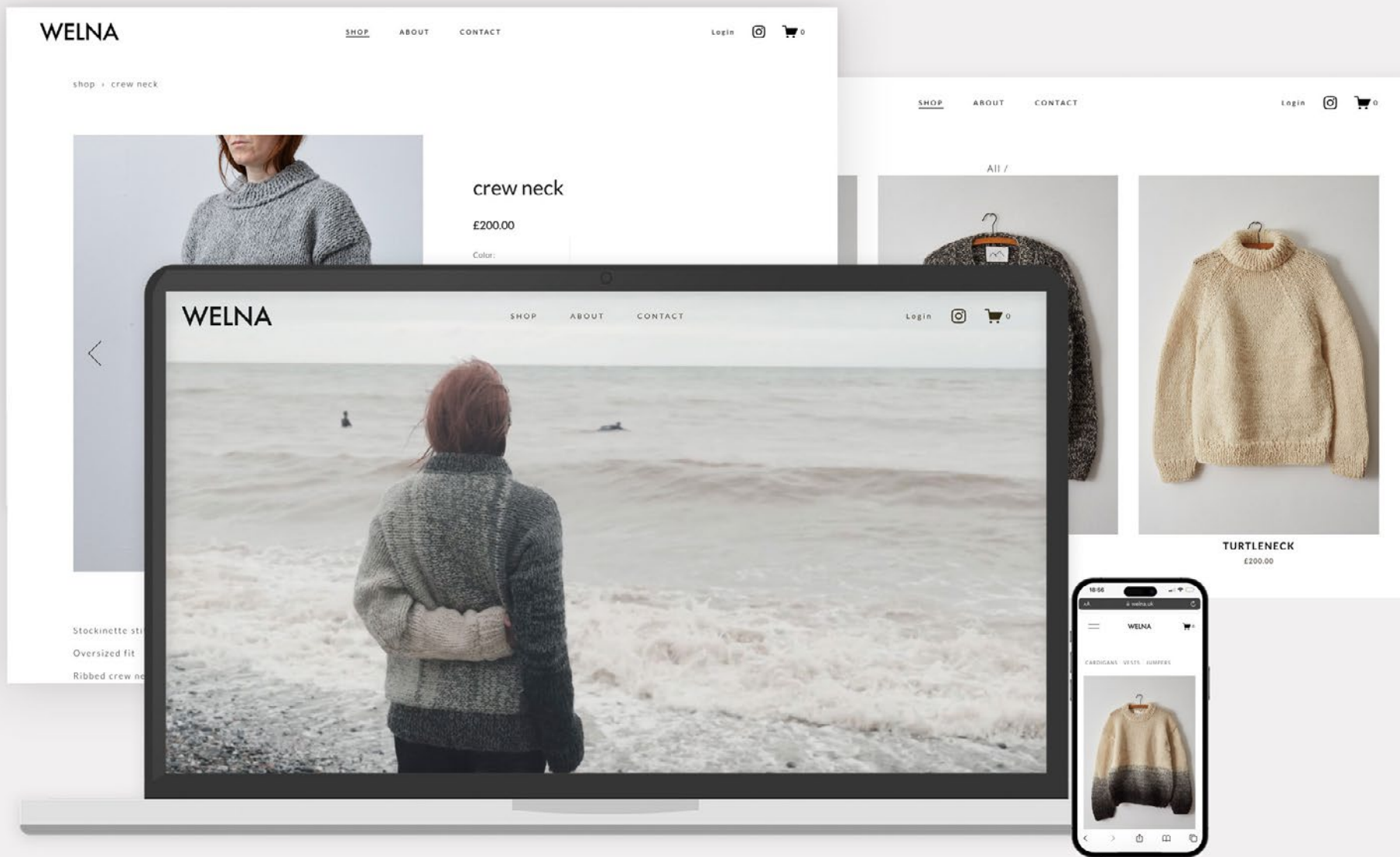
**ELECTRIC VANS** | Design of branded wrap for electric vehicles by MEV for Flower Station

# WEB DESIGN

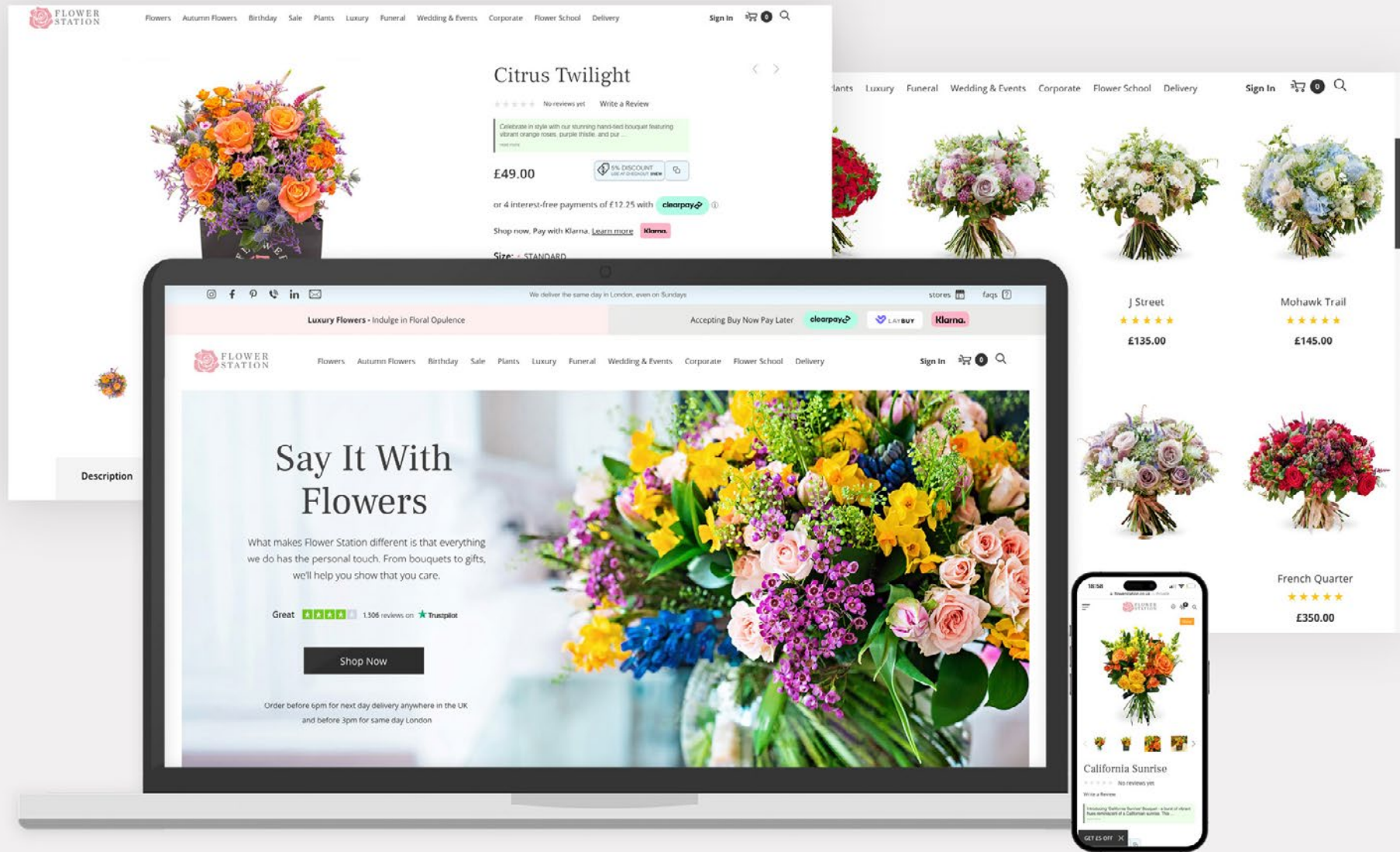


**MOYSESSTEVENS.CO.UK** | New design for luxury florist Moyses Stevens website. Integration of different link products and flower school services. Integration via Big Commerce.

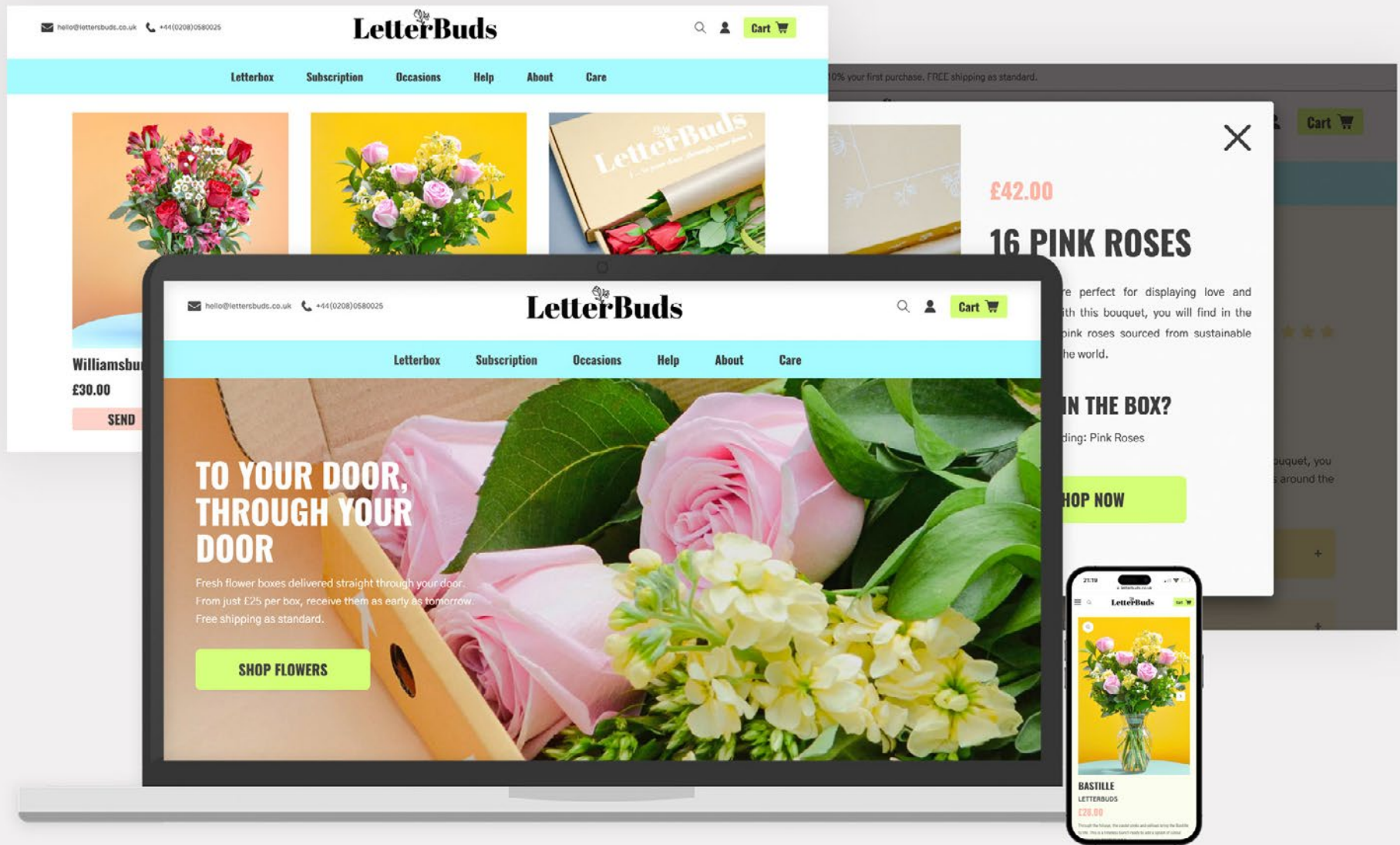




**WELNA.UK** | Web design for sustainable wool apparel brand.. Set up of online shop, brand identity and portfolio. Integration via Squarespace.

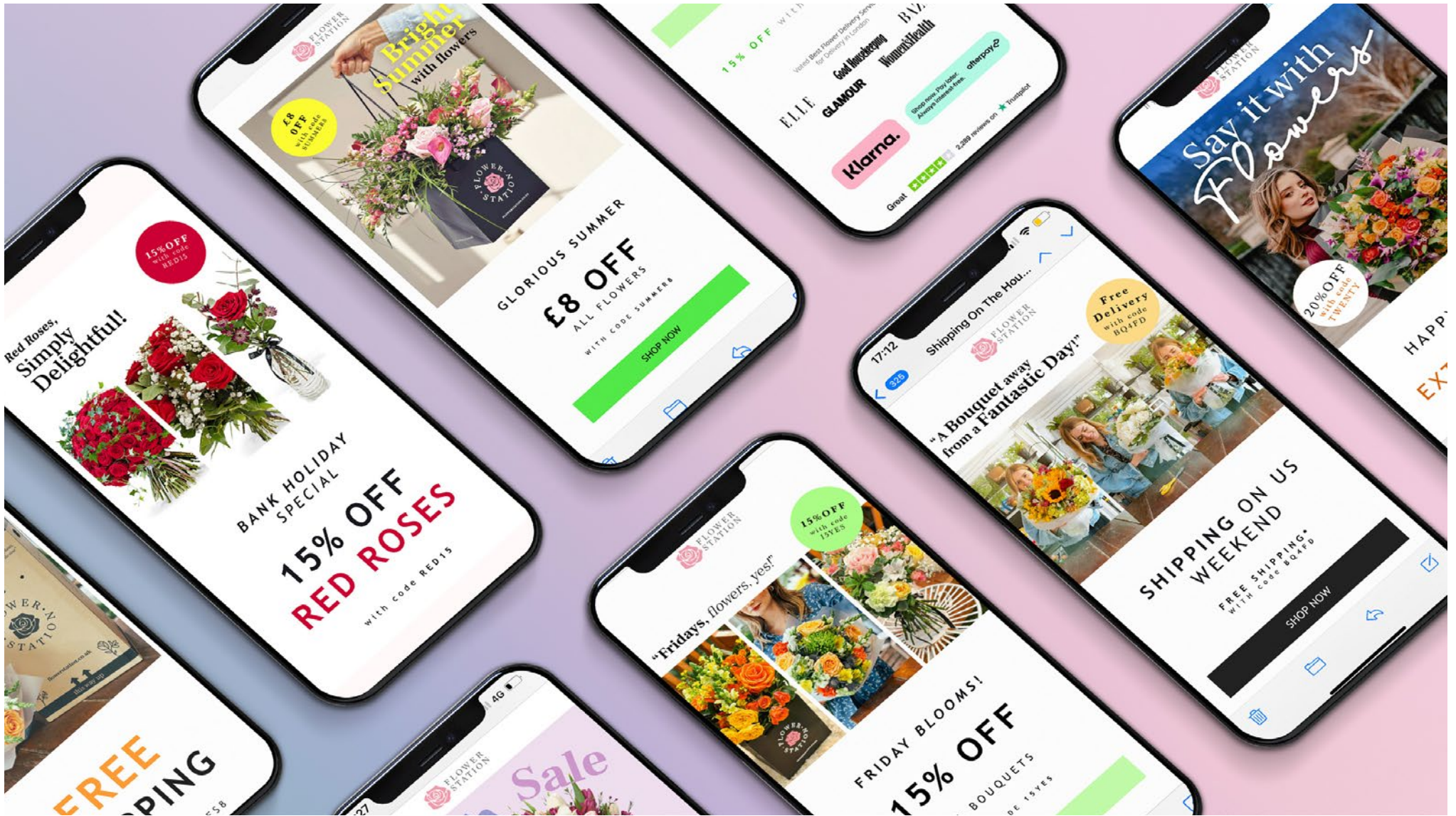


**FLOWERSTATION.CO.UK** | Redesign of flower e-commerce platform. Set up of online flower and planted gift shop. Integration of BigCommerce tools.



LETTERBUDS.CO.UK | Web design of flower e-commerce platform. Set up of online letterbox flower shop. Integration of Shopify tools.

# EMAIL MARKETING



**FLOWER STATION** | Bi-weekly mailout design for promotional campaigns, special offers and featured products for florist and retailer flowerstation.co.uk

# BROCHURES / PRESENTATIONS

Cacao Sampaka was created to recover and spread the culture of cocoa and chocolate. We are chocolate makers and we control the entire production process, from the selection of the beans to the product packaging.

This enables us to guarantee the highest quality at affordable prices. Using only authentic cacao, our Master Chocolatiers create a language that evokes a variety of shapes and flavours, producing the most extensive range on the market using only traditional methods at our workshop. Cacao Sampaka, all about chocolate.

**OUR HISTORY**

Whether your company is participating in an exhibition, or is launching a new product, CACAO SAMPAKA UK can help you distinguish yourself, and put your brand in the spotlight through the innovative ideas using the finest chocolate product available.

Our team of Corporate Specialists can prepare for you an individualized, and unique proposition whether it is the bespoke packaging of our products, special occasion gifts, or delivery directly to your recipients, we can provide you with optimal solutions considering your company's budget, tastes and required delivery time.

**CORPORATE SERVICES**



**CONCIERGE SERVICES**



Our special Concierge Corporate Service gives you an opportunity to choose any available product from our catalogue, or combine any of our products available, and send them to the recipients of your choice together with the message that will be printed on premium quality card with the matching envelope. You can also provide us with your corporate promotional material which we can place inside the gift box. We can bulk deliver your order to you, or we can send it directly to the recipients addresses that you will provide to us.

Choose any of our products available from our catalogue and we will adorn it with the luxury ribbon and the card personalized for the occasion. Each gift can be placed into the Luxury Box, and our Corporate Gift Specialists will assist you in choosing the right colour, type of the ribbon, and correct placement of your corporate name or logo. We can offer the service of delivering the final product directly to the recipients addresses or bulk deliver them to you.

**RIBBON FEE PER ITEM: £1.50**  
**LUXURY BOX:**  
 SMALL: £2.95 | MEDIUM: £3.95 | BIG: £4.95  
Minimum fee of £750 will be added for customization services.  
 No minimum order required.

**CUSTOM RIBBON GIFT SERVICES**

Whether it is a product launch or a company anniversary party, CACAO SAMPAKA can provide you with the perfect product assortment of our luxury chocolates for that special occasion. Our Corporate Specialists will work with you closely to create an offer that is within your budget and specific for the occasion.

**CORPORATE EVENTS**

CACAO SAMPAKA also can provide your company with Tasting Chocolate Events where our chocolate specialist will bring you closer the food of goods taking you through the history of chocolate, explaining first hand production process and finishing the event with the tasting of our most exciting chocolate creations.




**CORPORATE HAMPERS**

CACAO SAMPAKA can offer to our Corporate Clients two types of Hampers: Standardized Hampers and Bespoke Hampers.

**STANDARDIZED HAMPERS**

Pick any of type of standardized CACAO SAMPAKA from the Catalogue and we will deliver to the addresses of your choice. Hampers can be accompanied by the personalized card printed on the high quality stationery and placed in matching envelope.

**BESPOKE HAMPERS**

Our Corporate Specialists will come up with great ideas that will match your budget, and needs in preparation of our Bespoke Hampers for any occasion. Our Bespoke Hampers may include other luxury products from one or more of our business partners from the wine, Champagne, and Flower Industry.



**CORPORATE HIGH SPENDING DISCOUNTS**

£1,000 -	£2,499	5%	Discount
£2,500 -	£4,999	7.5%	Discount
£5,000 -	£7,499	10%	Discount
£7,500 -	£9,999	12.5%	Discount

More than £10,000 20% Discount



## OUR STORY

The story of Moyses Stevens Flowers begins 143 years ago in London. A small, independent florist, we were making our first steps in a metropolis dominated by growers and sellers at the iconic Covent Garden Flower Market. Needless to say, the landscape of the capital was vastly different to the modern city we know today; in 1876, our original store on Berkeley Square played host to the daily sounds of cartwheels in the street while an aging Queen Victoria was still resident at Buckingham Palace.

Since then, Moyses Stevens has risen to become one of the leading British florists with seven stores across London and a flagship Flower School at Battersea Power Station.

Established as London's leading luxury florist, we design bespoke bouquets and arrangements for the most exclusive events and ceremonies across the capital. Bespoke, luxurious and exclusive, our exquisite flowers are sourced from Britain and across the globe, while the accumulated knowledge of almost 150 years of floristry serves both as a constant inspiration and motivation for our team.

*Spała Marcinko*

Spała Marcinko  
Moyses Stevens Director

*"Our guests  
were really  
impressed."*



## VASE ARRANGEMENTS

These prices do not include VAT charged at 20%. Please be advised the images included in this proposal are to give a feel for style only, they are not an exact replica of the designs described.

∨ From £40



These prices do not include VAT charged at 20%. Please be advised the images included in this proposal are to give a feel for style only, they are not an exact replica of the designs described.



∧  
From £47

These prices do not include VAT charged at 20%. Please be advised the images included in this proposal are to give a feel for style only, they are not an exact replica of the designs described.

∨ From £55



These prices do not include VAT charged at 20%. Please be advised the images included in this proposal are to give a feel for style only, they are not an exact replica of the designs described.

From £65 ∨

These prices do not include VAT charged at 20%. Please be advised the images included in this proposal are to give a feel for style only, they are not an exact replica of the designs described.



These prices do not include VAT charged at 20%. Please be advised the images included in this proposal are to give a feel for style only, they are not an exact replica of the designs described.

## SMALL CLUSTERS OF VASES

From £16/vase



These prices do not include VAT charged at 20%. Please be advised the images included in this proposal are to give a feel for style only, they are not an exact replica of the designs described.

These prices do not include VAT charged at 20%. Please be advised the images included in this proposal are to give a feel for style only, they are not an exact replica of the designs described.

# Hello!

## Our Business Model

### CHOOSE

Browse our catalogue with **over 400 plants and flower arrangements**. Available products on all size, colours and for any budget.



### RENT

Our clients **don't need to buy** the plants that won't be needed after the show, but **RENT** them!  
A much more sustainable option that will **reduce wastage** and of course, costs.



### SAVE

With plant hire and source of flowers and plants **directly from farms and growers**, Old Acre prices are the most **competitive** in the sector.



### RELAX

We will arrange **delivery and installation** directly to your stand + **removal** after the event, **hassle-free!** We are **based at the ExCeL centre**, we can come anytime and fulfill any **LAST MINUTE** requests.



LIVING WALLS

## THE FLOWER STATION BRANDS



- Hand-tied bouquets
- Wedding & Events
- Funeral Flowers

### LetterBuds

- Subscription Flowers
- Letterbox Flowers

### Bo-Kx

- Finest Bouquets
- Video-messages

- The Flower School
- Floristry Lessons
- Online and in-person

### OLD ACRE

- Event Florist

### GARDEN CAFE

- Cafe
- Restaurant

### BADAYS

- Wholesaler

### LOVE@ROSE

- Luxury Rose Bouquets
- Infinity Roses

## HOW WE STARTED

2002

Originally, **Old Acre** is a small **events-based** company servicing events industry at **ExCeL**. **Flower Station** opens their first shop in the heart of Marylebone.

2017

**Old Acre** changes owners after founders retired and it starts a transitional period. **Flower Station** remains established as a successful online florist and increases their shops to three locations in London.

2020

During Covid period, **FLOWER STATION** starts partnering with **Old Acre**, improving service and reviving services until today.

## MORE STOCK & SUSTAINABILITY



Flower Station has a **garden centre** and experts in **plants and their maintenance**. We also purchase now through predominantly **English growers** to both reduce our carbon footprint, and also to ensure the best quality.



An estimated **60%** of our flowers are purchased **directly from farms** and come directly to us.



Aside from this, Flower Station is very keen on working to **reduce its carbon footprint** and are introducing other measures as we can to assist Old Acre.



## SOME OF OUR REGULAR CLIENTS

Our list of **clients** that are receiving flowers from us in a **weekly basis** is large and we have built a **great relationship** with brands that rely on Flower Station for their contract flowers and corporate gifting.



## OUR ORDERING SYSTEM IS EASY!

1

**contact us**

We receive a **request** from the event planner, brand or organiser.

2

**receive prices**

We send our **brochure and price list** and some suggestions.

3

**review quote**

Client **confirms** needs and we **review quote** to meet budget

4

**pay**

Once all signed off and **payment** is done, we issue an invoice

5

**we do the rest**

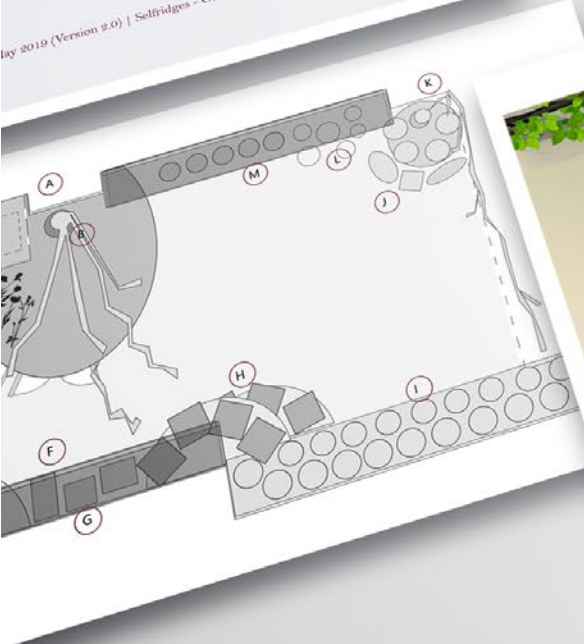
Sit back and relax! **Delivery + installation** will take place on the



## WTM LONDON (7th-9th November 2022)

- 173 x different plant settings for over **72 stands**
- 110 x floral arrangements for **39 stands**
- 3 x moss walls (3m x 3m)
- 1 x living walls
- More than **100 meter** planting

# SPACE DESIGN





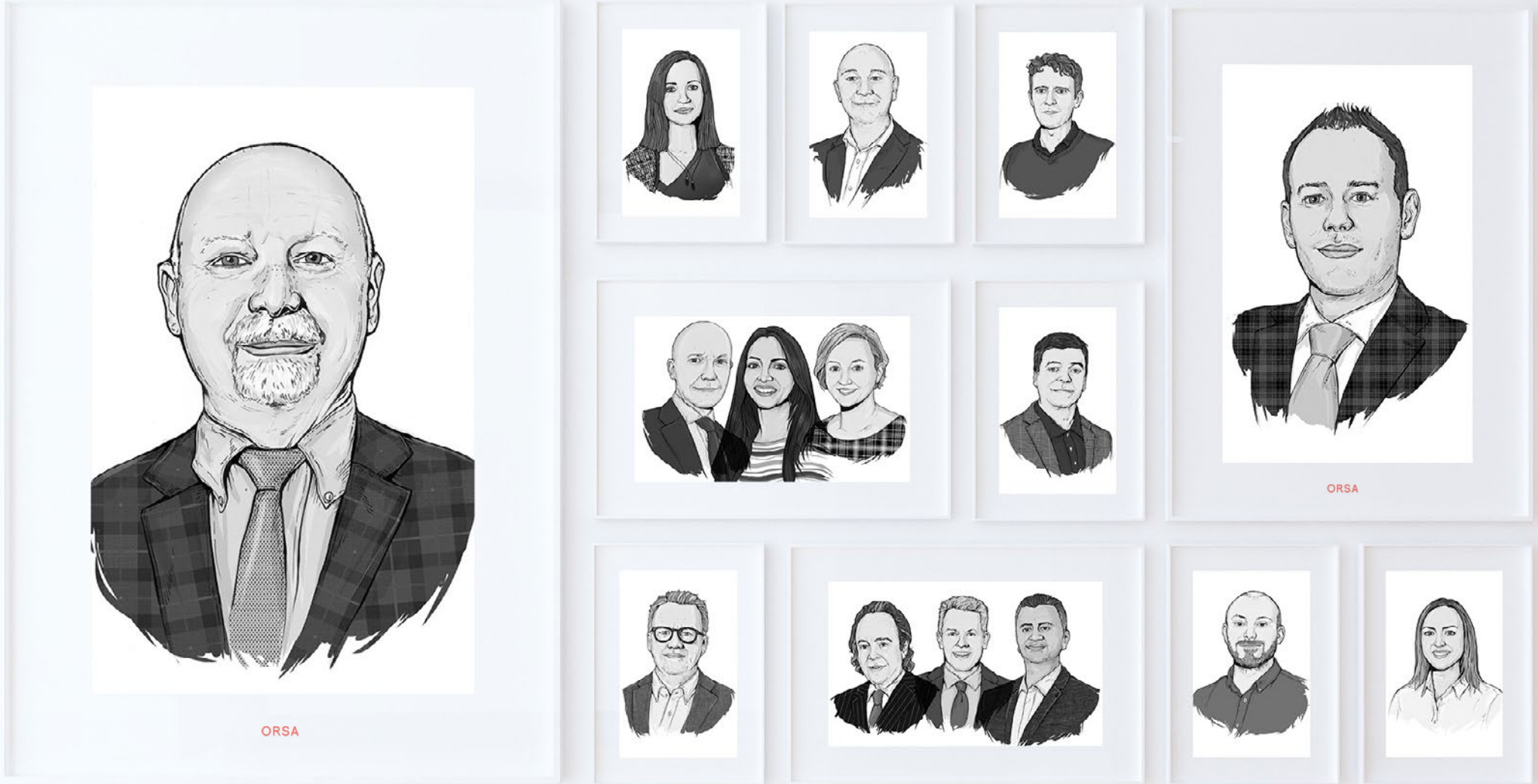
# PRODUCT PHOTOGRAPHY



**FLOOM** | Art direction, photography and retouching of Flower Station products for the e-commerce online platform Floom.

# ILLUSTRATION





**ORSA.UK** | Digital portraits of staff members for promotional brochure about their services as an independent compliance agency.



LA VANGUARDIA | Left and right: Cover Illustrations for issues #781 and #795 for Culture magazine published by La Vanguardia. | Centre: Digital Portrait of british singer Mahalia.

# EDUARD GARCIA {CV}

+44 (0) 775 862 4614

EGARCIGU@GMAIL.COM

EGARCIGU.COM

**I AM A LONDON BASED MULTIDISCIPLINARY GRAPHIC DESIGNER, DIGITAL ARTIST AND ILLUSTRATOR FROM BARCELONA. I WORK ACROSS BRANDING, DIGITAL, PACKAGING, EDITORIAL AND WEBSITE DESIGN.**

**IN-HOUSE VISUAL DESIGNER FOR FLOWER STATION SINCE 2017. ADDITIONALLY, WORKING AS A FREELANCE DESIGNER AND ILLUSTRATOR FOR CLIENTS WORLDWIDE.**

**I GET INSPIRED BY PEOPLE, POP CULTURE AND EVERYDAY THINGS.**

## CLIENTS

Bertran Music  
Blighty Arts  
CajondesastreBcn  
Catch 22 Magazine  
Community Money  
Design237  
Ediciones B  
Faces For Refugees  
Flower Station  
Google  
Heat London  
Hendrick's Gin  
Island Records  
La Vanguardia  
Lovegunn  
Marx21  
Moyses Stevens  
Ogilvy  
Olympic Development Authority (ODA)  
Orsa  
Piccolo Monte  
Rocket Magazine  
Samsung  
Secret Cinema  
Soul Train Oslo  
Spin Publicity  
Stiky Pixels  
VT.CO  
Wishu  
2Waves Music

## SOFTWARE

Adobe Suite:  
Ps, Id, Ai, Lr, An

UI/UX:  
Figma

iPad:  
ProCreate

iPad:  
ProCreate

Microsoft Office:  
Word, Excel,  
PowerPoint.

Project Management:  
Slack, Asana,  
Rota Cloud, PCloud.

## SKILLS

Graphic Design  
Web Design  
Concept Art  
Editorial  
Presentations  
UX/UI  
Illustration  
Storyboard  
Photography

## TESTIMONIALS

*"Top work, bang on brief and on time, thoroughly recommend Eduard".*

Ros Okusanya - Casting Directors

*"Fantastic job completed by Eduard. Kept me informed all the way through, understood and nailed the brief and far exceeded my expectations. Will definitely work with Eduard again"*

Adrian W - Heat London

*"Eduard amazes me with his attention to detail and creativity"*

Hubert Trinkunas - Wishu