

# Maison Albion

New York Wedding Venue



### Industry Launch

Over 300 Industry leaders and press attended the launch event, planned by Flourish.



### Marketing and Business Development

Flourish designed & executed a full marketing plan.



### Creative Direction

Flourish manages the creative brand and messaging.

## Venue Marketing, Sales & Launch

From launch to \$800,000 in first fiscal year.

Flourish owns Flourish purchased this property and spent five month restoring the venue to open as a historic mansion, ballroom, and English Country Gardens venue. Flourish grew the French chic brand and grew revenue to over \$500,000 in year one. Flourish also launched two additional brands under the Maison umbrella, Mixologie - a bartending service and Maison Productions - experiential events.

1

### MAKE A PLAN

The Business and Marketing Plan was essential to the new brand.

2

### LAUNCH THE SPACE

Flourish designed introduced the venue to the marketplace with a large scale event.

3

### CUSTOMER SERVICE

Flourish hired and trained an onsite event and operations team.