

A black and white photograph of a woman in a white wedding dress standing in a large, empty room with high ceilings and ornate columns. The woman is seen from behind, looking towards the far end of the room. The columns are tall and slender, with decorative capitals. The floor is polished and reflects the light. The overall atmosphere is elegant and serene.

OLIVE *and* GENE

MAGAZINE

MAGICAL MOMENTS

BEAUTIFUL VENUES,
WEDDING FLOWERS, BRIDES,
AND MORE

LIVING OUT LOUD

IDEAS AND DREAMS TURNED
INTO SOMETHING REAL

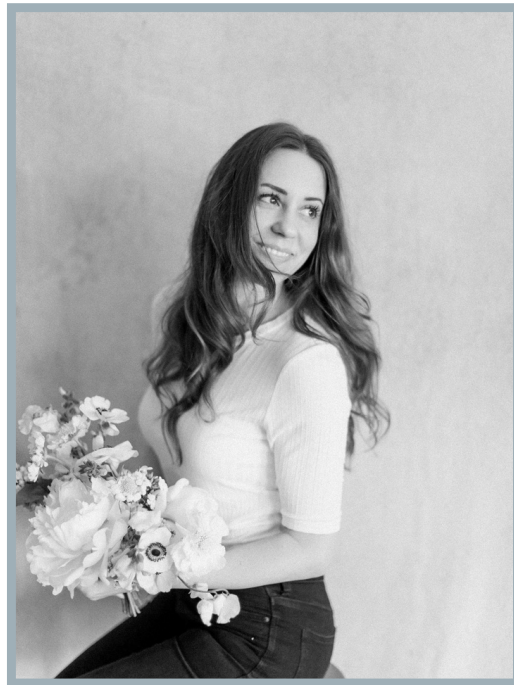


BESPOKE FLORAL DESIGN
INSPIRED EVENT PLANNING
LIFESTYLE BLOG

WWW.OLIVEANDGENE.COM

A NOTE FROM ME TO YOU

Sometimes change is chosen by us, sometimes it's forced on us, and sometimes it comes so naturally we don't really know it's happening. A little of all three of these were factors in the change of my business name and brand. Olive and Gene has always been there in the back of my mind as an idea of something. An idea that felt like home and allowed me to live my business life out loud without worry of what other's opinions might be. Sometimes it's an isolating place to stand for something firmly, but I've learned there is still beauty to be found in all seasons of life. I created this magazine to share some of that beauty with you in hopes you will find inspiration and encouragement on the following pages.



Olive and Gene believes that turning an idea of something into a real life something is magical and should be celebrated every day. Today we celebrate and thank you for being here because you are part of that something real.

CONT

DESIGN + PLANNING



LIFE



EVENTS

FLOWERS

HOME



design + planning

Location is everything

Your wedding location (ceremony and reception venues) should be one of the first decisions made. It plays a very important part in your whole wedding vision. When you work with us for planning + design, we walk you through all the steps needed to select the best location for your wedding day.

venues:

top of the rock, branson

the coronado, saint louis

slate, saint louis

main street abbey, columbia illinois

oak knoll park, clayton



design + planning

TABLE *top* DESIGN

Besides your venue structure, your table top design is one of the most seen visual features of your wedding.

Your reception is the space where your guests will spend the most time, so why not wow them with a magical tablescape. Color palette and mood are two of the first decisions we will make to help set the tone for your wedding day. Once this choice is made, we can include this into your overall wedding design for a cohesive look and feel.

1st set: color palette is white, tan, navy and black and mood is: modern romance (fluffy romantic blooms and candlelight mixed with clean modern lines and darker color tones)

2nd set: color palette is cream, tan, gold, plum and mood is organic autumn (embrace the natural golden and plum hues of autumn and balance out with soft cream touches)

3rd set: color palette is white, cream, black, metallic, and mood is ethereal garden (spring time branches add to the garden look while simple metallic + black details enhance the overall look)

All three of these table top designs were created by us and the experience you will have with our planning, design, and flower service.

SET ONE: MODERN ROMANCE



SET TWO: ORGANIC AUTUMN



SET THREE: ETHEREAL GARDEN



OLIVE
AND GENE
weddings



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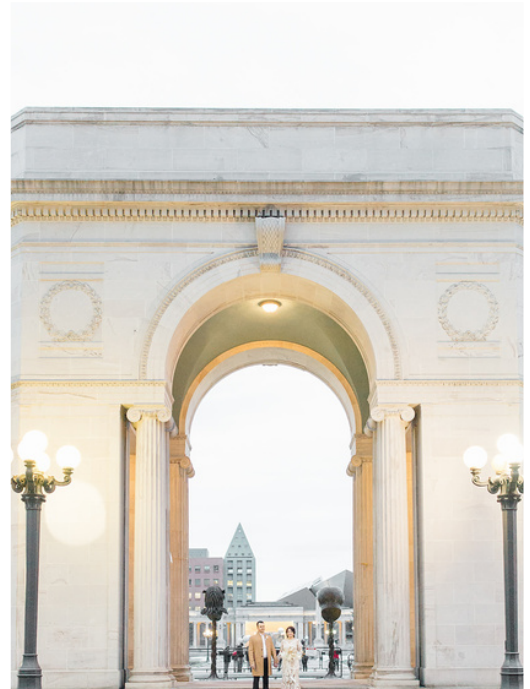
life

In all seasons

We love celebrating all life events with you. Designing for small, intimate moments are some of our favorites. A detailed floral installation or a simple bouquet, can easily enhance the overall look of your event / photo session.

from maternity to engagement and all the little moments inbetween ...

MATERNITY



ENGAGEMENT





REHEARSAL DINNER



BRIDAL SHOWER





BUSINESS EVENTS
/
WORKSHOPS



PHOTO EDITORIALS
/
BRANDING SESSIONS



life

LIVING LIFE OUT LOUD

"I can't serve other's well without myself being whole and well first."

When Olive and Gene was just an idea, a thought passing by, and a feeling not acted on, it still stood for something that I was slowly working towards each day. I remember the exact day that I started to take the steps to truly living my business life out loud. It was at the first flower workshop I attended in 2014. I was new to this side of the flower world, but it wasn't the flowers that changed me. It was the other florists way of viewing things, and overall way of life. When they would talk about their business, it all sounded so foreign yet so right. I'm beyond grateful I was able to experience this day because it was everything I didn't know I needed. That day was the start of a tough, exhausting but necessary season of life for my business.

Change is hardly ever an easy process, but without it I wouldn't be where I'm at today. All the challenging times I had to ignore the opinions of others because I had to fight for what it was I actually wanted. I've been told that's a selfish way of life, but as the sole owner of my business I can't serve other's well without myself being whole and well first.

Over the years, I've learned not all will understand this and that's ok. It's ok because they don't have to wake up and live my life- I do. I have to be the one to stand by the decisions I make to move my business in the right direction for that moment. Of course we all need the help of others to not burnout, but we need to set our core values first. In doing so, we can start to accept that freeing feeling of what it's like to have a business that is solely our own. It all starts with waking up and taking those steps, no matter how small they are, to turn that passing by idea into something real.

life

*What if you are your soulmate?
What if knowing that is the thing that
attracts someone who is whole-souled too?*



life

your life, your brand

We've been honored, over the last few years, to design for other business owners brand photo sessions. It is such an enjoyable moment to witness other entrepreneur's vision come to life. We know the hard work and soul searching it takes to create something that is truly your own, but also something that other's love as well. It's such an interesting process to go through when branding your business because the product needs to be wanted by others, but also needs to be a passion of the designer. The following branded photo sessions were highlights in our year because one of them we traveled to Texas for and the other one was our own!

Yes, we are introducing a new brand, similar name, more focused on life after the wedding. Olive and Gene (no weddings) has been brought to life to serve our clients after all their wedding planning and flower designs are long gone. Not forgotten, but not in the getting married season any longer. We are excited to share a small part of that with you here, but for much more please visit our other Instagram page
@oliveandgene



HUSHED



COMMOTION

bridal accessories





OLIVE AND



GENE
lifestyle blog



flowers



flowers

BOUQUET BREAKDOWN

Our bouquet theory is: enhance + balance

“You can have balance without symmetry which creates beautiful visual interest.”

“Your bouquet should enhance the shape and movement of your wedding dress, not distract from it.”



The following weddings are a beautiful representation of how to enhance your wedding day with flowers.

(all detailed vendor information can be found on our blog)



CONTEMPORARY ART MUSEUM / SLATE, SAINT LOUIS MISSOURI



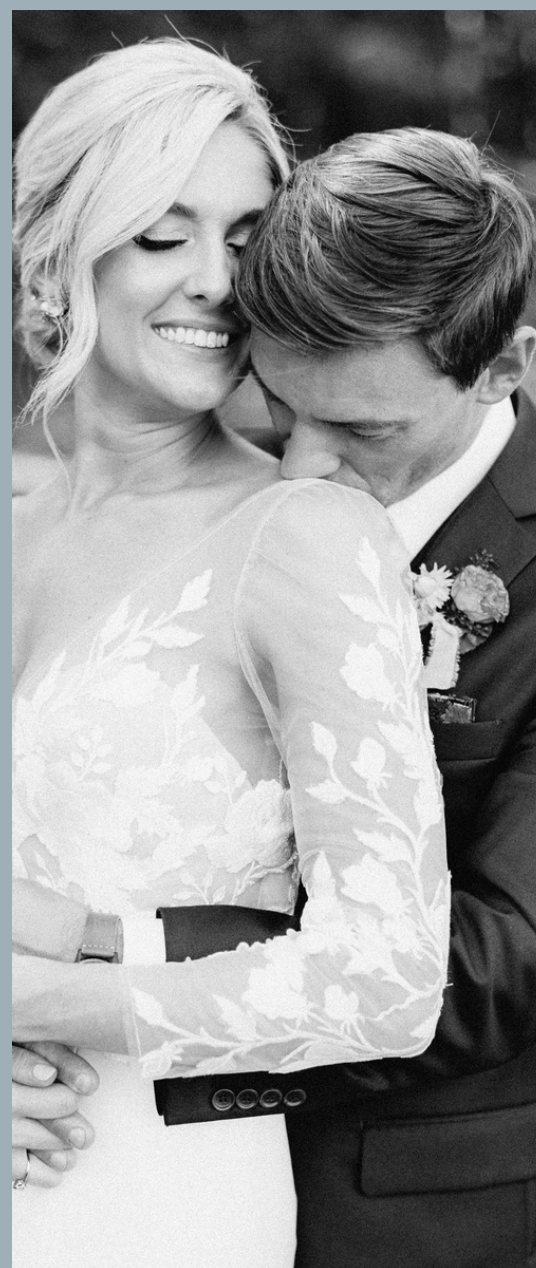
TOP OF THE ROCK / BIG CEDAR LODGE, BRANSON MISSOURI



THE GADSDEN HOUSE, CHARLESTON SOUTH CAROLINA



THE CORONADO, SAINT LOUIS MISSOURI



SUNFLOWER HILL FARM, AUGUSTA MISSOURI

home

HOME

I think the word home can mean a lot of different things. Whether that's an actual place or feeling you get doing something. Your home can inspire ideas, help you grow into something new, or lean into who you truly are.

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AND

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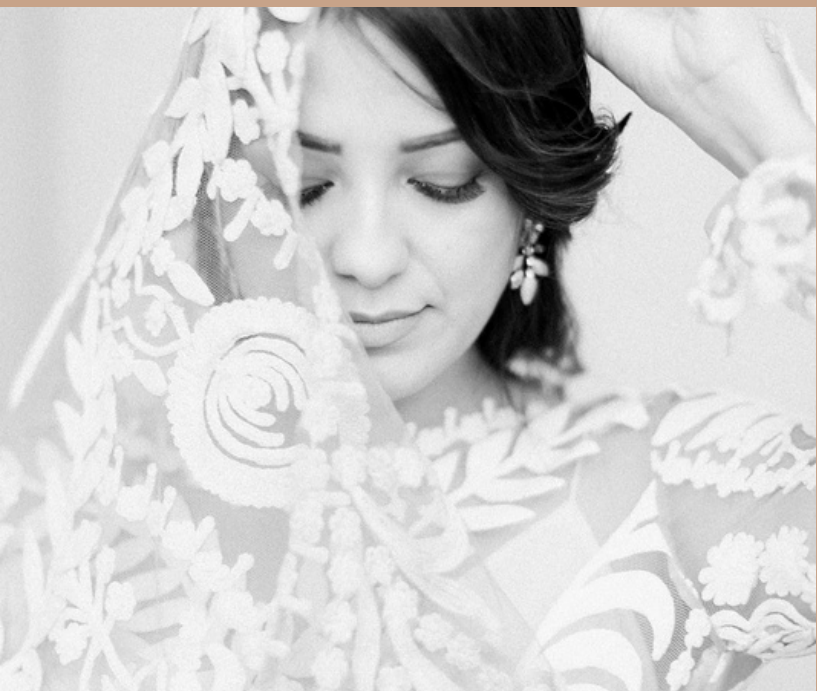
home

It should feel like home:

Your wedding day can become truly unique and your own by incorporating touches of your home into your overall wedding design. We love gathering inspiration from colors and textures that you see everyday. This design practice can also help when the image overwhelm starts to set in because you will have a focal point to go back to.

Finding inspiration at home:

A simple way to gather inspiration at home is by starting a collection of your all time favorite things (even use paint samples or fabric swatches). From that you can select the pieces that look the best together or that will translate well into your wedding. From there you can get on Pinterest to find actual wedding images that fit what you already have. It's a lot more simple to make your selections when you have a solid set of ideas already picked out. Make sure to follow us on Pinterest for all the beautiful wedding inspiration at pinterest.com/oliveandgene and check out our planning and design offerings where we help translate your favorite home items into a real wedding day.



home

When creating this magazine for Olive + Gene, I wanted to showcase our wedding and design work (of course!) but also reconnect with the vision I originally had years ago. I think it's very easy to get caught up in the 'busy' and in so get distracted and distant from why we started doing this in the first place. For me, this grew out of passion and I had to learn how to make that into a business. I knew early on I wanted a business not a hobby, a profitable career I could count on, and something lasting. There were a few years these lines blurred, naturally. And a few years of overwhelm and needing to take a step back to adjust my focus. This was very much needed as I had been chasing after this vision with everything I had in me and in doing so lost that original passion. I know over the years of working on your craft it will come much more naturally and with a lot more ease which is the best, but I also know I don't want to ever lose that little spark-that little starlight that feels like home.

-Alaina

take a picture of this page!

WHERE YOU CAN FIND US:

for wedding flowers + design:

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