



The  Pink
ELEPHANT
EVENT STYLING

NOT JUST EVENTS, IMMERSIVE EXPERIENCES



ABOUT US



WHO WE ARE

From signature packages to fully bespoke celebrations, The Pink Elephant creates unforgettable events that blend culture, colour, cuisine, and creativity. Every occasion is designed as a story, thoughtfully curated to delight guests and leave a lasting impression.

Founded in 2020 by Ian Henderson, The Pink Elephant is a luxury event styling and catering brand rooted in global inspiration and African heritage. Born in Zimbabwe, educated in Australia, and now based in Hertfordshire after years in London, Ian brings a rich cultural perspective shaped by travel, hospitality, and storytelling.

The name reflects the brand's personality...

PINK symbolises **boldness, playfulness & creative flair**

ELEPHANT honours **African roots & a powerful, memorable presence**

OUR STORY & PURPOSE

The Pink Elephant was founded on family values and inspired by Ian's upbringing in Harare, Zimbabwe, as well as in memory of his late father, Billy.

Growing up in a home known for warmth and generous hospitality laid the foundation for the brand's ethos. Today, the business honours that legacy by creating events centred on connection, celebration, and shared joy.

Ian's mother, Judy, a natural hostess and long-time supporter, remains an important influence, reinforcing the brand's deeply personal roots.





WHAT WE DO



WHAT WE DO

We transform occasions of every size into immersive, stylish experiences, from intimate gatherings to large-scale productions. Whether delivered as a single service or a complete end-to-end solution, our approach is always flexible, thoughtful, and entirely bespoke.

WE CREATE EVENTS OF ALL STYLES AND SCALES, INCLUDING:

- Private parties and celebrations
- Weddings and engagement events
- Corporate functions and launches
- Festivals and public events
- Luxury picnics and outdoor gatherings
- Milestone birthdays and anniversaries

EVERY CELEBRATION IS CAREFULLY
CURATED RATHER THAN TEMPLATED

OUR CORE OFFERING

- **Full event planning** and coordination
- **Table décor** and **bespoke event styling**
- **Catering**, from grazing experiences and picnic boxes to alternative catering styles and fine dining
- **Beverage packages**, including wines, cocktails, and non-alcoholic options
- **Entertainment** sourcing and performance curation

From a 12-person picnic to a 6,000-guest festival, every celebration is tailored rather than templated, ensuring a seamless experience that reflects your vision from beginning to end.

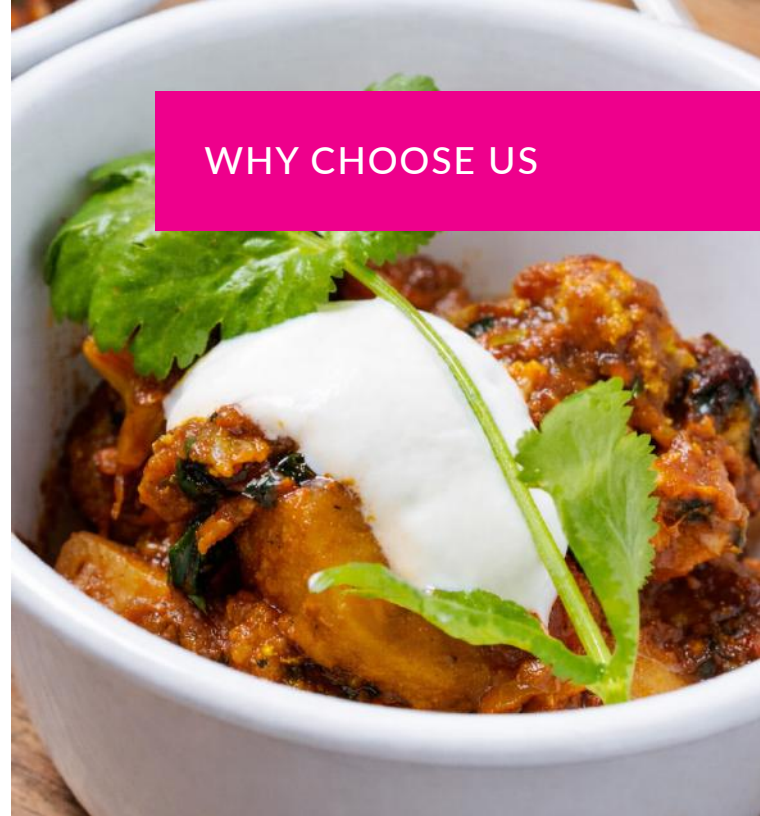
WHY CHOOSE THE PINK ELEPHANT?

Our events are not simply organised: they are carefully crafted experiences designed to inspire, connect, and entertain.

WHAT SETS US APART:

- Collaboration with a trusted network of independent businesses
- Support for local makers, chefs, artists, and performers
- Sustainable sourcing wherever possible
- Seamless end-to-end service
- A distinctive creative vision with meticulous delivery

From artisanal food and signature cocktails to live performances and statement styling, every detail works together to create something truly special.



WHY CHOOSE US

AT THE HEART OF EVERY PINK ELEPHANT EVENT IS
A SIMPLE BELIEF: EXTRAORDINARY MOMENTS ARE
CREATED TOGETHER.

OUR CORE PHILOSOPHY

Our work is guided by three principles that shape every detail, every interaction, and every unforgettable experience we deliver.

COLLABORATE

We listen deeply and work hand in hand with our clients and trusted independent partners, blending ideas, expertise, and imagination to turn visions into reality.

CREATE

No two celebrations are ever the same. We design bold, beautiful, and highly personal experiences, layering thoughtful details, artistry, and originality to produce something truly one of a kind.

CELEBRATE

Above all, we exist to bring people together. We create moments of joy, connection, and wonder that guests will talk about long after the last glass is raised and the lights go down.



EVENT PLANNING

EVENT PLANNING

Our one-stop event planning service brings all elements together seamlessly, from catering and styling to entertainment and logistics.

CLIENTS ENJOY:

- Stress-free planning from concept to delivery
- Founder-led creative expertise and direct communication
- Carefully selected suppliers and partners
- Elegant, cohesive execution

Ideal for private parties, corporate functions, and large public events.

TABLE DÉCOR & EVENT STYLING

We offer bespoke styling tailored to any theme or atmosphere, transforming venues into beautifully cohesive spaces.

DESIGN ELEMENTS MAY INCLUDE:

- Balloon installations and statement displays
- Fresh floral arrangements
- High-quality dried and artificial florals
- Thoughtfully styled tablescapes

The result is a setting that feels polished, inviting, and visually striking.



BESPOKE EVENT STYLING
TAILORED TO ANY THEME
OR ATMOSPHERE



CATERING

CATERING

Our menus celebrate creativity, quality, and community, using locally sourced produce and collaborations with independent chefs and artisan producers. Offerings range from relaxed sharing options to formal dining experiences:

OPTIONS INCLUDE:

- Grazing platter boxes and displays
- Elegant canapés and bowl foods by independent chefs
- Barbecues, wood-fired dishes, and seasonal salads
- Handmade savouries, desserts, and cakes
- Private dining and fine dining experiences

Many chefs within our network bring award-winning expertise and nationally recognised culinary credentials, delivering cuisine that pairs exceptional flavour with refined presentation. Each box or display is impressive, beautifully composed, and designed to elevate the entire experience.



OUR MENUS CELEBRATE CREATIVITY, QUALITY, AND COMMUNITY
THROUGH LOCAL PRODUCE AND ARTISAN COLLABORATIONS



GRAZING PLATTERS & PICNIC BOXES

Our signature grazing experiences combine artisanal produce with elegant presentation, perfect for both corporate and private events.

OPTIONS INCLUDE:

- Individual charcuterie or vegetarian boxes
- Couple and group sharing boxes
- Afternoon tea and dessert displays
- Large grazing tables for celebrations

BEVERAGES

Our drinks offering is carefully curated to complement the food and atmosphere of each event.

OPTIONS INCLUDE:

- Wines from small, family-owned vineyards worldwide
- Organic and biodynamic selections
- Professional cocktail bars with expert mixologists creating bespoke cocktails using the finest ingredients
- Premium ready-to-serve cocktails for stylish, efficient service
- Beer selections from independent local breweries
- Sophisticated non-alcoholic options

CATERING



FROM RELAXED GATHERINGS TO FORMAL RECEPTIONS,
THERE IS SOMETHING FOR EVERY TASTE.

ENTERTAINMENT

The Pink Elephant collaborates with an ever-growing network of independent performers and premium entertainment providers to create memorable experiences.

We curate exceptional emerging and independent musicians for private and corporate events, by supporting artists at pivotal stages of their careers while delivering fresh contemporary live music with purpose.

OPTIONS INCLUDE:

- Live musicians and DJs
- Dancers, acrobats, and theatrical performers
- Drag artists and speciality acts
- Face painters and interactive entertainment
- Motivational speakers and hosts

PACKAGES CAN BE TAILORED
PRECISELY TO THE STYLE,
AUDIENCE, AND SCALE OF
YOUR EVENT.





PINK'S POP-UP

Our pop-up food and beverage concept provides a flexible catering solution for events of all kinds, from markets and festivals to private celebrations and corporate functions.

OPTIONS INCLUDE:

- Stylish, self-contained setups
- Premium grab-and-go options such as picnic boxes
- Efficient service for large audiences
- Scalable operations for varying event sizes
- Designed for reliability, convenience, and a memorable guest experience in any setting

SUSTAINABILITY

We are committed to responsible practices that benefit people, communities, and the environment.

OUR VALUES:

- Supporting independent businesses and local producers
- Prioritising sustainable sourcing
- Minimising waste where possible
- Building long-term partnerships
- We believe exceptional events can also create positive impact



"Ian is not only knowledgeable and passionate about what he does, but also incredibly helpful throughout the entire process. He truly goes above and beyond to deliver premium catering that elevates any event."

EMILY WADDELL from TAYLOR WALTON LLP
Harpenden, Hertfordshire



Roman Theatre Open Air Festival

HERTFORDSHIRE, 2025

Delivered high-quality catering as the sole food provider across more than 70 performances, supplying artisanal picnic boxes daily using locally sourced ingredients. The project demonstrated scalability, reliability, and an elevated audience experience.



Private 40th Birthday Celebration

HARPENDEN 2025

Designed and delivered a bespoke event including a stretch tent, cocktail bar, DJ, canapés, and charcuterie, resulting in a seamless experience and a highly satisfied client.



Gleeds Foundation Charity Event

LONDON 2026

Delivered a purpose-led hospitality experience in partnership with Gleeds Global in central London, supporting the Gleeds Foundation and its key charity partner. The evening featured interactive coffee workshops, welcome drinks and curated bowl food, bringing together guests for meaningful engagement and social impact. This project demonstrated strategic collaboration, elevated guest experience, and The Pink Elephant's commitment to creating events that generate positive change.



HOW WE WORK

HOW WE WORK

Planning your event should feel exciting, not overwhelming. From first conversation to final flourish, we guide you through a smooth, creative journey designed to bring your vision to life effortlessly.

DISCOVERY

We listen and learn what matters most to you

CONCEPT & PROPOSAL

We shape your ideas into a tailored plan and menu

PLANNING & COORDINATION

Every detail is carefully curated behind the scenes

SEAMLESS DELIVERY

We manage the day so you can relax and enjoy

FOLLOW-UP

We stay connected long after the celebration ends



READY TO BRING YOUR VISION TO LIFE?

We'd love to hear from you...

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