

Flowers

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Organising your dream wedding flowers is one of the most exciting parts of your wedding planning journey. Whether you would love to go all out with large and luxurious floral installation features to deliver the wow factor and impress your guests, or wish to keep your florals simple and classic, your florist is there to help bring your vision to life, with as little stress as possible.

We've compiled a list of 10 top tips to help the process run smoothly.

Tip no 1: Get on the Socials to Find a Florist who fits your Ethos & Style

Your venue will be happy to make recommendations of florists who have experience of working there. Visit the social pages and websites of local florists to get a feel of different floristry styles. This should help guide you towards a florist who can deliver your concept and create the atmosphere you would like for your wedding whilst sharing your ethos. Instagram is usually a great place to start researching, you will find it is where most wedding florists are particularly active!

As with most suppliers, florists are often secured far in advance of the big day, so it's always a good idea to make an enquiry early on in the process, once you have booked the venue.

Tip no 2: Share your Ideas & Inspiration and Agree the Process

After your florist has confirmed their availability, they will usually send you an outline of their individual working practice and the process for planning florals, often accompanied by an enquiry form and idea of basic costs. Some florists have a minimum spend so this is important to bear in mind.

Most florists will then organise a call or consultation to chat through your ideas and inspiration and to get a feel for one another. Some florists will meet in person, however this can be tricky during a busy wedding season, or if you are planning your wedding from afar, so virtual meetings are usually the way to go.

Once you have secured your florist and paid a deposit, they will guide you through the next steps in defining and designing your vision, and outline payment deadlines.

Tip no 3: Budget for what's Right for You (10-15% of the Total Budget as a Guide)

The budget each couple may have in mind for flowers can vary dramatically from wedding to wedding and is completely individual, just as every wedding is unique.

Most couples will typically spend 10-15% of their overall wedding budget on flowers but the final cost very much depends on whether you are having large installation pieces, number of tables, floral choice/look and the amount of personal flowers such as bouquets you require.

Do check whether your florist has a clause in place on reducing floral spend.

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Tip no 4: Focus the Budget for Best Effect – for the Space & for You

Flowers really do help to set the mood for your big day, they will feature in pretty much all of the photos and can enhance or transform a venue dramatically.

Almost all couples will require personal flowers i.e. bridal and bridesmaid bouquets, and buttonholes, so these are usually the non-negotiables.

Large scale, unique feature pieces such as sweeping staircase florals, arches, flower pillars and urns will add impact to ceremony spaces or an area where you plan to have lots of photos taken throughout the day, providing magnificent backdrops. Of course these will be the costliest items on your invoice, but most will agree that investing on bigger pieces is far more visually effective than dotting multiple small arrangements throughout a venue. Some items can be moved and repurposed too for added value.

Tip no 5: Explore the Beautiful Options for more Sustainable Florals

Choose a florist who uses sustainable practices such as using locally grown flowers and avoiding the use of floral foam. British flowers bring a more whimsical, natural look and often add incredible scent to your big day too.

A good florist will be able to advise you on which flowers are naturally in bloom around the time of your wedding. Choosing seasonal flowers will have far less environmental impact than asking your florist to source Peonies or Sunflowers in December.

Think about using plants for your wedding too. Pots of flowering spring bulbs topped with moss make beautiful table centres, as do foliage plants such as ferns and aromatic herbs. These can be enjoyed for years after your wedding or given to guests as gifts.

Dried flowers are a good sustainable choice too, particularly during the winter months. Try to steer away from dyed or bleached stems as these are not environmentally friendly to produce or dispose of.

Tip no 6: Don't Worry if you don't know where to Start – it's a Collaborative Journey

Whilst some couples may have very set ideas of what they would like for their wedding flowers, these are not always possible or practical for multiple reasons and a level of flexibility is often required.

Being open to seasonality and colour palettes is far more important and will produce the very best outcomes. Your florist will listen to your likes and dislikes when it comes to flowers, colours and textures and can suggest ideas to enhance your venue and work with the colours of your wedding attire and table dressing.

Florists understand that wedding planning is a journey, and your ideas are likely to evolve throughout the process. They will advise you on any dates that final decisions need to be made by.

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Tip no 7: Add a Personal Touch

Florists are often asked to add sentimental pieces to a bridal bouquet such as a vintage ribbon, family keepsake or locket of a loved one; we understand that these little touches are special and meaningful and will be attached with care when your bouquet is delivered.

Some details may need to be incorporated in advance to your arrangements. Your florist will advise you on how far ahead they will need the items.

Tip no 8: Make the Most of Floral Arrangements on the Day

Can floral arrangements be moved between the ceremony and reception spaces? The short answer is yes, although some very large arrangements such as sprawling arches can be tricky, especially if attached to a building structure.

Your florist will be able to advise you on the practicality and logistics of moving items between spaces where possible. They will work closely with your venue or event organiser to work out the best timings and safe route to relocate arrangements.

Repurposing arrangements is an excellent way to gain more value from your flowers. Aisle arrangements may be used as table centres, ceremony urns can double up as a striking entrance for your reception and a ceremony table arrangement can form your top table floral display.

Tip no 9: Plan for the Preparations the Day Before & Morning of Your Wedding

Depending on the type of arrangements you opt for, set up could be early on the morning of your wedding, or possibly the day before.

Please bear in mind that large installations may involve several hours of work, more than one florist and a certain amount of mess during construction! The results will be worth it, I promise.

Your florist will communicate with the venue and yourselves to work out a delivery and set up time. Most florists will aim to have everything in place and immaculately cleared away at least 1-2 hours before your first guests are expected to arrive.

Your personal flowers will usually be delivered to you in the Main Suite. Bouquets often arrive in a water source to keep them fresh and perky until required. We advise taking them out of water and drying the stems gently half an hour before leaving the room to avoid any drips on dresses or ribbons.

Your bridal bouquet will look more full and floriferous for photographs if you hold it at hip level with the stems facing towards you. Most florists will cut the stems short to allow for this.

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Tip no 10: Make the Most of Florals After the Day

Your wedding flowers are yours to keep, so deciding what to do with them after the big day needs consideration beforehand.

Your wedding florist may need to return to the venue the next day to deconstruct large arrangements and collect any containers or props you have hired. If this is the case, ask your florist for advice on appropriate containers to decant the flowers into for transportation home.

Many couples choose to gift table flowers and more portable arrangements to guests to enjoy after the wedding.

For larger arrangements, your florist will factor in a clear-down time for deconstruction. Any stems which have wilted or broken will usually be taken away for composting or disposal and the remainder can be popped into buckets or wrapped up for you. Some couples choose to donate larger volumes to a hospice or care home or may place flowers on loved ones graves.

There are several options for preserving your bouquet – pressing, drying, setting in resin or ceramics. Your florist may be able to make suggestions and recommendations for trusted craftspeople to do this for you.

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