

FULL SERVICE WEDDINGS

Custom Floral Design



LAUREL & SAGE
florals



FULL SERVICE WEDDINGS

FROM \$3,500 | NOW BOOKING FOR 2022

Your wedding florals should be unique to who you are and help to tell your story on your wedding day. At Laurel and Sage, we create one-of-a-kind floral collections for our couples that are the perfect marriage of our design style and your floral taste.

Our Full Service option includes all floral elements for your wedding, from dreamy bouquets to ceremony design to large-scale installations. It also includes a customized Flower Plan and inspiration board, aesthetic direction and event design support, access to our rental collection, and full set-up and breakdown by our team.

This option is perfect if you would like what L&S does best- colorful, refined florals completely customized to you, inventive statement pieces like a lush floral arbor or hanging installation, and hands-on attention to detail at your event.

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THE PROCESS

01. INQUIRY

Submit an inquiry through our website and share a bit about your date and event with us.

While you eagerly await our reply, visit our Pinterest for lots of floral inspiration as you begin the planning process!

02. DESIGN CONSULTATION

We want to get to know your story! We'll have a short meeting together at a coffee shop or dessert stop (or virtually for out of town couples) to look through inspiration, talk about how we can help bring your vision to life, and devote time to discussing color palette, style and flower needs. We want to uncover meaningful ways to make our floral design a true reflection of you.

03. INITIAL VISION

We curate your vision and color palette, tailor our services to your specific needs, and take everything we've discussed to translate it into a custom Floral Proposal for you. Our proposals are artful and thorough and also include an initial estimate and contract. Once your contract is signed and a retainer is received to reserve your date on our calendar, we will be booked together!

THE PROCESS

04. PLANNING PROCESS

We offer ongoing consultation services throughout the design process to weigh in on elements like linen and flatware rentals and other decor. We work closely with you, your planner, and other vendors to fine tune the vision, details, and logistics for all floral and decor elements.

We always try to attend the final venue walkthrough with you and your planner to envision the design in the space and to help us ensure we're creating a cohesive experience.

05. FINAL DESIGN & PLANNING

4 weeks prior to your event, we review and finalize all design elements and florals together. Get excited- we're almost there!

06. WEDDING DAY

You can rest easy, knowing that the L&S team will oversee the execution of everything we've designed for your day, making sure everything is placed perfectly. We'll even hand-deliver your bouquet, show your maids how to hold theirs, and pin boutonnieres. Our parting gift is a diligent cleanup service at the end of the day, so that you and your family can head home without worry! Whether you decide to keep your florals or donate them, we're there to manage that post-event plan.

FAQS

WHERE DO YOU SOURCE YOUR FLOWERS?

We source from many places! We love using local blooms when seasonally available and supporting US flower farmers. In conjunction, we source many varieties internationally so your floral designs can be diverse in color, texture, and shape.

I DON'T KNOW WHAT I NEED- CAN YOU HELP ME WITH IDEAS?

Of course! We love being able to dream up the magic with you, and it helps to come into the design process with an open mind! Some of the best designs happen when we have the freedom to create something truly unique to you and source the most amazing blooms to make it!

Your wedding can be an opportunity to reflect who you are as a couple, and we want the design to be as unique as your story! Bring us all the out-of-the-box ideas!

I DON'T KNOW HOW MUCH WEDDING FLOWERS COST. WHERE SHOULD I START?

Many wedding professionals like to recommend a starting point of 10% of your overall wedding budget for florals, but every couple's needs will differ depending on their vision and priorities. Your guest count, wedding party size, and venue will also heavily factor into what investment will fit best. Everything we create is custom, so as we build your Floral Proposal, we will balance everything you need to fit within the budget and want to fit your vision.

We find that our couples often fall between \$4,500 and \$10,000 to achieve their vision and make sure everyone gets to be invited to the party!

FAQS

DO YOU OFFER PACKAGES FOR WEDDINGS?

Every couple is unique, so each Floral Proposal we create is designed specifically for you. If you are looking for a simplified experience, our A La Carte options or Intimate Weddings packages may be a great fit for you!

We believe the process of planning your wedding should be a fun, informative, and collaborative experience.

DO I NEED A WEDDING PLANNER?

Not necessarily, but we love planners and can't recommend them enough! Most of our clients work with a planner in some capacity for their event. They can be essential for pulling your vendor team together, creating a cohesive event plan, and making sure you can focus on what's important on the big day stress-free.

ARE ITEMS LIKE CANDLES INCLUDED IN YOUR SERVICES?

Yes! As a Full-Service design, all table decor, vessels, and other hard goods are included. We have a large inventory of options available, and we also help coordinate rentals of structures and other decor.

While all fresh flowers will be yours to keep, all hard good items are rentals that are returned to L&S. Being able to reuse these items helps you maximize your floral budget and helps us be a more sustainable business!

HOW LONG WILL MY FLOWERS LAST?

Many of the blooms we use are delicate, heirloom blooms. All of our flowers are

FAQS

carefully processed and treated a few days prior to your event. We allow them to open fully so they're at their peak for your event- they're meant to look stunning for their big moment, but typically won't last much longer beyond that.

WHAT MAKES FLOWERS SO EXPENSIVE?

Many factors are involved with the cost of flowers, and there is so much that goes on behind the scenes beyond the day of the event!

We believe in sourcing the most beautiful and fresh blooms for you. Each step in the flower life cycle is labor intensive, and our farmers and wholesalers deserve to be paid well for their work and product. The blooms we source are also of a higher quality than what you might find at your local grocery store. Flowers are delicate and have a short lifespan, so they require maintenance and effort to preserve their health and appearance.

Full Service means that we often prepare for your event for months before we ever touch a bloom. We source all of the blooms and vessels, build our recipes, and have many hours of planning and meetings to make sure we are ready to go! We also spend a lot of time making sure we are the best we can be in our industry through continuing education and practice.

The creation of each of your floral elements takes time and expertise, and all of our costs include hard and soft goods, from the vases and arbors to tape and silk ribbon.

We spend the week of your event picking up your flowers, processing and prepaing them, designing all of your floral elements, and packing all of the necessary sup-

FAQS

plies for the big day. By the time we travel to you on the morning of your wedding, we're on our 4th or 5th day of work and will have several days afterwards to clean up. We believe our team should be paid well in reflection of their hard work and dedication. We couldn't do what we do without many hands helping us! All of this is reflected in our pricing, and we feel strongly that it's a worthwhile investment if flowers are important to you.