



# Wedding Flowers

*A Simple Guide*

*Floral Designer*

# Becky Cohen



You've found us! And....we couldn't be more excited. We imagine if you are reading this, you are seeking event flowers and we happen to specialize in making pretty rad floral designs for people who love flowers. Our process is painless and - dare we say - even fun. Because, if there is one thing in this world we shouldn't stress over, it's flowers (and maybe puppies too, but definitely flowers).

We know this process can seem daunting...making decisions that you'll remember for the rest of your life. But, the reality is, it can actually be very simple as long as you stick to a few guidelines. And that is what this guide is all about. We'll walk you through the things that should be considered and help you get started making a plan.

The biggest decision affecting your florals, however, is not deciding on colors or choosing the right flower varieties. The smartest decision regarding your wedding flowers is choosing a specialist who is the best fit for you. That's why our process is as much about getting to know you and really drawing out what you want as it is deciding on the right florals. Our biggest priority is always making your event beautiful and making sure you are completely thrilled with every single floral detail. We love the challenge of getting to know each client, helping to draw out your style and then bringing it to life on the most special of days and we'd love to work with you.

*xo Becky*



## Choosing Your Florals

# colors, styles + types



**Color** While color palette is generally a matter of taste, there are a few things to know when selecting your floral colors. First, we recommend using shades and tints of a color rather than one specific color. Flower colors can vary within the same variety of flowers and therefore, it can be hard to get an exact match to a specific color. So for example, if you want pink flowers, we recommend using various shades of pink rather than one specific color.

**Style** The most beautiful wedding flowers are generally a reflection of the style of the couple. Your style should also compliment your venue (i.e. more modern florals in a more modern venue, garden style florals for an outdoor garden venue, etc.) as well as the other decor elements for your event. For this reason, we definitely recommend choosing your venue and any major decor elements such as tables, chairs and linens prior to choosing your florals.

**Types** There are so many types of flowers and new varieties are bred every day, bringing back flowers that were once out of style and offering new shapes, colors and textures of long-time favorite flowers. We always love when a couple chooses a type of flower that has special meaning and will work hard to be able to make this happen. Aside from that, our best advice in choosing flower varieties is to trust your designer to guide you in selecting the best types of flowers based on your colors, style, budget and season. Hire an expert and let them lend their expertise to create exactly what you want.

# Choosing your Floral Items

## Flowers to Carry or Wear

This includes bouquets (including posies for mothers or grandmothers if they choose), boutonnieres for the men, corsages for women and anything you can dream up for flower girls such as a basket of petals, small posy or kissing ball. These items are generally for those in the ceremony or special loved ones that you would like to honor.

1

## Flower Arrangements

2

For medium to large events, this will likely be the bulk of your wedding florals. This would include ceremony arrangements, guest table centerpieces, oversized statement arrangements for entrances or other special areas, cake flowers, and any other accent arrangements for various areas such as food tables, gift tables or on the bar.

## Floral Installations

These typically oversized designs can include creative pieces and structures such as arches and arbors, freestanding ceremony pieces, hanging floral pieces, tent decor, floral walls and so much more. These will widely be determined by your venue and how much impact you want from your florals.

3

*pro tip: give these items some thought but wait to talk with your floral design expert before worrying about making any decisions on them!*

# *Working with Us* **the difference**

While we are definitely floral experts, we have made it our priority to also be client care experts. We know that planning the most special day can be challenging at times and we want to make sure you feel really good about choosing your flowers and working with us. Because of this, we make communication a top priority from beginning to end.

When you reach out, we'll check our availability to be sure you will get our undivided attention. If we are available, we'll set up an initial consultation to talk over your floral dreams with you. We'll invite you into our shop and ask lots of questions and pour over photos over your drink of choice. We start by getting to know you and then we'll dream up your wedding flowers together.

As your floral expert, we'll present you with a proposal that is as visual as it is detailed. We want to ensure we are completely on the same page and nothing is overlooked.

Once you book with us, we'll stay in touch with you and check in monthly to be sure you know everything is taken care of and that we are here for you. We'll reach out to your other vendors to be sure we are team players on the big day. The week of your event, we will handle every detail and make floral magic you will never forget.





**Nine Twenty-Two**  
*Floral Design*

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