



FLOURISH

# WEDDING GUIDE

YOUR GO-TO GUIDE FOR PLANNING  
YOUR WEDDING FLOWERS

## INTRODUCTION

# Naturally beautiful ...

Flourish is a Perth based wedding & event floral design team, specialising in creating naturally beautiful and free-flowing designs

We bring nature into your event by creating loose, lush and beautiful free-flowing designs that embrace the seasons

We design with the natural state in mind, and take inspiration from the wonderful and curious way nature grows

We love to use all of Mother Nature's ingredients to create a scene as close to nature as possible, a style which is timeless and allows for lasting memories, in a naturally beautiful way

In our designs you may find flowers, foliage, plants, vines, grasses, branches, rocks, nuts, berries, and pods



You may be feeling unsure and overwhelmed because you're not sure where to start, or perhaps you're unsure of how much wedding flowers and styling costs are, or how it all comes together.

We're here to answer those questions and make planning simple!

From the initial enquiry stage, right through to the big day, we will be your go-to, and guide you through the process – and make it a little fun too!

*Flourish x*

## OUR PROCESS

# Our approach

**PRIORITISING WITH STATEMENT DESIGNS**

Our approach focuses on prioritising a few key statement pieces over many smaller unnoticed floral items. Statement pieces are memorable, make an impact, are usually located in high traffic areas where they will be seen and photographed. An example of a statement piece is the hanging installation pictured below. We find this approach helps to create a higher impact, and is a more cost-effective and wiser way to allocate your budget. Quality over quantity...

**SEASONAL MATERIALS**

We embrace seasonal materials, which allow us to create harmony and flow from the outside into your event space

**ECO-FRIENDLY METHODS**

Our aim is to be as sustainable as possible by reusing, recycling, and careful planning, therefore allowing us to achieve naturally beautiful designs, without the negative impact on the environment



## OUR PROCESS

# Our timeline

Tip:  
September – May is peak wedding season, with most vendors booking up 6-18 months in advance. Booking in early with your vendors is recommended to avoid missing out on your favourites

**1) ENQUIRE**

Make an enquiry via our booking form

**2) CONSULTATION**

We provide you with pricing and design guidance via a consultation

**3) BOOK**

You accept the proposal and secure your date with a 20% deposit

**4) WELCOME!**

Once you have booked with us and secured your date by paying the deposit, we will send you an email welcoming you to Flourish. Please feel free to contact us at any time throughout your journey with us

**5) FINAL CONSULTATION**

We will contact you 8 weeks prior to your event date, to run through the finer details of your event and logistics of the day

**6) MOOD BOARD**

Once confirmed, we will send through a final details sheet and a mood board to show how it all comes together

**7) FINAL INVOICE**

We will send through our final invoice 30 days prior to your event date

**8) THE BIG DAY**

On the day, we will deliver the personal arrangements to you in the morning, give some tips on how to hold the bouquets and answer any questions you may have. We will then head over to the ceremony and reception venues to create your beautiful floral designs

**9) CONGRATULATIONS!**

Congratulations on your beautiful wedding!

Please feel free to leave us a Google review if you loved your time with us. We would also love a copy of your professional photo album if you're happy to share it with us

## OUR PROCESS

# Your wedding day

**CONGRATULATIONS!**

Your big day is here! We want to make sure everything goes smoothly today, so here is a comprehensive list of what to expect on the day of your wedding.

**DELIVERIES** – Deliveries of personal arrangements will be made on the morning of your wedding, generally before the photographer arrives. Ensure that we have the correct address and contact phone number to avoid delays.

Bouquets come packaged in a water source and protective paper. Buttonholes are presented in display boxes with shredded paper to keep them in place. Keep your arrangements in a cool dark room, preferable in air-conditioning. Buttonholes can be stored in the fridge, however, please keep them away from any fruits or vegetables as they give off a gas that can cause early wilting to your buttonhole flowers.

**SET UP (BUMP IN)** – After we have delivered your personal arrangements, we will head over to the venue to set up. Depending on the size and amount of designs, this time will vary. On average, we spend between 3–6 hours on site setting up. Perfection takes time!

**PACK DOWN (BUMP OUT)** – What goes up must come down. In most instances we will return for pack down the day after your event, however, some venues request same day bump out.

During this time, we will pack down all designs, collect any of our hired structures, collect any of our hired vases and candles, wash vases and candle sleeves, and compost any green waste.



## OUR PROCESS

# Handy tips

**BOUQUET tip:**  
At your reception, store your bouquet in a vase to serve as a repurposed arrangement for your signing table / cake table / entry table & to keep fresh

**FLOWER CARE TIPS** – When we deliver your wedding flowers to you on the morning of your wedding, they will be in a beautiful condition and will be supplied to you in a water source. Once flowers are delivered to you, we have no control over how they hold up throughout the day. There are a few things you need to do to ensure they stay fresh and dreamy for your day.

- Store in a dark, cool space preferable in an air-conditioned room
- Store them away from fruits & vegetables as they can emit a gas that can cause early wilting to your flowers
- Make sure to keep them in their water source for as long as possible, ideally take them out just before you walk the aisle
- Store away from heat, eg- heaters, fireplace, hairdryers
- Avoid touching your flowers as this will cause them to age quicker
- Very hot weather and direct sunlight will speed up the wilting process so keep in the aircon and water source as long as possible

**BUTTONHOLES** – A buttonhole should be placed on the left lapel of a suit, and it should lay flat in a position just by the heart. We always supply our buttonholes a handy clip that allows you to easily pin onto the suit. It is easier for someone else to pin the buttonhole for you, a service that we are happy to help with when we drop them to you.

**BOUQUETS** – Ensure that you hold them correctly. Holding too high can hide the dress and look awkward, holding too low can be uncomfortable for your arms.

Here is how to hold a bouquet –

- Hold your bouquet at the narrowest part of the stems (where it is tied)
- Position your thumbs just below your belly button
- Relax your arms and shoulders, and slightly tilt the bouquet forward so that we can see the flowers, not the stems

We always check in with our brides & bridesmaids on the morning of to remind them of this, however, we understand given the excitement of the day, little details can be forgotten which is why we thought it best to mention here!

## OUR FLORAL DESIGNS

# Personal designs

Our SIGNATURE is to bring nature into your event, by creating loose, lush and beautiful free-flowing designs that embrace the seasons. Here are just some of the designs that we love to create, from top right to bottom left.

**BRIDAL BOUQUET** - The first vision we have of the Bride, is her walking down the aisle with her beautiful bouquet. It is one of the most highly anticipated moments and highly photographed, we aim to make the Bridal bouquet as beautiful and memorable as this moment. Our bridal bouquets are free-flowing and natural, with a gorgeous selection of quality seasonal flowers and natural materials, secured with a flowing ribbon

**BRIDESMAID BOUQUET** - To compliment the Bride, quality seasonal flowers and natural materials in our signature style

**BUTTONHOLES** - Small pieces pinned onto jacket or dress



## OUR FLORAL DESIGNS

# Ceremony

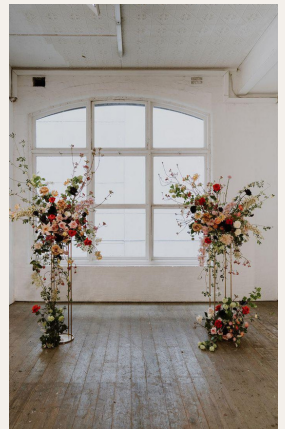
To create a beautiful intimate setting for your ceremony, consider investing in one of these options. From top right to bottom left.

**FLOWER TOWERS** – A modern and popular choice, with flowers and natural materials attached to free standing poles

**PLINTH** – A modern and popular choice, often minimalist, with flowers and natural materials placed onto and below the metal frame structure

**ARBOUR** – A traditional choice, available in multiple shapes and heights

**FLORAL NEST** – One of our favourites to create, this organic option resembles a large semicircle for the couple to stand in





## OUR FLORAL DESIGNS

# Reception

To create a memorable reception setting, consider investing in one of these options. From top right to bottom left.

**HANGING INSTALLATION** - For a dramatic and high impact feature, add a touch of elegance with a hanging installation. Tables below can be left minimal, given the dramatic focal point above

**HEAD TABLE** - Framing the married couple, the florals can be in the form of full table florals, clusters or a centrepiece, and can be presented on the table, cascading off, or on the floor in front

**BAR ARRANGEMENT / FIREPLACE** - Designed to be eye-catching and a focal point of your event

**CENTREPIECES** - Suitable for round and rectangle tables, these beautiful 360° view pieces set an intimate scene



## WEDDING FLOWER PRICING

# Pricing Guide

Creating bespoke wedding florals is at the heart of what we do, no two weddings will ever look the same. There is a great deal of flexibility when it comes to deciding on your budget for your wedding flowers, and it is important to consider what flowers mean to you and your wedding day when deciding on your budget.

On average our couples spend between \$3,000-\$7,000 but some spend less or budget more based on their preferences.

When you hire a Wedding Florist, you are paying for the flowers themselves + the time and skills spent by that Florist arranging them for you.

Bouquets / arrangements are more expensive for your wedding than what you see in a convenience / grocery store because they are made by using a completely different method, they are made with personally selected premium quality flowers and foliage, and are given a great deal of care, attention and detail.

On average it will take 5 days of work to complete the flowers for your wedding. We calculate this based on the time spent meeting with you and discussing your vision, time spent liaising with suppliers and hire companies, time spent creating your vision boards and paperwork, 2-3 preparation days, setting up on the event day itself and the packing down and cleaning the day after the event.



## WEDDING FLOWER PRICING

# Budget examples

Each couple's wedding is unique, there are many ideas of what your budget could allow, the best option is to get in touch with us to chat about your dream wishlist

The below is meant to be a rough guide to help you plan which items could be covered within your price range

## **\$2,000 - \$3,000 budget**

A budget of this amount could allow for a few key items for your wedding, for example:

- Personal arrangements for the wedded couple (bouquets, buttonholes)
- Ceremony feature eg, a small arbour piece
- Reception feature eg, Bar arrangement
- Bud vases for the tables

## **\$3,500 - \$5,000 budget**

A budget of this amount could allow for some statement features, for example:

- Depending on the size of the bridal party, personal flowers (bouquets, buttonholes)
- Ceremony feature eg, a corner arbour piece
- Reception feature eg, a head table arrangement
- Bud vases + candles for the tables

## **\$5,500 - \$7,000 budget**

A budget of this amount falls within our typical full-service wedding, an example:

- Depending on the size of the bridal party, this will cover personal flowers (bouquets, buttonholes)
- Ceremony feature eg, large arbour piece
- Hanging installation at the reception
- Flowers + candles for the tables

## **\$7,500 - \$10,000 budget**

A budget of this amount allows for an abundance of statement features, for example:

- Bridal party personal flowers (bouquets, buttonholes)
- Ceremony feature eg, full arbour
- Hanging installation at the reception
- Head table arrangement
- Flowers + candles for the tables

## OUR MOST ASKED QUESTIONS

# FAQ

**I'M SO OVERWHELMED, WHERE DO I START?**

We understand planning a wedding can be overwhelming and confusing at times, please know we are here to help guide and support you. Contact us so that we can start helping you

**HOW MUCH DO WEDDING FLOWERS COST?**

On average, our couples will spend \$3,000 – \$7,000 for their wedding day. Each client and their wedding is different, so there is no one-size-fits-all approach. We will always give you pricing and design guidance to help you maximise your budget. We set a minimum spend of \$2,000 per event to ensure our high quality of work and materials

**CAN I ADD ITEMS AFTER I BOOK?**

Yes! We understand that ideas and inspiration can change, this is why we allow changes up to 8 weeks before your event during your final consultation. During this consultation we will confirm colours, designs and logistics

**CAN I HELP WITH THE FLOWERS?**

Unfortunately no. We request to be the exclusive florist for your event. This is to ensure all the florals associated with the event are cohesive and to a quality standard

**CAN I REPURPOSE MY CEREMONY FLOWERS AT MY RECEPTION?**

If you are wishing to repurpose your designs, please advise us when enquiring. Variables such as the design, location, weather will determine whether it will be possible

**DO YOU HIRE ITEMS SUCH AS CANDLES?**

Candles are one of our favourite ways to create an intimate and cosy event, and to compliment your flowers. We offer a variety of candles in various sizes

**CAN YOU GUARANTEE A FLOWER TYPE?**

Unfortunately no, no Florist can!

It is important to remember that we are working with a perishable product and with market availability. Due to the nature of our work, we are unable (as any Florist) to guarantee a particular flower or natural material. Our advice is to focus on a colour palette and aesthetic, and let us use our knowledge and design skills to select the flowers that will best compliment your beautiful event

**DO YOU OFFER DELIVERY AND SET UP OF THE FLOWER ARRANGEMENTS?**

Yes, our service includes full set up and delivery of your wedding flowers. Our team will set up and deliver to ensure our quality standard

## OUR MOST ASKED QUESTIONS

# FAQ

**WHAT IS INCLUDED WITHIN YOUR SERVICE?**

- Initial consultation with design and pricing guidance
- Custom Mood Board & custom designs to compliment your vision
- Site visit, and unlimited phone and email correspondence
- Advice and guidance with styling and suppliers
- On the day set up
- Delivery of personal arrangements
- Help with bouquets – tips on how best to hold your bouquet, aftercare
- Help with attaching buttonholes
- On-site coordination, movement of arrangements from ceremony to reception (if contracted to do so)
- Clear away and pack down after your wedding

**HOW DO FLOWER SELECTIONS WORK?**

During your consultation process, we will discuss your aesthetic and colour palette. You are welcome to send in 1-2 inspirational pictures to show us the kinds of flower types that you love. We recommend to focus on a seasonal aesthetic to have your event flow from the outside in

8 weeks before your event, we will commence our final consultation to confirm the details – colour palettes, the designs, logistics. We will then create a mood board so we both have the vision for your event

The week of your event, we will use our knowledge and design skills to select the flowers that will best compliment your beautiful event

**WHAT HAPPENS TO THE FLOWERS AFTER MY EVENT?**

Please feel free to take all of the flowers with you (minus any of our vases / bases / structures). Many couples will choose to have their bouquet / buttonholes preserved and framed as a keepsake. Another great option, is to gift some of your flowers to the guests as favours

Please make sure to take the flowers prior to leaving the venue, as we will compost any left over when we return for bump out

**DO YOU HAVE A COVID PLAN?**

We understand it can be overwhelming planning a wedding and navigating COVID. Subject to availability and T&C's, we are happy to reschedule dates in the case of COVID. Please request a copy of our Terms & Conditions for further information

**WHAT IF I NEED TO POSTPONE OR CANCEL?**

We are happy to reschedule dates due to postponements (subject to availability and T&C's) or allow for cancellations. Please request a copy of our Terms & Conditions for further information

LET'S CREATE YOUR DREAM WEDDING

# Work with us

We would love to help you create your vision and help guide you through this process

Book now for your customised and complimentary quote  
Book via [flourishfloralperth.com.au](http://flourishfloralperth.com.au)



I'm Sarah, owner and designer at Flourish, and I'm on a mission to help **couples like you** have beautiful wedding flowers, without the overwhelming and uncertain feelings

Organising your wedding flowers shouldn't be the hard part, it should be the fun and creative part

I know your feelings because I've been where you are now when I planned my own wedding

I had a vision for my big day, but I was so overwhelmed at the amount of steps I had to take to get there

I'm here to support you and make this process simple, and a little fun too!

*Sarah x*