

FloristFacts

Because Who Designs Your Flowers Matters!

7 Things Your Florist Should Know Before You Buy

A Consumer's Guide to Getting Flowers That Actually Matter

When you're buying flowers for an important moment—a wedding, a sympathy arrangement, an anniversary, an apology—you're not just purchasing a product. You're asking someone to help you communicate something words alone can't express.

The difference between a forgettable arrangement and one that truly captures your moment often comes down to a simple question: **Did your florist take the time to understand what you actually need?**

This guide will help you prepare for that conversation—and help you recognize whether you're working with a professional florist or just an order-taker.

What This Moment Means to You

1 Is this a celebration? An apology? A gesture of sympathy? A declaration of love? The same flowers can say completely different things depending on context. A professional florist needs to understand the emotional weight of the occasion to design something appropriate.

Why it matters: A florist who jumps straight to "What's your budget?" without understanding the occasion is designing blind. They might create something technically pretty that completely misses the mark emotionally.

Who Will Receive These Flowers

2 If these are a gift, tell your florist about the recipient. Their personality, their taste, their favorite colors, whether they have allergies or pets. Are they traditional or modern? Minimalist or lush? Do they love fragrance or find it overwhelming?

Why it matters: Flowers are a form of communication. A great florist designs for the recipient, not just the buyer. What delights one person may overwhelm or underwhelm another.

Where the Flowers Will Live

3 Will these be on a sunny windowsill or a dim corner office? A formal dining room or a casual kitchen table? An outdoor wedding in August heat or an air-conditioned reception hall? How long do they need to look their best?

Why it matters: Environmental conditions dramatically affect flower selection and longevity. A professional florist chooses varieties and designs that will thrive in your specific setting—not just whatever's in the cooler.

Your Realistic Budget

4 Be honest about what you can spend. A good florist will work creatively within your budget, not upsell you or make you feel judged. That said, understand that quality design takes time and expertise—the cheapest option isn't always the best value.

Why it matters: When you share a realistic budget, a professional florist can guide you toward the best possible outcome within your means. Without this, they're guessing—and you might end up disappointed or overspending.

Colors, Styles, and Aesthetic Preferences

5 Do you have colors in mind? A general vibe—romantic, modern, rustic, dramatic? Photos you've saved for inspiration? Share them. Also share what you don't want. "No carnations" or "nothing too fussy" is useful information.

Why it matters: Floral design is visual communication. A florist who understands your aesthetic can create something that feels like "you" (or like the person receiving them)—not just a generic arrangement.

Any Flowers You Love—or Can't Have

6 Maybe you adore peonies. Maybe lilies remind you of a funeral and you can't have them at your wedding. Maybe the recipient is deathly allergic to certain blooms. These aren't small details—they're essential information.

Why it matters: A florist who asks about preferences and restrictions is designing for you specifically. One who doesn't is just filling an order and hoping for the best.

Your Timeline

7 When do you need the flowers? Is there flexibility, or is it a hard deadline? For events, what time does everything need to be in place? For delivery, when will someone be available to receive them?

Why it matters: Great floral design takes time—for sourcing the right materials, for conditioning flowers properly, for creating the arrangement thoughtfully. Rush jobs often mean compromises. A professional florist will be honest about what's realistic.

A Simple Test

Here's the truth: **A florist who doesn't ask you these questions may not be designing for you at all.**

They may be pulling a pre-made arrangement from a cooler. They may be following a template designed by a wire service hundreds of miles away. They may be focused on speed and volume rather than craft and meaning.

That's not necessarily wrong—sometimes you just need flowers quickly and affordably. But when the moment matters, you deserve someone who takes the time to understand what you're trying to say.

A professional florist will ask questions. They'll listen. They'll make suggestions based on your specific situation. They'll treat your moment as unique—because it is.

Want to Learn More?

Visit **FloristFacts.org** for more guidance on choosing a florist, understanding the floral industry, and making informed decisions about who designs your flowers.

About FloristFacts.org

FloristFacts.org was created by James Dempsey AIFD, a floral industry professional with over 40 years of experience spanning retail floristry, wholesale operations, event design, and mass-market category management. This guide reflects a simple belief: consumers deserve honest information about who designs their flowers and why it matters.

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