

Flowers

LOVE IS IN FULL BLOOM

From ceremony to centerpiece, flowers are the consistent visual element linking all the activities of your wedding day.

CHOOSING YOUR FLORAL DESIGNER

Below are questions to consider when choosing your floral designer



- Consider their use of **color, texture, and overall flair.**
- **Examine their portfolio.** Do the pictures inspire you?
- Do you enjoy being in their studio?
- Do they understand **display, presentation, and scale?**
- **Do they provide rentals** (arches, vases of all sizes, etc.)?
- Do they **specialize in weddings?**
- How do they feel about working with brides?

WORKING WITH YOUR DESIGNER

- Supply them with as much detail as possible: wedding date, time of day, style of wedding (formal or informal), wedding colors (provide swatches of fabric from linens and wedding party wardrobe), ceremony and reception locations (if possible, provide photos of your venues), what items you would like flowers to accentuate, and your budget.
- Collect pictures of the things you like to help them better understand your vision.
- Be open to their suggestions.

FLORAL TRENDS

For the bride: Adorn your bouquet with a personal touch by adding a family heirloom such as antique jewelry or a brooch. Take note, your bouquet should be proportional to your body shape and height. Complimenting your gown with your bouquet is essential and will complete your look!

For the maids: Although matching bridesmaid bouquets are the traditional approach, many brides are choosing to have a variety of bouquets, either using the same flowers in different colors, or using different flower types all in the same color family!

For the tables: Your table setting will depend on the style of reception you choose. From elaborate to simple chic, your table setting is a reflection of your style. Create varying heights by using a combination of candles and votives. Consider filling the vases with colorful fruits, pebbles to add texture and candles to create a warm ambiance.

FLORAL CONSIDERATIONS



- Season.** Flowers in bloom during and around the months of your wedding will be more available and less costly than out-of-season selections. Since flowers that tend to be in high demand around certain holidays will be more costly; factor this into your budget.
- Time of Day.** Chosen wisely, your floral arrangements should last throughout the day. Some flowers hold up beautifully in the sun; others are better suited for indoors. Let your designer know exactly the time and month your wedding is taking place and they can advise you on what your options are.
- The Bouquet.** The star of all your floral choices is your bouquet. They come in all shapes and sizes; pick a style that suits your height, frame, and gown.
- Ceremony Location.** Before making decisions regarding ceremony florals, check with your venue for any possible restrictions. A cost saving tip: determine if your ceremony flowers can also be used for your reception. Using your arrangements twice helps maximize your budget.
- Reception Location.** Your reception location is a big influence in determining your floral design needs. Large, indoor venues call for bolder, more dramatic arrangements, while outdoor venues can be accented more simplistically. Let your floral designer know the size of your reception equipment (dining tables, place card tables, etc.) during your initial consultation so the scale of your arrangements will be perfectly balanced.
- Centerpieces.** The options are endless. Except for the "14 inch rule" dictating that centerpieces should never obscure guests' vision across the table, there are no hard and fast rules. Mix, match and think "outside the box."
- Personal Flowers.** In addition to bouquets and arrangements, you'll need to select personal flowers. These include the groom's boutonniere and something for mothers and other honored women.



FLORAL PRESERVATION- TIMELESS BEAUTY

Gone are the days when the only flowery keepsake of your wedding day was a mere bloom pressed between the pages of a wedding album. Now, for the bride who plans ahead, you can preserve a vivid, perfectly shaped bouquet to show your children and grandchildren in the years to come.

Preservation Tips:

- Contact a preservation specialist well ahead of time to reserve their services.
- Make arrangements for your bouquet to be delivered to the specialist within 24 hours of your ceremony, 48 hours at the most.
- Pack the bouquet in a large, roomy plastic bag along with

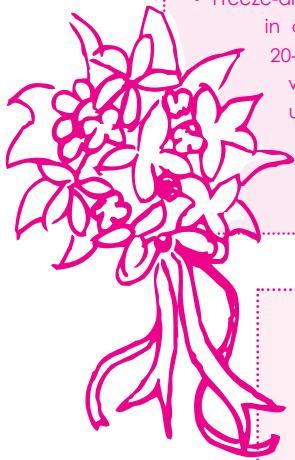
a damp cloth to retain moisture, and store it in a refrigerator until delivery the next day.

- If you are planning to preserve your bridal bouquet, ask your floral designer to prepare a breakaway for tossing, leaving your original bouquet intact for preserving.
- Expect prices to be around \$100 to \$150 for a bridal bouquet, which includes the price of the preservation process as well as restoring the flowers to their original arrangement.

Preservation Methods:

- Freeze-drying is a process in which the flowers are dipped in a color-saving solution, carefully frozen at minus 20-degrees Fahrenheit for an entire day, then slowly warmed back to room temperature over two weeks until all moisture in the stems and petals is removed. The flowers are then dipped in an invisible polymer for added durability and protection against UV damage.

- Another method involves burying or embedding the individual flowers in one of several drying agents, which come in powder, sand or gel form.
- Another technique is to immerse the flowers in a liquid preservative that slowly removes the natural moisture from the stems and petals. Polymers are also applied after these processes.
- Any drying method (including freeze-drying) will remove pollen from the flowers.



tip

What are you going to do with your flowers after the wedding?

Take them to a retirement home! The residents and employees both love the beautiful flowers and it brightens their day to have visitors.

Floral Checklist

PERSONAL FLOWERS

- | | |
|--|---|
| <input type="checkbox"/> Bride's Bouquet/Throw Bouquet | <input type="checkbox"/> Groom's Boutonniere |
| <input type="checkbox"/> Maid/Matron of Honor Bouquet | <input type="checkbox"/> Groomsmen Boutonnieres |
| <input type="checkbox"/> Bridesmaids' Bouquets | <input type="checkbox"/> Ushers |
| <input type="checkbox"/> Flower Girl Basket or Headpiece | <input type="checkbox"/> Ring Bearer |
| <input type="checkbox"/> Mothers' Flowers | <input type="checkbox"/> Fathers' Boutonnieres |
| <input type="checkbox"/> Grandmothers' Flowers | <input type="checkbox"/> Grandfathers' Boutonnieres |
| <input type="checkbox"/> Readers or Soloists | |



CEREMONY FLOWERS

- | | |
|--|---|
| <input type="checkbox"/> Aisle Flowers | <input type="checkbox"/> Guest Book Table Flowers |
| <input type="checkbox"/> Altar or Candle Flowers | <input type="checkbox"/> Rose Petals for Tossing |
| <input type="checkbox"/> Entrance Door Flowers | <input type="checkbox"/> Pomanders |



RECEPTION FLOWERS

- | | |
|---|---|
| <input type="checkbox"/> Gift Table Flowers | <input type="checkbox"/> Place Card Table Arrangement |
| <input type="checkbox"/> Head Table Arrangement | <input type="checkbox"/> Entryway Flowers |
| <input type="checkbox"/> Reception Buffet Flowers | <input type="checkbox"/> Bride & Groom Chairs |
| <input type="checkbox"/> Guest Table Arrangements | <input type="checkbox"/> Toss Bouquet |
| <input type="checkbox"/> Cake Flowers | <input type="checkbox"/> Bar Arrangement |
| <input type="checkbox"/> Restroom Arrangements | <input type="checkbox"/> Petals for Tossing |
| <input type="checkbox"/> Bride's Suite Flowers | <input type="checkbox"/> Getaway Car Flowers |

