

WEDDING FLORALS INFORMATION GUIDE

2023



FIONA'S
Floral Designs

WELCOME

Hello and congratulations on your engagement! There are so many exciting things to plan and I'm so happy to be a part of it.

While there is a lot to think about for your special day, I'm here to help you feel relaxed and know that your floral styling is in safe hands. My goal is to make the entire process easy, from your initial enquiry to quoting, consultations and the most important part - bringing your floral vision to life.

I have created this information booklet to help you with any questions you may have, to give you a price guide and some inspiration for the big day.

If you still have questions, please don't hesitate to get in touch with me via email or phone call.

I'm here for you every step of the way.

Fiona xxxo



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THE BOOKING PROCESS

Initial Enquiry: When enquiring with me, I recommend sending an enquiry via email or hitting the get in touch button on my website. There are certain details required initially for me to know if I will be available, such as your wedding date and venue. I will reply within 24 to 48 hours via email.

Initial Consultations: I love having phone consultations or meeting for coffee as this helps me gain a good understanding of your vision, have a few laughs and allows me to easily communicate and discuss the elements of your floral styling. Please let me know if you would like to book this in. For those who like to keep things more online, there is a consultation form that you can fill in for me.

Quoting: Once I have all of your floral details, I put together a bespoke package for you. This includes a quote with detailed pricing, a description of your styling, and mood boards. You will receive this within 7 days of your enquiry/consultation.

Securing Your Date/Payments: I require a 25% deposit and a signed contract at the time of booking to secure your date. The remaining 75% is due 3 weeks prior to your wedding day. Keep in mind - *No dates are held without a deposit and a signed contract.*

Final Consultations: In the lead up to your wedding day, I will keep in touch and arrange a final consultation to confirm the finer details with you and make sure there are no final changes to your styling.

Your Wedding Day: Your bridal party florals will be delivered to you at the specified location and time, and your ceremony and reception florals will be delivered and set up. Relax and enjoy your special day, knowing everything is taken care of.



FLORAL STYLING & PRICE GUIDE

I have listed a few options for areas you might like to have styled with florals and the price range for each. You may want all of them or you may want just a few! These options are not limited to the below and I can assist with deciding which areas are most important to you and how we can work together to stay within your budget.

BRIDAL PARTY

Bridal Bouquet: \$200 - \$350 on average, depending on style and flowers chosen. However, if you are wanting a wired bouquet or large cascade bouquet full of orchids and premium flowers, then the price will go up accordingly.

Bridesmaid Bouquets: \$150 - \$250 depending on the lushness and size desired.

Buttonholes/Boutonnieres: \$20 - \$35 each. These prices are for the more popular flowers, such as spray roses, carnations and lisianthus. If you are wanting more premium flowers such as orchids the price will go up accordingly. Generally worn by the groom, groomsmen, fathers of the couple and the page boy.

Corsages: \$35 - \$50 each, depending on the size and flowers chosen. Option of being pinned onto the outfit or designed to be worn on the wrist. Generally worn by the mothers of the couple.

Flower Circlet/Crown: \$40 - \$70 depending on size and flowers choices. Full circlet or half available, often worn by brides, bridesmaids or flower girls.



CEREMONY

The items listed below are some of the most common ceremony arrangements I do. The list is not comprehensive and I have a lot of ideas and suggestions I can share with you to make your ceremony unique to you two.

The below costs do not account for installation set-up or pack-down fees, delivery fees or hire fees for arbours, stands, glassware etc.

Welcome Sign: \$55 - \$200 depending on the size and if florals are designed on the sign and/or on the ground in front.

Pew Ends/Aisle Markers: \$35 - \$300 each, depending on size and style. Pew ends are generally small floral bunches attached to chairs, where as aisle markers are multiple ground arrangements lining the aisle, ranging in size from small floral bunches in glassware to large floor arrangements.

Ceremony Backdrop Installations: \$700 - \$5,000 depending on size and style. A simple corner spray is going to cost on the lower end whilst a full lush floral arch overflowing with blooms will be on the higher end. Installations require a lot of product and are done on site, often needing additional team members to get the job done in the venues allocated time frame. These arrangements are often designed on a structure such as an arbour, half moon shaped florals on the ground, or floral arrangements on plinths.

Signing Table: \$50 - \$100 for a small arrangement to style the table, for larger more elaborate designs the price will go up accordingly.

Urn Arrangements: \$500 - \$1,500 depending on size and flowers chosen.



RECEPTION

There are plenty of options for decorating the tables at your reception. I can discuss options during our consultation but below is a snapshot of the most common set-ups I create.

Bridal Table Feature: \$400 - \$2,000 depending on size and florals chosen. This is a front-facing installation that sits at the front of a horizontal table, where you and your partner are seated at the reception. Florals can be designed for the entire length or partial length of the bridal table. Florals can be on the table and/or on the ground in front.

Guest Tables: \$40 - \$500 depending on style and size of florals chosen. From small to large arrangements and/or minimalistic floral bud vases.

Seating Chart: \$55 - \$200 depending on the size and if florals are designed on the sign and/or on the ground in front.

Hanging Installations: \$1,000 - \$5,000 depending on the size and flowers chosen. Hanging installations are impactful designs to hang from the ceiling, they require a lot of product and are done on site, often needing additional team members to get the job done in a short time frame.

Fireplace Mantel: \$500 - \$1,000 depending on size. These arrangements adorn the top of a fireplace.

Bar: \$50 - \$100 florals designed to sit on the corner of the bar.

Wishing Well: \$50 - \$150 small to medium floral arrangement to style the table.

Wedding Cake: \$50 - \$100 depending on the florals chosen. The flowers are wired and placed onto the wedding cake to complement the design.



WEDDING COLOUR PALETTES

"Choosing your wedding colours is a task the couple needs to tackle early on. The wedding colour palette will guide many of your other decisions like your wedding invitation design, bridesmaids' dresses, and overall floral décor."

Are you yearning for a bright, bold, and energetic celebration or a more subdued and elegant atmosphere?

Your wedding colour palette can also greatly influence the feeling of your venue and the clarity of your wedding theme. Beach-themed weddings often feature a prominent blue scheme. Rustic weddings on the other hand feature more naturalistic and lighter colours.

Deciding on your wedding colours may also be dependent upon the season you're getting married. Certain wedding colour palettes have strong associations with different times of the year. Having a red, burnt orange, and mustard colour scheme may be perfect for autumn, but not a great fit for a spring celebration.

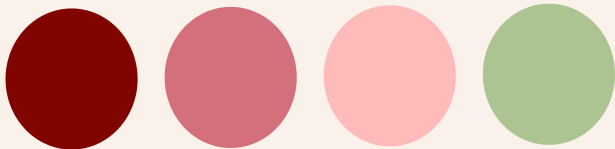
As you begin to explore you and your partner's wedding colour palette ideas, remember to keep both your wedding venue and wedding date in mind. Once you decide on a colour scheme that matches your tastes and styles, you can begin putting that beautiful colour palette to good use.

Below are some examples of popular wedding colour palettes.

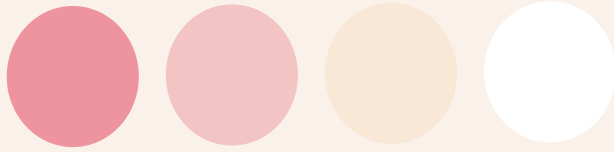
Green & Ivory



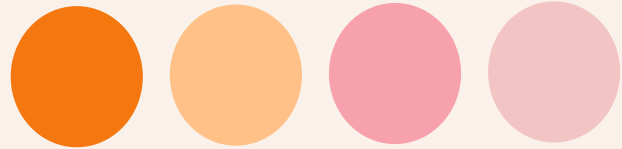
Burgundy & Pink



Blush Pink & Cream



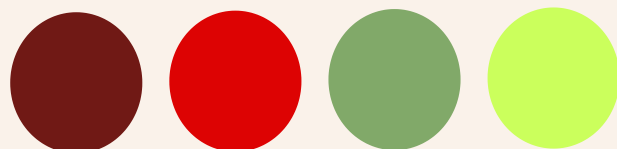
Peach & Pink



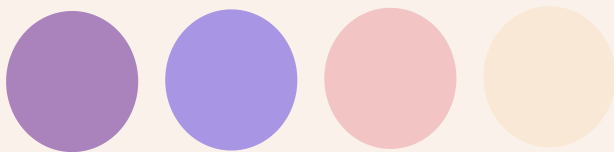
Purple, Violet & Yellow



Burgundy, Red & Green



Pastels



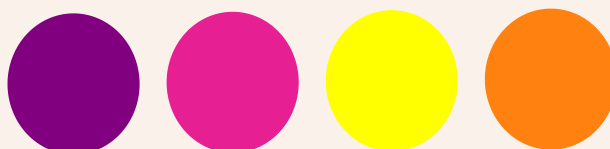
Peach, White & Green



A touch of Blue



Bright & Bold



STYLING

I offer a range of styling items available for hire, to complement your florals and venue. I absolutely love adding a dreamy, romantic touch to your wedding by lighting up your space with candles and decorative pieces to your tables.

Please chat with me during your consultation about what styling items you are looking to hire.

A few examples of styling items I can offer are:

- Candle range
- Tea light holders
- Candelabras
- Table numbers
- Wishing well suitcases
- Arbours, stands and plinths
- Urns
- Signage/frames
- Easels
- Vases



MIRROR PHOTO BOOTH

The Mirror Photo Booth is a magical, interactive photo booth experience for all. Our unique photo booth attracts all audiences with its charming design, interchangeable frames, and exciting features. The full-length mirror offers a sleek design and a user-friendly interface, communicating with participants through a touch screen of colourful animations.

Our Mirror Booth captures professional-grade photographs with a Canon DSLR camera which is hidden out of site, behind the mirrors glass.

Receive 10% off the Mirror Booth Hire when you book your wedding florals with Fiona.



Bronze Package

\$750

- 3 Hours Rental included (add extra hours for \$180 Ph)
- Unlimited photo sessions
- Friendly mirror booth assistant
- Premium quality double strip printed 6x2 photos
- All high res images on USB
- SMS text share options
- Free Delivery (Sydney Metro)
- Set-Up & Removal Included
- Customised Template
- Prop box
- Choice of frames

Silver Package

\$900

- 4 Hours Rental included (add extra hours for \$180 Ph)
- Unlimited photo sessions
- Friendly mirror booth assistant
- Premium quality double strip printed photos (6x2 or 6x4)
- All high res images on USB
- SMS text share options
- Free Delivery (Sydney Metro)
- Set-Up & Removal Included
- Customised Template
- Customised photo print templet
- Optional filters to edit your photos
- Custom welcome Screen with event theme and logo
- Prop box
- Choice of frames

Gold Package

\$1050

- 5 Hours Rental included (add extra hours for \$180 Ph)
- Unlimited photo sessions
- Friendly mirror booth assistant
- Premium quality unlimited printed photos (6x2 or 6x4)
- All high res images on USB
- SMS text share options
- Free Delivery (Sydney Metro)
- Set-Up & Removal Included
- Customised Template
- Customised photo print templet
- Optional filters to edit your photos
- Custom welcome Screen with event theme, colours and logo
- Choice of frames
- Premium quality of prop box + wedding theme props
- Premium Photo Album supplied with metallic pens and glue.



MEET FIONA

Hi, I'm Fiona, the owner and floral stylist of Fiona's Floral Designs. My studio is based in Mays Hill, Western Sydney, meaning I'm central to many beautiful wedding locations. I happily service the Greater Sydney Area, Blue Mountains, Central Coast and Southern Highlands regions. However, if you have a destination wedding in mind, I'm happy to chat!

I attended Pearsons School of Floristry where I graduated with a Certificate III in Floristry. My passion and love of creating beautiful bespoke designs continues to grow and evolve each year. In 2020 I created Fiona's Floral Designs. In 2022 I was awarded 3rd place at the Sydney Royal Easter Flower & Garden Show in the "Surprise Display" category.



Fiona's Floral Designs is a bespoke wedding and events floral stylist. I take pride in creating romantic, vintage, classic, lush, and bold floral designs, with a focus on making your floral vision come to life on your wedding day. I believe flowers have a unique uplifting impact on every space and each person that is around them.

I design each wedding carefully, ensuring that I tailor to each clients needs and style.

I can't wait to meet you and hear all about your wedding plans.

How far in advance should I enquire about wedding florals?

I recommend reaching out 12 months from your wedding date. Although, I can secure dates closer to your wedding, depending on availability!

Peak wedding season (September through to March) books out fairly quickly.

What happens to the flowers and styling items after the wedding?

If you have hired any styling items or have large installations to be removed a bump out fee will be added to your invoice. This means at the end of your wedding my team and I come back onsite to pack up all hired items and remove and dispose of any unwanted florals.

I always suggest taking flowers home so you and your guests can enjoy them for a little bit longer!

Do you have a minimum spend?

Yes. The minimum spend is \$700 for florals picked up from my studio in Mays Hill or \$1000 for onsite delivery and installation of wedding florals.

Can we have our ceremony florals reset for our reception?

I'm happy to talk to you about resetting flowers from the ceremony to the reception but please keep in mind the following things:

- There is a reset fee to account for the extra time the floral team will need to stay on site.
- Flower quality can be compromised by external factors such as weather, especially in summer.
- There needs to be enough time between the ceremony and reception to complete the resets. Travel time between venue locations should also be factored in.
- Consider if the arrangements being reset are adding aesthetic value or if the price of the reset fee would be better spent on florals specifically designed for your reception needs.

How do I know which flowers will be available or which types of flowers to include?

I can discuss which flowers will be in season at the time of your wedding and which flowers you like and dislike. As availability always changes, I can never guarantee specific flower types requested but the flowers selected will always represent the overall style of your wedding. I generally like to work with a colour palette and a particular style and select flowers which will complement this.