

WEDDING FLORAL & STYLING GUIDE



ROSE MOON FLOWERS
www.rosemoonflowers.com



Photography: Jack ChauvelPhotography

WHAT'S IN THIS GUIDE?

Wedding planning can be daunting but it can also be really fun with the right knowledge!

We know that not everyone is flower savvy so we've create this guide to be of assistance in helping you plan your dream wedding florals and styling!

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The scary part, money!

How to budget for wedding florals and styling

WHAT'S YOUR VIBE?

Photography: Margan Photography

A vision is different from your colour palette. A vision is a description of the overall feel and ambience of your day. When thinking about this you should take into account your couple dynamic, your hobbies and what you enjoy doing together. (it's a vibe!)

Below are a few key words and examples of how you would communicate your vision.

Key words: beachy, bohemian, chic, classy, destination, elegant, eclectic, garden, glamorous, minimalist, modern, preppy, punk, relaxed, rustic, shabby, tropical, tuscan, vintage, whimsical etc.

Examples (images via pinterest):



Our vision is an elegant garden vibe with a relaxed atmosphere in a Tuscan setting and we love sparkling wine!



Our vision is a haunted forest vibe with a gothic moody atmosphere in a low lit indoor setting.



Our vision is a fun and bubbly party vibe in a summer setting and we love the idea of citrus fruits!



HOT TIP FROM ROSE MOON FLOWERS

Your venue can be a huge contributor to your vision. Play off the details of the venue or choose a venue that suits your vibe!

COLOUR PALETTE

Photography: Andy Mac Photography

Creating a colour palette is usually one of the first things you should think about when planning your wedding along with your vision!

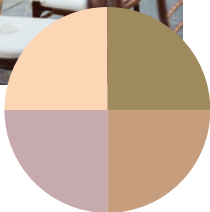
To help you communicate your colour palette you should start with an **adjective and then your colour**, for example:

Hot Pink (Adjective-Hot + Colour-Pink)
Deep Purple (Adjective-Deep + Colour-Purple)
Soft Cream (Adjective-Soft + Colour-Yellow)

Using the examples from our vision creation (images via pinterest) on the previous page we've created colour palette examples below:



Pastel Pinks
Soft Purples
Sage Green
Blush Cream



Soft Brown
Rich Green
Deep Burgundy
Dark Plum



Princess Pinks
Citrus Yellow
Punchy Orange
Hot Magenta



WEDDING FLOWER & STYLING DICTIONARY



Photography: Amlight Photography

The world of floristry and weddings can be confusing for someone who is not involved in the industry, it's good to know everything means!

Arch/Arbour - a structure spanning an opening and typically supporting the weight of flowers or foliage.

Spray - sprays are large arrangements of long-stem plant material.

Cluster - a group of something in one place, for example a cluster of vases, or a cluster of flowers in a vase.

En Masse - in a design this primarily means a group of the same flower type or material.

Floral Nest - a long hedge-like arrangement on the ground that more commonly acts as a semi-circle/backdrop for the bride and groom to stand in front of.

Aisle Flowers - these can be flower petals, chair bunches or arrangements designed to be placed within the aisle on either side as the bride walks down.

Bump in/bump out - in simpler terms this means set up and pack down, when you are asked for bump in times this means the earliest time your vendor is allowed to access the venue and be on site for set up.

Labour - work, in floristry terms that means the prep work, transportation, creation and set-up.

Freelancer - a staff member, florist or assistant who is a paid part of the team for your wedding.

Stylist - someone who pre-plans the and organises styling items like candles, signage, stands, linens etc on your behalf and sets them up at your weddings.

Trailing - a cascading design that falls downwards, for example trailing off the bridal table, or an arch with florals that trail to the floor.

Install - short for installation, a large piece of installed for use. This is an arrangement or piece like a ceiling hanging arrangement or arch installation.

Compotes - vessels used to hold overflowing flowers.

Bud Vases - small vases that hold a few stems, usually used in cluster for effect.

Flower Clouds - flush to the table, an arrangement with no vase.

Pillar Candles - A pillar candle is a candle that stands alone without a container, they can be made in very different sizes, shapes and heights, but you will mainly find them in a cylinder-like glass with one wick.

Vessel - a vase or object of any kind to hold flowers.

King Table - is a large rectangular table that often sits in the middle of the room so guests can be seated all around.

There are many more, and if you ever don't understand what something is its best to ask your florist!

LABOUR COSTS & FEES

Photography: Bonnie Maher Photography

THE PLANNING STAGE

Florists spend hours on admin for their couples. Everything from consultations, emails, quotes, contracts, researching and liaising with external hire companies, invoices, mood boards, ordering with suppliers, spreadsheets etc.

THE PREP STAGE

Driving to the fresh flower market at 5am and picking-up orders, choosing extra special items for your day, packing van, driving back home to processing all flowers. Processing includes unwrap all packaging and cardboard, stripping stems of all leaves to ensure longevity, peel back roses to make them fluffy and much more. Filling up buckets, moving them around and storing in cool area whilst organising ready for design. Returning to the market a second time if we need more or picking up a certain flower that needs to be fresher!

THE DESIGN STAGE

Creating arrangements for the big day(excluding onsite items - see next stage). Using freelancers to help put together as many arrangements as possible before the day and ensure everything is to the standards, mood board and style.

THE WEDDING DAY STAGE

Loading up the van tetris style, deliver all bridal party items to bride and groom addresses, drive to venue, unpack van and place pre-made arrangements, begin with on-site arrangement including the feature arrangements like arch and bridal table. Staying around to re-purpose any arrangements, coordinating freelancers and stuff whilst keeping area clean and sticking to the wedding day schedule.

POST WEDDING STAGE

Return to reception venue usually at midnight to pack down all items, pack into the van including flowers and hire items, whilst ensuring space is left clean and tidy. Drive home and unpack car and hopefully be in bed before 3am!

Voila! We pay our freelancers and assistants, no one works for free, so add up all the hours above and times by how many people it takes and thats your labour cost and service fee at the end of your quote.

HOW TO BUDGET

Photography: Amlight Photography

Price Estimates

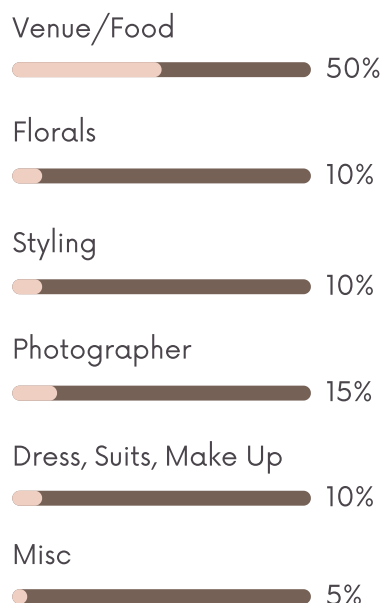
- Intimate Elopement - \$1,000 to \$2,000
- Small Wedding - \$3,000 to \$5,000
- Standard Wedding (most popular) - \$5,500 to \$9,000
- Luxe Wedding - \$9,500 - \$14,000
- Extravagant Wedding - \$14,500+

Expectations

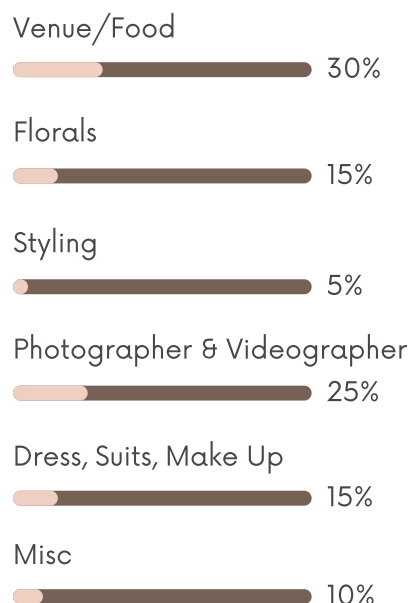
A floral budget is usually 10-15% of your total wedding budget and an additional 5-10% for styling items like candles, stands etc.

Below are two examples of couples and how they divided up their budget based on their needs:

Example 1: Susan & Gavin value food and want great catering and a beautiful venue. They may not have a lot of room on the guest tables, so are considering candles styling and a focus on bridal table. They have an overall budget of \$70,000



Example 2: Sam & Nathan value aesthetic, and want beautifully abundant flowers and great photography and videography to capture it. Their total wedding budget is \$120,000





**READY TO
START YOUR
WEDDING
FLORAL
JOURNEY?**



Get in touch!
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