



Walking Down the Aisle: Making Every Step Count
A Guide to Selecting
Wedding Flowers & Additional Details

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Thank you for considering Annie Occasion For Any Occasion Inc. while choosing your wedding floral. Our custom designs are as unique and special as you are and we give every wedding the personalized attention it deserves. We pride ourselves on our floral designs and look forward to creating your vision into lasting memories.

Please do not hesitate to contact us if you have any questions. The following pages outline what you need to know to understand your floral vision for your wedding.

All wedding consultations are by appointment only.

Best wishes,
Annie Kasak

P.S. Please find in this packet a complimentary wedding planning worksheet and additional tips to help guide you on your journey to an amazing wedding day.

For some brides, you probably spent part of your childhood dreaming of this one day. Were you surprised when he proposed? When he slipped the ring on your finger, do you remember how you felt? Did it take your breath away? Who will be in your wedding? What will you and your bridal party wear? Where will you have your ceremony and reception? What is the menu? Are you going to have lighting? Will it be a DJ or a band? Will you have all three: photographer, videographer and photo booth? What about the day after the wedding? What exotic or tranquil location will you choose for your honeymoon? Is your head spinning yet? Once you have laid the basic foundation for your wedding, it's time to put the details of your day together. From choosing a venue, menu, photographer, DJ, band, invitations, cake or dessert bar to a florist.

For most brides, choosing a florist and deciding what floral you want can be a tedious process. How will you know what you want when you don't even know the names or varieties of flowers? How will you know you're getting the right floral expression without spending your entire budget? How will you choose the best florist for your particular needs?

Take a deep breath and relax. Your professional florist can guide you through your entire wedding floral ordering process. A great florist will not only help you choose your floral décor but will also educate you while customizing your desires and tailoring them to your specifications. She or he will walk you through, step by step, the major decisions such as color scheme, floral selection, floral theme and budgetary concerns. Always be honest with your florist. This cannot be stressed enough. There is no right or wrong answer in telling them your colors, style and budget. They will not hold anything against you, but will guide you to pick the right flowers that will compliment your day.

The intention of this guide is to prepare you for your first consultation with a florist/planner. It will help you make educated decisions and pose questions for you to ask your florist/planner. This guide is written from a florist's perspective and reflects mostly floral. Additionally, there are some other vendors that have shared some tips to make your choices is the best you can make. The more you know, the more satisfied you will be with the end result. This will assist you to make any first consultation a breeze.

So let's begin and have a little fun!

Most everyone has been on Pinterest. The incredible amount of pictures that draws you in and keeps you on it for hours if you are not careful is like what I call “computer crack”. This can be highly addictive spending not minutes but hours on the site. Pick 5 – 10 pictures of each category that will best represent your vision. Or look through some bridal magazines and other bridal publications for initial ideas. Looking through at least two or three magazines and pick out all the ideas and themes you like that pertain to what you want is enough to start with.

You can attend bridal show, but be careful with expos. There is an ENORMOUS amount of information to take in one day with several vendors in attendance all vying for your business. You can become overwhelmed in a short amount of time. If you do attend an expo or shop around the optimal number is, three. Three vendors from one category will be able to provide you with a general idea of prices and designs. Have a clear intention of what you want when you go. Make a list and number it in the order of importance.

For example:

1. Wedding dress ideas
2. Photographer
3. Florist
4. DJ

If it’s not on the list don’t bother wasting your time or that of a vendor. The most important detail I share with my clients is trust. You MUST trust and like your vendor. It does not matter if your sister’s DJ, photographer or florist were wonderful at her wedding. If YOU don’t feel comfortable with them for your day, it can make your day miserable.

Next, if you have not already, start a folder or binder with a tab for each category. Venue – ceremony, reception, and menu options, bridal dress, bridesmaid’s dresses, floral, photographer, DJ or Band, lighting, drape, décor, photo booth. Be sure to include any special details such as favors, linens, place settings and transportation. Bring this folder to your initial consultation. Have a clear and firm idea of what you absolutely DO NOT want.

The next step is to pick out your dress and your bridesmaids dresses before meeting with a florist. These can have an impact on the style and colors chosen for your floral. Additionally, have a general floral budget set. While you don’t have to know 100% what your budget is or what it will be, you should have a general idea. Don’t worry about knowing prices of each flower. Your florist will know and guide you in making the right decisions for your floral budget. Setting initial parameters such as a price range will give your florist a frame of reference to work with.

This is very important, if you can afford a planner for at least the day of, do so. It will help alleviate a lot of pressure that can be felt on the day of the wedding. Your peace of mind is of the utmost importance. You, your bridal party and family should enjoy the day and not working at the details.

The following is a simple list to consider before and during your floral consultation:

Prior to meeting with your florist:

- **DO** go online and visit various floral websites to familiarize yourself with different floral and foliage varieties and bouquet ideas. (Recommended sites: (www.aboutflowers.com, www.weddingwire.com, www.theknot.com)
- **DO** call a florist to set an appointment time and date. (Many florists require an actual consultation time/appointment as opposed to a cold call or on-the-spot consultation.)
- **DON'T** be late to your consultation.
- **DON'T** bring more than two other people to your first consultation. If you are not paying for the floral, then bring the final decision maker that will be contributing. Too many people can make your consultation hectic and can cloud your opinions.
- **DO** have a general floral budget set. Typically, your floral budget should be between 10-15% of your entire wedding budget.
- **DON'T** give a price range that you are not willing pay. A florist is there to guide you and make the best decisions within the parameters of how much you want to invest in your floral.
- **DO** be honest with your florist. Be upfront with him or her if you are merely price shopping. If you are price shopping, most florists will not do an extensive wedding consultation.
- **DO** check with your church before your floral consultation for all applicable specifications and restrictions. In some cases, churches no longer allow aisle runners or they need to be a specific type of material. There are also restrictions on floral and décor attached to pews and also pick up of any and all décor may need to be done immediately after the ceremony.

Other instances:

- Catholic churches generally do not permit flowers on the main altar, but flowers are typically allowed on the back altar. Some may only permit fresh flowers in the sanctuary.
- Episcopal churches typically permit flowers, plants and candles, but the altar arrangements cannot be taller than the arms on the standing cross. Simplicity is encouraged as to not detract from the ceremony
- Lutheran churches permit floral and decorations, but generally do not allow decorations on or around the pulpit area.
- Protestant churches are generally the most open and accommodating, but consult with your minister for his or her personal regulations.
- Synagogues may allow a variety of floral decorations and may permit you to decorate the Chuppah, but consult with them first.

- **DO** incorporate your personal style into your ceremony and reception floral scheme.
- **DO** expect to pay a deposit to reserve your wedding date. Your deposit is often non-refundable, but will be applied to your wedding order. You may also be required to sign a contract to process and fill your wedding order.
- **DON'T** keep important details such as specific floral allergies for you or your bridal party.
- **DO** be open to suggestions from your floral professional. Sometimes, one look can be achieved in a multitude of ways.
- **DO** make sure your contract outlines all the duties and responsibilities you expect your florist to perform. Often, an additional fee may be incurred if you want your florist to provide additional services such as: (pinning on boutonnieres or deliver floral to multiple venues).
- **DO** keep in mind that you may pay a premium price for your wedding flowers if your wedding coincides with a holiday (i.e. Valentine's Day, Mother's Day, Christmas, New Year's Eve etc.). Additionally, keep in mind that some churches will not perform wedding ceremonies during "holy" times of the year (i.e. The Lenten season).

Bouquet Styles and Descriptions

Clutch Style

Small, hand-tied cluster of typically not more than seven stems of flowers; looks best when using only one or two floral varieties. Approximate size of bouquet is like a softball.

Hand-tied

Stems of flowers exposed, usually round in shape, best for garden style or non-traditional themes. Approximate size of a soccer ball with (2 – 3 inches of stems will be showing at the bottom).

Stem Wrapped

Stems of flowers wrapped, generally round in shape, best for garden style or non-traditional themes. Approximate size of bouquet is like the size of a soccer ball.

Monochromatic

Hand-tied bouquet of typically three or four different flowers of varying shades of the same color. This bouquet can be in any shape or style. It is also considered a bit more modern.

Cascade

Long, flowing style bouquet, most traditional and formal, best for showcasing foliage and long stemmed floral varieties. Can look like an upside down tear drop.

Composite

This bouquet consists of only one floral variety, and five or fewer stems, very simple and elegant, dramatic in photography.

Arm Bouquets/Presentation Style

Loose flowers tied with ribbon, cradles in the arm (like “Miss America”), works best with only one or two floral varieties together.

Additional Floral Designs:

- Baskets
- Purses
- Pomander Balls (Orbs)
- Wands
- Wrist Corsage
- Shoulder Corsage
- Arm Corsage
- Ankle Corsage
- Finger Corsages

Wedding Floral & Details Planning Worksheet

Wedding Date:			# of Guests -	Range \$		
	Name, Email & Address		Phone #	Start Time	End Time	Pick Up Time
Bride						
Groom						
Planner						
Ceremony Location & Contact						
Reception Location & Contact						
Personal Flower Delivery Notes						
Describe Wedding: Color & Style						
Likes/Dislikes						
Bride's Dress						
Bridesmaid's Dresses						
Additional Notes:						

Personal Floral						
		QTY		Price		Total
Bride						
Bridesmaids						
Flower Girl						
Mother's						
Grandmother's						
Readers/ Additional						
Groom						
Groomsmen						
Father's						
Grandfather's						
Ring Bearer						
Usher's						
Reader's/ Additional						

Ceremony						
	Style/Floral	QTY		Cost		Total
Altar						
Arrangements						
Pedestals						
Aisle Arrangements						
Pedestals						
Pew Bows						
Pew Arrangements						
Runner						
Lighting						
Drape/Stage Cover						
Additional Notes						

Reception						
	Style/Floral	QTY		Cost		Total
Place Card Table						
Card Holder						
Toss Bouquet						
Head Table/Sweetheart						
Centerpieces						
Cake Flowers						
Chairs						
Lounge Furniture						
Coordination						