



# April Flowers - Wedding Flower Design

## Frequently Asked Questions



### When should I contact You About My Wedding?

Flowers are one of the most important aspects of your wedding day. They set the mood and tone for the event and will be remembered for years to come. We can accept only a set number of weddings on a given day, so it is important to contact us well in advance to begin planning. If your wedding is going to be an exceptionally elaborate event, take place during peak wedding season or fall on a holiday, then six months to a year is not too soon to contact us. This will allow us to begin looking for any props or specialty items you might need. Wedding flowers can be highly specific and colors often have to be very precise. The more advance notice the better we will be able to help you with your total wedding.



### Can you work within my budget?

Yes. Be honest about your budget on the initial consultation so we know what to recommend. By taking your budget into consideration from the very beginning of the planning process, we can give you the best advise on how to place the flowers for maximum effect and what types of flowers will be the best value to achieve your desired look.

### To Arrange Appointment Call:

01 830 3333

### What should I bring when I have my wedding consultation?

The more information you can provide the better we will be able to offer creative suggestions. We want to create a spectacular and memorable event for you. Anything you can bring will be beneficial. Pictures that depict what you have in mind are extremely helpful. Bring a photo of

your dress and a sample of the fabric or lace if you have it, as well as swatches and photos of the bridesmaids' dresses. Also think about what "style" of wedding you want. If you are not sure, we can offer suggestions based on your wedding plans so far.



### Can you help me stretch my ceremony and reception budget?

Besides suggesting specific types of flowers that will work within your budget, we can offer helpful suggestions as to what flowers might be used at both the ceremony and reception. A few examples: bridesmaids' bouquets can become table decorations; the bride's bouquet can become the head table arrangement; the pew markers can become festive bows on cars or doors; altar designs can flank the buffet or cake table, etc. We will offer creative ways to make use of your budget and flowers wisely.

### What Are Your Payment Options

Consultations with our Designers are free. If you decide to progress we will require a non-refundable deposit of ?100 is required to secure the date. The balance is due three weeks before the wedding.

### Do You Deliver & Set Up?

Yes, Pricing will vary according to the specifics of the job.

### Do You Have References?

Yes, and we will be happy to supply names and phone numbers to you on request.

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## Choosing Wedding Flowers? - Here's Some Tips & Tricks



### Find Your Style

Do you picture simply natural or elaborate flowers? Subtle or striking? Minimalist? Tightly arranged? Are you thinking monochromatic, traditional (whites or pastels), multicolored, or modern (dark hues and bright citrus shades)? Do you dream of old school roses and lilies or new school berries, grasses, greens, and herbs?

### Pick a Palette

Flowers in matching shades or cool contrasts are breathtaking, but make sure they suit your wedding. Bring a bridesmaid dress fabric swatch when you meet with your floral designer (to illustrate your wedding colors).

### Consider Your Season

Marrying in summer? Go for hardy flowers that won't wilt, such as sunflowers, zinnias, dahlias, lilies, and hydrangeas. Avoid gardenias, lily of the valley, tulips, and wildflowers. Love the idea of luxe imported orchids or dreamy white peonies in the middle of February? Your florist may be able to find the flowers but be prepared to pay at least 25% more.

### Remember: Size Matters

Be sure your bouquets aren't too heavy or too hard to carry.

### Think About the Fragrance

Some of the most fragrant flowers include freesia, lilies, lilacs, tuberoses, gardenias, and lilies of the valley. Be sure your bouquet isn't too fragrant.



### Don't Overdo It

If you're tying the knot in a naturally flowering park or garden, you may not have to bring in many flowers or plants at all. And if you're marrying around Christmas or Easter, your church may already be beautifully decked out with poinsettias or Easter lilies.

### Consider Complementary Flowers

Once the bridal bouquet's composition has been established, move on to other bouquets and boutonnières, which should complement the bridal bouquet in style, flowers, and color.

### Get Coordinated

Coordinate delivery time of your bouquets, corsages, and boutonnières with your photographer's arrival -- you'll want them to be worn or held in formal pictures. Your flowers should arrive well misted and wrapped in cellophane.

Once flowers are distributed, keep them out of heat and direct sunlight.

### Don't Forget: Create a Tossing Bouquet

You don't have to toss the actual bridal bouquet -- many brides have us create a smaller tossing bouquet for the traditional ritual.



### Sign the Contract

By your second meeting, April Flowers will have written up your exact proposal, itemising the number of arrangements, the kinds of flowers to be used, and any set-up or clean-up fees. If you're commissioning an elaborate display such as a floral huppah, topiaries, or themed arrangements, ask us to show you sketches or actual samples at this time. Now is also the time to finalise prices: If sample arrangements seem skimpy, consider allotting more of your budget to flowers or making other adjustments.

### Think of Ways to Save

Local, in-season flowers will guarantee freshness and affordability, so choose a couple of seasonal staples (orange blossoms, lavender, or tulips, for example) and use them as a base for bouquets, boutonnières, and decorative arrangements. Incorporate them into huppahs, arches, or pew adornments, too. Use less expensive flowers and greens -- such as baby's breath, daisies, and ivy -- to fill out bouquets and cut costs.

### Remember: Sometimes Less is More

Save money by carrying one or two large, stunning blooms, such as orchids, tulips, or sunflowers, tied with a gorgeous ribbon.

### Avoid Holidays

Is the big day on or near Valentine's Day or Mother's Day? Expect high rates -- rose prices in particular will be sky high. Our florists' time and availability might also be an issue. Discuss any potential problems with us in advance.

### Start Your Budget

How much of your budget should you expect to pay for your flowers? First, remember that everything is relative -- to the area where you will wed, to the season in which you will wed, to the length of your guest list, and so forth. To give you an idea, we've collected the percentages for a 150-person guest list and a 10-member bridal party. You're likely to spend 55% on reception table centerpieces and other miscellaneous decor elements of the reception; 12% on ceremony decorations; 7% on your bouquet; 14% on the bridesmaid bouquets; 5% on the boutonnières and another 5% on the corsages (for the mothers and grandmothers); 1% on the flower girl's basket; and 1% on your tossing bouquet.