



Evie Joy Photography

WEDDING



Florals Workbook

For Brides & Grooms : Ideas, Pricing
Guidelines & Structure for your wedding floral
needs! *Tip : take me to your florist!

fill me out
on adobe or
print me out!

LADYSOUTHWEST.COM

Blooming Thoughts...

When it comes to your wedding flowers there is a lot that goes into them that we might not typically think of... here are some blooming tid bits for you to mull over before diving into design!

Budget:

For full wedding flowers expect to spend 25%-35% of your overall budget.

For wedding party florals only - expect to spend a minimum of 10%-15% of your overall budget!

Flowers are expensive & perishable, the labor that goes into them is quite a bit more than we often imagine.



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Blooming Thoughts Cont.

Location Matters: if you want full luscious florals with giant installs - keep in mind, full sun hurts cut flowers & makes them wilt, this can be done and is often done but it CAN affect flowers & can also be a bit more in labor costs.

-Flower installs get pricey - but darn are they worth it! You will always get those pictures and always the magical wow factor. It's your big day - don't cheap out.

-Labor Costs are additional - they are not always included in the cost of the flower & trust me - it is a lot of labor as well as high overhead for your florist. They aren't trying to rook you, I swear.

-Specific Flowers can be more pricey and also unavailable during parts of the year. Give your florist creative reign and let them create around your palette, budget & style, this will give you the best florals!

Must Haves For Your Florist!

Budget (PLEASE!)

Color Palette

Stlye / Theme

List : Flowers you LOVE/HATE

Pic of Wedding Dress

Itemized Needs

Date & Location

Contact Info



Contact Info

Name: _____

Phone #: _____

Email: _____

Fiance's Name : _____

DATE of Wedding: _____

LOCATION: _____

Is Reception at same location?: _____

Will you need break down? (Hint - if you rent anything from your florist, put yes):

Budget & Goals

My budget is : _____

Do you have wiggle
room on the budget?:

What are you looking to
get out of your flowers?

___ To have something focal & unique to us
and our big day.

___ To meet the bare minimum of flower
needs.

___ The BIG must have! VERY important -
Give me ALL the flowers for ALL the lasting
photos we will have!

___ Whatever I can fit within my budget!

Color Palette:

Collect color palettes from a paint store to give you ideas - or find collective ones on canva or pinterest to share with your florist.

Colors for Palette:

(List at least 3 main colors & any secondary colors below)



Flowers you LOVE



Flowers you would
really rather not
see in your
wedding.



Itemized Needs

*Think of ALL your floral needs,
from personal florals (bouquets, corsages, etc.
to installments & centerpieces)*

Wedding Party Personals:

NOTE - Tell us what style/how you see your bouquets
looking: _____

of Bridal Bouquets Needed: _____

of Bridesmaid Bouquets: _____

For Bouquets - do you want loose ribbon or neat and tucked ribbon?

What color(s) are bridesmaids wearing? _____

of Grooms Boutonnieres: _____

of Groomsmen Boutonnieres: _____

Colors of Groom & Groomsmen Attire: _____

of Flower Crowns (& for who): _____

Are there any flower girls needing flower petals? If so how many?

Will you need any flowers for hairstylist?

of Corsages & Boutonnieres needed for family (officiant as well):

Itemized Needs Cont.

Decor : Ceremony Site & Reception

Ceremony Site:

Aisle Decor Needed:

Floral Installs Needed (at arch, or pillars, etc.):

EXTRA INSTALLS (give us your creative ideas!): _____

of centerpieces/type of centerpieces (*NOTE* if you buy your own vessels you will save \$ as opposed to buying them through your florist): _____

Cake Florals: _____

Florals on any signs: _____

Sweetheart or head table decor: _____

Also looking for:

Toss Bouquet : _____

Ring Bearer Piece: _____

Bathroom Florals: _____

Something Unique: _____



**PLEASE DO NOT
BE AFRAID TO ASK
YOUR FLORIST FOR
THEIR INPUT OR IDEAS!**



Almost Done!

Remember to send picture(s) of wedding dress with this packet!

Most florists require a minimum deposit to secure your date - don't delay or you might miss out!

Make sure you filled this out to the best of your ability - your florist may ask for further specifications but this is still fantastic for your records or if you are doing DIY flowers (Check our website for DIY Wedding Flowers Packet)

*PLEASE PLEASE PLEASE ASK YOUR FLORIST ABOUT LOCAL FLOWERS! YOU WILL GET SEASONAL & UNIQUE FLOWERS WHILE SUPPORTING LOCAL & IT'S BETTER FOR THE ENVIRONMENT! WIN WIN WIN! *

ALSO - if you are going green for your wedding let your florist know & talk to them about going sans flower foam!

If you give your florist some creative freedom - you get some pretty amazing results!

Check out Pantone for color of the year as well as any color ideas if you want to rebel away from traditional wedding colors



Good Luck & Happy Planning!