

STYLE ME *Pretty*

# Floral Guide

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## IN THIS GUIDE

When most of us think of flowers, our memories tend to be charming and innocent—we remember picking wildflowers in nature, strolling by a sidewalk floral shop, scavenging a Sunday market to pick out a big bundle of farm fresh blooms, even just picking dandelions ((as if they were the most stunning, giftable flowers in life)) and giving them to our moms and dads. When planning florals for your wedding, though, stress often takes over, making it easy to forget the carefree, easy magic of flowers.

Since stressed is the last place we want you to be, we've put together this comprehensive floral guide, answering all of your flower-related questions! From how to identify your floral style and determine budget, all the way to finding the designer who will bring your vision to life, this guide will leave you free to enjoy the process and fully embrace the magic. Because that's what flowers are, they're living, breathing magic!

# evolution and importance of floral design

In years past, you would not have been wrong to think of flower arranging as a kind of matronly pastime. But a decade or so ago, floral design enjoyed an incredible renaissance. Influenced by natural landscapes, English gardens, movement, color, and even the Dutch golden age of painting, floral designers began to experiment with movement, color, line, and emotion. Flowers now had room to move and breathe—unbound and uncontained. Because of this renaissance, flowers are now seen as art. And we can honestly say that we envy floral designers for their craft, what they do is incredible ((and pretty sure they make up about 75 percent of the feeds we're following, no joke)).

No matter what the inspiration or style you're looking to achieve, wedding florals are used to communicate emotion and feeling throughout your event. They can translate emotion and color, and bring your aesthetic to life in ways nothing else can.



Photo by [Tamara Gruner Photography](#) | Florals by [Wepagency](#)

# Things to consider

## SEASONAL AVAILABILITY

Flowers are a living art form, subject to the limitations and miracles of the changing seasons. Seasonality determines so much of what is possible in the floral design process, from types of blooms available, to the overall feeling and mood of seasonally-driven designs. Think of how light and effervescent spring cherry blossoms feel, compared to the golden warmth of fall foliage. When designers speak of seasonality, they are referring to much more than which flowers are available at a given time—they're interested in the feelings, ideas, and colors associated that season. You know those vibes that just overtake you during pumpkin spice season? That's exactly what we're talking about - it goes way beyond what's just in your coffee cup, to encompass an entire mood.

## VENUE

When you daydream about your wedding florals, you likely picture them as part of an entire scene. Maybe you imagine a vineyard dinner with olive and rosemary table runners, or instead think of flowers framing the entrance to a grand estate venue. Regardless of the details, your venue and your flowers are very much linked.

Venue will determine the entire scope of your florals: how many arrangements are needed (and at what size), and if you'd like any installations and where, but it will also influence the entire look and feel of the day. Because everything should flow from one element to another, the style of venue and florals should compliment each other, not contrast or compete with one another.

## COLOR PALETTE

There's no doubt about it: colors have emotional power. While soft neutrals leave us feeling balanced and light, deep jewel tones give us a sense of warmth and intimacy. Because of this, your wedding color palette will tell guests the overall mood of the day. Florals will not only be guided by that, they'll simply bring life to it! Through movement, composition, and texture, floral arrangements add a depth to your palette that cannot be achieved any other way.

Keep in mind that floral colors aren't straightforward - the amount of pinks alone that a floral designer has access to is unreal and unbelievably liberating. For example, a Distant Drums rose is apricot at the center with pale pink edges, but over time it fades to mauve. These kinds of complex (or mature) colors can be used to your advantage, expressing painterly and nuanced palettes.

# finding inspiration



“Spend some time looking at your own house, your wardrobe, the things you enjoy doing, what attracts you on a daily basis...your style is already there.”

**ELIANA NUNES**

*Eliana Nunes Floral and Event Design*

## **PERSONAL STYLE**

If you don't have much experience with flowers, finding your floral style can feel intimidating. The good news? There's no need to become a student of flowers or to start from scratch. In fact, most fine art designers are more interested in interpreting you and the personal style you have already cultivated. As you look for floral inspiration, look to the styles and spaces you already love.

Photo by [Stephanie Brazzle Photography](#), LBB | Florals by [Venus and Co.](#)

## NATURAL LANDSCAPES

Natural landscapes are another powerful source for inspiration. Maybe you find peace and joy in a coastline covered in seashells, an olive grove, or a countryside walk meandering through forest and river. Perhaps you're getting married in a lush garden and want to evoke a similar look. Whatever it may be, use those landscapes as inspiration, and allow your floral designer to channel that mood through nature-driven, elevated designs.

## LOOK TO STYLE ME PRETTY

LBH, looking for inspiration in the wedding world can be overwhelming. The options are seemingly endless—there is so much talent and so many creative ideas to behold. But, we can help you break it down! While you'll find no shortage of beautiful content on here, you can easily narrow your search by color palette, season or style. Even more, you can see the portfolios of our trusted and talented [Little Black Book](#) members, who've been hand selected for their skill, professionalism, and reputation among peers!

## PIN WITH INTENTION

When using Pinterest, you'll want to set some boundaries for yourself, so that you don't fall down a rabbit hole of confusing and conflicting content. Use it as a tool to find a general mood or feeling, but don't try to pinpoint exact ideas you're hoping a vendor can replicate. Vendors - and especially floral phenoms - pride themselves on originality, creative interpretation of trends, and an incredible ability and willingness to collaborate with their clients, so pigeon-holing them into already popular and previously-piloted designs (and thus removing their inventiveness and imaginative edge) can be a real challenge and deterrent to beautiful work to unfold, or blossom so to speak.

You may even consider staying off Pinterest all together. One of the most persistent things we hear from fine art florists is a desire for couples to look beyond the screen for inspiration.

Wherever you choose to look, at the end of the day, the mood and tone of the inspiration should feel like you and your partner, not someone else. Find things with meaning to you, and the rest will follow.

“Creating an exact match to a Pinterest image is impossible, yet there is so much pretty in the differences. I love it when brides understand that the entire aesthetic is what's important rather than over emphasizing a specific bloom.”

**CHRISTY**  
*Colonial House of Flowers*

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