

## UNDERSTANDING

# Wedding Flower Options



	Full Service	A La Carte	DIY
<b>What it Is</b>	<p>High-end service with limitless selection of flowers and products.</p> <p>Fully custom. Designed elements can include unique large-scale installations, draping, floral chandeliers, custom arches and chupahs, dramatic aisles, entries, stairs, chairs, tablescaping, edible products and more.</p> <p>Fee covers flowers, hardgoods, softgoods, and rentals, but also artistry, time, expertise, and consultation.</p>	<p>Beautiful finished products in client's selected palette.</p> <p>Transparent upfront pricing.</p> <p>Client selects from a pre-set menu of customary wedding favorites. Different price-points per item may be offered.</p> <p>High quality but limited choice of vessels, ribbons, finishes.</p> <p>Specific flowers not guaranteed.</p>	<p>Beautiful raw floral product sold in bulk by the bucket, bunch or stem.</p> <p>Buckets include a balanced mix of focals, fillers and foliages in customer's chosen palette to create well-balanced designs.</p> <p>Stems are stripped and conditioned for maximum beauty.</p> <p>Client transforms bulk florals into finished wedding designs.</p>
<b>Cost</b>	\$\$\$	\$\$	\$
<b>Communications</b>	<p><i>Extensive, high touch.</i></p> <p>Collaborative meetings, venue visits, mockups and sketches. phone calls, emails, behind-the-scenes vendor coordination (venue, planner, patisserie, photographer, caterer). Precise timeline coordination.</p>	<p><i>Streamlined.</i></p> <p>Inquiry, date and palette inspo. Quote and any adjustments. Deposit and contract. Final payment.</p>	<p><i>Minimal.</i></p> <p>Inquiry, date and palette description. Order buckets. Contract. Deposit and contract. Pickup and return buckets at agreed dates and times.</p>
<b>Floral Transport, Placement &amp; Install</b>	<p>Delivery, placement and installation included in fee. Striking, deinstallation and removal of vessels and other florals often included, but ask.</p>	<p>Client picks up finished products and returns any rentals. Delivery at extra charge. Placement and installation at extra charge. Striking and vessel pick-up after reception is not typically offered.</p>	<p>Not included.</p>
<b>Best for</b>	<p>Clients seeking effortless luxe. Clients with very particular aesthetic vision dependent on specific flowers (i.e. roses, orchids, imports). Clients with healthy wedding budget.</p>	<p>Clients with clear idea of needs, palette and flexible mindset on particular flowers or "exact" copies of inspo. Clients who value sustainability. Clients balancing budget, time and floral vision.</p>	<p>Clients with floral experience or desire to research/learn. Takes legwork to source vessels, supplies, and stem count calculations. Requires workspace, time and help designing, transporting &amp; placing flowers. Budget-savvy but keep it simple.</p>
<b>Providers</b>	<p>We do not currently offer full service wedding florals, but we are happy to recommend some wonderful local florists.</p>		

