

Floral Design Guide

Flowers That Shape the Entire Experience

A planning guide for selecting floral style, scale, placement, and practical priorities for your wedding.

Floral Style Options

Style	Description	Ideal Uses
Classic	Structured roses, hydrangeas, orchids, balanced symmetry	Ballrooms, formal receptions
Garden	Loose movement, layered foliage, varied heights	Tent weddings, estates, outdoor ceremonies
Modern	Sculptural lines, negative space, architectural shapes	Contemporary venues
Romantic	Soft blooms, cascading forms, candlelight	Sweetheart tables, ceremonies
Monochromatic	One color family with texture variation	Luxury editorial designs

Floral Placement Checklist

- Ceremony arch or backdrop
 - Aisle arrangements
 - Welcome display
 - Escort card display
 - Sweetheart table
 - Head table
- Guest tables
 - Cake table
 - Bar or lounge
 - Stage floor florals
 - Ceiling installation
 - Entry statement piece

Fresh vs. Premium Artificial

Consideration	Fresh Flowers	Premium Artificial Flowers
Appearance	Natural fragrance and organic variation	Consistent shape and color
Availability	Seasonal and market-dependent	Reliable year-round
Heat sensitivity	May require careful climate control	More stable in heat and long setups
Reuse	Usually single-event	Reusable for select designs
Best use	Bouquets, personal flowers, premium focal areas	Large installations, backdrops, volume designs

Floral Selection Form

Preferred floral style	
Fresh / artificial / combination	
Must-have flowers	
Flowers to avoid	
Preferred greenery	
Primary floral color	
Secondary floral color	
Allergies or fragrance concerns	
Priority installation areas	