

5 Things I Wish Every Couple Knew About Wedding Flowers

If there's one thing I've learnt from designing weddings over the years, it's that a few thoughtful decisions can make all the difference. These five tips will help you avoid common (and sometimes costly) mistakes, make the most of your floral budget, and create a wedding that feels beautifully and unmistakably yours.

I hope they help!

Sally

1. Invest where it matters most

Rather than trying to put flowers everywhere, focus your budget on the places that create the biggest impact. Think about where you'll spend the most time and where your photographs will be taken: purposeful and impactful flowers in the wedding party, ceremony and reception tables are often far more memorable than a scattering of lots of small arrangements throughout the venue.

2. Choose flowers that reflect you, not just what's trending.

Pinterest is wonderful for inspiration, but trends come and go. The weddings that feel the best are the ones where the flowers genuinely reflect the couple's personalities, favourite colours and the atmosphere they want to create. Be yourselves!

3. Let your flowers work twice as hard by repurposing them.

This is one of the easiest ways to make your floral budget go further.

Ceremony pedestals become fireplace arrangements. Aisle flowers become table centres. Welcome arrangements move into the reception. Guests rarely realise they're seeing the same flowers in a new place!



.4. Think about your flowers as part of the whole design.

Flowers don't exist on their own. Gowns, bridesmaids' dresses, suits, furniture, gardens, structures and doorways, large table numbers. photo frames. favours. candles. menus. signage etc.

All of these beautiful details need to work together. Flowers should work to complement your dresses and suits, not overshadow them. Florals can highlight beautiful areas of your venue or create an atmosphere in blank spaces, and a thoughtfully styled table often feels far more luxurious than one that's trying to include everything.

5. Trust your florist's expertise and the seasons.

It's completely natural to fall in love with a particular flower on Pinterest or Instagram, but the most beautiful wedding flowers come from trusting the overall style rather than one exact variety.

Flowers are seasonal and availability can change from week to week. By staying open to alternatives that capture the same feeling, your florist can choose the freshest, best-quality blooms and often make your budget work harder too.

Rather than saying, "I must have this rose," think about the atmosphere you want to create. A skilled florist can then use their knowledge of seasonal flowers to bring that vision to life.

A few more things to think about...

- Have a clear wet weather plan if you've planned your ceremony to be outdoors.
- Leave room in your budget for candles if your venue allows them, they transform evening receptions, especially in the winter.
- Don't forget fragrance. Flowers influence how a space smells and feels, not just how it looks.
- Tell your florist how you want your wedding to feel, not just how you want it to look.

