

# The Garden-Inspired Wedding Flower Guide

The honest guide for couples who want beautiful flowers and have no idea what to budget, who to ask, or where to start.



POLLY'S  garden

Garden-inspired wedding flowers across Berkshire & the South East

# Welcome

## Hello and congratulations!

Planning your wedding is exciting, but when it comes to flowers, many couples tell me they don't know where to start.

How much should they budget? What flowers are in season? Which arrangements will make the biggest impact? And perhaps most importantly, how do you create flowers that feel like you?

The good news is that you don't need to know the names of hundreds of flowers or arrive with a perfectly curated Pinterest board.



In this guide you'll find information to help you understand the role flowers play in your wedding, where to focus your investment, and how to choose wedding flowers that feel like you!

I hope it leaves you feeling inspired, informed and excited about what's possible.

Sally Pearce

Founder & Floral Designer, Polly's Garden  
City & Guilds Level 3 Diploma in Floristry

# What Wedding Flowers Actually Do

## Flowers are about so much more than decoration.

When guests arrive at your wedding, flowers are often one of the very first things they notice. Long before the food is served or the speeches begin, flowers help create the atmosphere of the day.

They soften spaces. They add warmth. They guide the eye. They tell a story about who you are as a couple.

Beautiful wedding flowers aren't simply about filling a room with blooms. They're about creating a feeling.

Perhaps you want your wedding to feel romantic and intimate. Perhaps you want it to feel elegant and timeless. Perhaps you want guests to feel as though they've stepped into an English country garden.

Flowers help bring that vision to life.

The most memorable floral designs aren't always the biggest or most expensive. They're the ones that feel perfectly suited to the couple and the celebration around them.





# Start With The Feeling, Not The Flowers

Before choosing flowers, think about how you want your wedding to feel.



One of the biggest misconceptions about wedding flowers is that you need to start by choosing flower varieties. In reality, the most beautiful floral designs begin with something much simpler: How do you want your wedding to feel?

When I work with couples, we often spend far more time discussing atmosphere than specific flowers. Words such as Romantic, Relaxed, Elegant, Intimate, Natural, Timeless, Joyful and Garden-inspired give us far more direction than simply saying "I like roses."

Once we understand the feeling you're trying to create, every floral decision becomes easier. Colours begin to emerge naturally. Flower choices become clearer. The overall design feels more cohesive and personal.

Your wedding flowers should feel like an extension of your celebration—not a collection of individual arrangements.

Try this: choose three words you'd love your guests to use when describing your wedding. Write them down. These words will become the foundation of your floral design.

# Where Flowers Have The Biggest Impact

## If you don't flower everything, where should you focus?

The good news is that you don't need flowers in every corner of your venue to create a beautiful wedding.

In fact, thoughtful placement often has a greater impact than spreading your budget too thinly.

**1. The Wedding Party**  
Bouquets and buttonholes appears in some of the most important photographs of the day. They should feel personal, comfortable to hold and reflective of your overall floral style.

**2. The Ceremony Space**  
This is where your guests spend some of the most emotional moments of the day. Flowers here help frame photographs and create a memorable backdrop for your vows.

**3. Reception Tables**  
Guests spend hours sitting, eating and celebrating around their tables. Thoughtfully designed centrepieces create atmosphere and encourage conversation.



**4. Statement Areas**  
Entrances, bars, staircases and fireplaces are wonderful opportunities to create a memorable first impression.

**5. The Little Details**  
Bud vases, cake flowers and welcome signs can add beautiful finishing touches, but they're usually best considered after your key floral moments have been planned.

My advice, If your budget is limited, invest in fewer areas and do them well.

A beautifully flowered ceremony and dining space will always have more impact than lots of small arrangements spread throughout a venue.



# Understanding Your Flower Budget

## Why wedding flowers cost what they do

Wedding flowers are a luxury purchase. They're not just flowers.

They're design, planning, sourcing, conditioning, transport, installation, styling and often many hours of skilled work behind the scenes.

By the time your wedding day arrives, your florist may have spent weeks planning and preparing every detail. Fresh flowers are also highly perishable and seasonal, meaning they must be sourced, processed and used within a very short timeframe.

The cost reflects both the materials and the expertise required to transform them into something beautiful. Wedding flowers typically take about 10% of your wedding budget. Couples I work with typically spend £2,000-£4,000 for a full design service.

A helpful mindset shift is, rather than asking: "How much do wedding flowers cost?" consider asking: "What atmosphere do I want to create?" "How do I want my wedding to look and feel?" Your budget can then be allocated in a way that delivers the greatest impact.

*"Sally was amazing for our wedding from start to finish. She really saw my vision for the florals and delivered above and beyond. She really made sure we got the most for our money and seamlessly moved the flowers to different locations across the day so we could appreciate them at every stage. Couldn't recommend enough."* Rebecca and Ed



What affects the cost?

Your floral investment is influenced by:

- Flower varieties selected
- Quantity of flowers required
- Seasonal availability
- Installation complexity
- Venue size
- Number of arrangements
- Set-up and collection requirements

# Garden-Style Wedding Flowers

## What does "garden-style" actually mean?

Garden-style floristry has become increasingly popular in recent years, and for good reason.

It's romantic, elegant and feels effortlessly natural. Unlike tightly structured arrangements, garden-style designs celebrate movement, texture and seasonality.

Flowers are allowed to dance. Foliage stretches naturally. Each arrangement feels abundant without appearing overly formal.



At Polly's Garden, this style sits at the heart of everything I create.

Inspired by English gardens and the changing seasons, my designs aim to feel gathered rather than manufactured.

Relaxed rather than rigid.

Beautiful without feeling overdone.

The result is flowers that feel timeless, personal and deeply connected to the celebration around them.

I hope you've now chosen the three words that best describe your dream wedding and have a clearer vision for how you want your wedding flowers to feel.

The next step is a short, no-obligation conversation where we can talk through your vision, your venue, and your budget. Most couples find it helpful to have that conversation around 9 to 12 months before their date.

### Start a Conversation

