

The logo for East West floral arts features the text 'East West' in a large, bold, serif font, with 'floral arts' in a smaller, lowercase serif font below it. The text is set against a decorative, stylized green floral or scrollwork background.

East West floral arts

Floral Planning Guide

This guide has been compiled to help you, by no means are you expected to have answers to all the questions right away. Use this planning guide to spark your imagination and to begin the process of making your dream a reality.

Start by trying to envision the “big picture” rather than all the details. Keep in mind that you want to have unity between all the elements, although the ceremony and the reception do not have to look alike, especially if they are in two separate places.

When meeting with your florist, bring pictures you like and don't like. If you have color preferences, or have some colors chosen, visit your local paint store to find matching swatches. These are invaluable to your florist, particularly if you are unable to provide fabric swatches.

And finally, breathe, trust yourself and have fun imagining!

General Questions

Date?

Consider using seasonal flowers, to both keep your costs down and have more options.

Time?

What time does it get dark? Summer evenings last and last so candlelight is not very effective at six.

Feeling?

What kind of overall feeling, look, or mood do you want to create? E.g. Simple, sophisticated, country, wildflower?

Meaning?

Do you have any flowers that hold personal significance?

Flower Preference?

Do you have any flowers you absolutely want to use? Not want to use?

Scent?

Is fragrance important?

Color Combinations?

What colors do you like or not like? When thinking about the personal flowers, consider the bridesmaids' dress color, the colors do not need to match but they should work together.

*Envision the formal picture
of the bridal party...*

The Ceremony

BOUQUETS

When choosing the bridal and bridesmaids' bouquets consider the following factors:

- 1) The colors and style of clothing.
- 2) The setting. Tropical flowers in a rose garden are not appropriate.
- 3) The size of the people. A tall bride might want a larger bouquet perhaps with a slight taper.

Shape? Round, Martha Stewart style, tapered, casual gathering?

Size? Do you want all the bouquets the same size or should the bride's be larger?

Color?

Ribbon? Wired, organza, satin, embroidered? A bow? Small or large? With long streamers?

Stems? Bare? Partial wrap? Full wrap?

Detailing? For example: pearls, beads, flowers sewn on ribbon?

Bridesmaids? How many? Are there junior bridesmaids?

Same/Different? Similarity between bride and bridesmaids? Same flowers? Same ribbon treatment?

Toss Bouquet? One or multiple bouquets with fortunes attached.

CORSAGES

How Many? Mother, stepmothers, grandmothers, sisters, sister-in-laws, people doing readings or attending the guest book.

List of Names? You might want to compile a list of names so that you florist can attach a hand written nametag. This both helps to ensure that each gift is received and adds a nice personal touch.

Magnets? To fasten corsages, consider using magnets to protect fine materials.

Details? Ribbon? Bow? Particular type of flower? Using a flower(s) that is used in the bouquets creates a cohesive look.

Color? It needs to work with the wearer's dress color and the rest of the bridal party.

Other Options? Perhaps instead of a corsage the person would prefer an embellishment on her purse, her hair or might like to carry a nosegay (small bouquet). Ask her what she would prefer and make sure you know the color of her dress.

BOUTONNIERES

How Many? Groom, groomsmen, ushers, fathers, stepfathers, grandfathers, brothers, brother-in-laws or ring bearer.

Same/Different? To create a uniform look think about matching the men's flowers to the ladies'.

Attachment Options? Magnets can be used but are not as necessary. If you decide on a pin, perhaps a special bead could be used instead of the standard pin.

Stems? Would you like the stems wrapped in ribbon? If so, what color? Black disappears into a black tuxedo so all your attention is drawn to the flowers.

The Ceremony

FLOWER GIRLS

Baskets? How many? What kind?

Color? Think about the rest of the bridal party... pink rosebuds, although cute, would not really go with blue and white hydrangea.

Age/Size? Think about the size of the girl.

Embellishments? Would you like some floral embellishment on the end of the handles, or around the edge of the basket?

Basket Alternatives? Perhaps you would prefer a pomander (a ball of fresh flowers hung from a loop of fancy ribbon or cording), a nosegay, or something unconventional like a pail or watering can.

Halos? Halos should match any décor on the basket.

Ebllishments? Would you like a bow? Streamers?

Size? Remember to get measurements so the halo fits well.

Halo Alternatives? Maybe instead of a halo you would prefer a decorated barrette or headband.

RING BEARER

Would you like a pillow decorated with fresh flowers?

OTHER PERSONAL FLOWERS

Perhaps you would like to accent your hair, dress, veil or even shoes. For example, imagine holding a bouquet of rich, dark, red roses and wearing three coordinating red roses in your hair. Or imagine your veil accented with little daisies. Maybe instead of a veil, you would like to wear a halo or headband.

PETALS

Color?

Fresh or freeze dried? Some sites do not allow fresh petals to be used.

Aisle? Would you like some petals on the aisle prior to the ceremony? On the sides, to create a soft, romantic aisle? In the middle?

Petal Cones? Would you like special paper cones filled with petals for your guests?

AISLE /PEW ENDS

There are many options from simple to elaborate. Think again of the overall ambience you are trying to create.

Perhaps a few flowers and some ribbon tied on every third chair?

You might consider potted plants lining the aisle or candelabras richly decorated with flowers.

Would you like your guests to be seated from the outside so that you can have fabric swaged along the aisle?

OTHER CEREMONY FLOWERS

Would you like some large arrangements near the entrance, or a wreath on the door to create an impact?

How about where the ceremony actually takes place? Will you have a unity candle? Would you like it decorated?

Are there any architectural details you would like highlighted, like balconies, windows, etc.?

The Reception

This is usually where your guests will spend the most time so creating a suitable atmosphere that reflects your taste is important.

If you are having your reception in a different room than your ceremony you do not have to have the same colors or ambience.

Don't worry about matching the bridesmaids' dresses to the décor, when all your guests are there it won't make a difference.

ENTRANCE

Whenever possible, I recommend creating an entrance. It creates drama, marks the importance of the event and sets a mood instantly. Some ideas include: potted plants, candles, large urns on pedestals filled with fresh flowers, or an archway.

CENTERPIECES

The centerpieces are central to creating the atmosphere for your reception. For the most part, your guests will be seated, so it is important that the décor is interesting and allows your guests to see across the table.

Height? You can have tall arrangements (above the line of sight) to create more impact throughout the room or short arrangements (below the line of sight) other than that the options are endless.

Options? Some ideas include using clusters of candles, floating flowers, bowls overflowing with garden roses, baskets filled with wildflowers and candelabras dripping with fruit flowers and vines.

How Many? How many centerpieces will you need? Eight to ten people can sit at a round table.

CANDLES/LIGHTS

If you are having your reception outdoors and would like candlelight, make sure that the candles are protected from the wind. For the comfort of your guests, it is not recommended to use a lot of scented candles.

Color? Think about using color & different shapes and/or sizes to create interest. Candles can be clustered to create more effect, used in candleholders, candelabras, votives (which can be custom decorated), or placed in unusual holders like an orange (adding an additional citrus fragrance) or artichoke.

Lights? Perhaps you would like to add twinkle lights to create a magical effect? Where? What color? Battery operated lights can also be added to centerpieces.

DETAILS

Would you like a single stem tied on to the back of each guest's chair, napkin or placed on their plate? Perhaps if you used glass plates you could have a few pressed flowers showing through between the charger and dining plate.

The Reception

CHAIR DETAILS

Would you like the bride and groom's chair to have a special decoration like a swag or wreath?

CAKE & CAKE TABLE

Flowers? Do you want fresh flowers on your cake? If so, try to get a photograph of a similar one, undecorated, or draw one adding color and dimensions.

Groom's Cake? Are you having a groom's cake? Would you like that decorated?

Details? Toasting glasses? Cake knife? Eight to ten people can sit at a round table.

The Table? The cake table is generally a highly photographed area so I recommend dressing it up. Would you like a simple, romantic scattering of rose petals, a grand display including: specialty linens, garlands of fresh flowers, and impressive urns in the background, or something in between.

BUFFET TABLE

This has to be carefully coordinated with your caterer to ensure placement and available space. You can have anything from tall arrangements to rose petals.

STAGE & FLOOR AREA

How about transforming this area with fabric, plants, or fresh flowers? It doesn't take a lot to create a special look.

RESTROOMS

Would you like to have some decoration in the restrooms? Perhaps a couple bud vases?

OTHER IDEAS

Each site has its own unique character and requirements. Add any other areas, like a balcony or a fireplace, you think should be highlighted.

*Finally, I wish you both great joy on your special day
and throughout your lives together.*

Sincerely, Helene Goode



East West
floral arts

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