

*I must have flowers
always and always*

Monet

Jacqui O

sensuous florals, breathtaking designs, for memories to treasure, forever together





10 TOP TIPS to choosing *beautiful* **WEDDING FLOWERS**

Your wedding florals are so much more than bunches of flowers. They are the fragrant focal point of your wedding style; a source of scent which will evoke memories of your wedding for years to come; a symbolic accessory enriched with personal significance – whatever your flowers means to you, it's sure to be a key feature of your wedding day.

I hope you find this guide super useful on the start of your wedding journey for beautiful flowers on your special day.

Enjoy,

Jacqui



1 *Make it personal*

YOU, you're the secret ingredient so be confident, authentic and weave your personality into your florals. Identify your style, are you free and spontaneous or are you neat and orderly? Thinking outside the vase and personalising your wedding flowers to your passions and loves in life. Select your wedding flowers for a reason, Do you have memories of your fiancé bringing you roses? Does your grandmother grow hydrangea in her garden? Do you have a hobby you want to incorporate? You can collect inspirational images of flowers, bouquets, table centrepieces you love by using Instagram and Pinterest as a source of inspiration to create style boards to show your florist or floral designer.

2 *Seasonality*

Flowers bloom naturally at different times of the year; certain cut flowers will be readily available in certain months. And will be the best quality in their natural growing season. So Peonies are best in May. You should also consider calendar events such as Valentines' Day, bank holidays such as Easter and Christmas across the world as generally prices rise due to the demand of the flowers. There are usually too many buyers and too few flowers. Weather conditions can also cause shortfalls in certain flowers so it's always good to be flexible with varieties. This does not mean you personally need to be an expert but if you want a particular flower think about the time of year you choose to get married.





3 TAKE BLOOMING RESPONSIBILITY

Caring for our planet is all our 'blooming responsibility'. At Jacqui O we believe the ceremony flowers should be repurposed firstly so you and your guests get to enjoy the beauty of your wedding flowers for longer whilst reducing the environmental impact on our world. Some of our couples chose to place the ceremony arch behind the reception top table to frame them whilst others use it as a photo booth for their guests to enjoy. There are so many possibilities but asking your floral designer is a great way to see what is possible with your scheme. Also if you choose Cheshire or British grown blooms (available Apr-Oct), you are preserving our planet; flowers which are grown not flown, have a reduced carbon footprint and may have provided food and habitat to a huge variety of wildlife before being cut. Alternative: see what props and accessories the florist has in stock by embracing recycled vessels and containers; every beautiful thing has a story along with a few dents and scratches.

4 *Less is more*

Be simplistic sometimes less is more. A few larger focal designs will make much more of an impact than lots of small ones.

5 *Colour palette*

In the past it was traditional to match the colours of your bridal party's flowers to their dresses. However playing with tones and shades within your colour scheme with create sensational flowers and look exquisite in your photographs.

6 *Venue style*

Your florals should work with the surroundings of your chosen venue, not against them. If it's a modern venue, go contemporary with the flowers. If it's a rustic barn, go organic and wild with the florals. If a wedding venue has high ceilings this offers the perfect opportunity to complement the reception room by using tall table arrangements. I often suggest a combination of high and low arrangements to create interest across the room.



7 ACCESSORISE ACCESSORISE

Your bridal bouquet is your ultimate wedding accessory and should complement the beautiful detail on your dress. And our top tip is don't hold your bouquet too high. It will hide you, your stunning dress and your dainty waist. Instead, carrying the flowers at hip height helps accentuate your figure and captures you at your best in your photographs.

8 Fragrance

If you or your partner have any allergies to particular flowers this can play a huge part in what ingredients you choose to put in your florals so make sure you tell your florist.



9 SHARE YOUR BUDGET

Be open and share your budget with your florist and if you have no idea just say. At Jacqui O we often tell our clients what clients pay on average at the venue as this provides a guide. Some couples will spend less, some will spend more if florals are important to them. Most of our clients spend more as they value the importance of floral aesthetics. I personally recommend having a 'must have' list e.g. brides bouquet and buttonholes and 'a nice to have' e.g. welcome flower arrangements. Also if a florist comes back and their quote is too high, give them a chance to rework it for you when you've decided what you want to remove or ask them for ideas particularly if they have worked at your venue before...they are an expert in the field after all. If the quote is very low, it doesn't always mean it's the best value!

10 HIRE AN EXPERT

A floral wedding on average takes over a week to plan, prep and deliver, you're not just paying for the final product—you're paying for the talent, expertise and service of a floral designer or florist. I have had clients in the past who got a friend or family member who are 'creative' and offered to make the bridal party flowers or table flowers as a gift. On reflection these clients often say they wish they had got a professional to create their florals. Although it's a lovely gesture, will you be talking about the flowers for the wrong reasons in years to come. I believe it's important to get the help of an expert, a trained floral designer who is skilled in the art of floristry to deliver the most sensational flowers for your big day.

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KIND WORDS

Jacqui literally made dreams come true with the flowers for our wedding!

From the first time we spoke I was put at ease and her lovely nature makes you feel so comfortable designing the vision for you day.

I always felt confident in Jacqui but the flowers on the day still blew me away! They smelt incredible and looked breathtaking!

Dreams came true and I can't thank Jacqui enough

Jessica & Fabian, St Wilfrid's Church, Mobberley & Dorfold Hall

Sensuous florals



HERE TO HELP

As an award winning floral designer my passion lies in the skilled art of showcasing some of the most beautiful gifts of nature, creating sensuous *florals* and breathtaking designs, for *memories* to treasure.

I am here to help, so please ping me an email or give me a call on (07540) 441112 to chat.

GET IN TOUCH

07540 441 112
hello@jacquio.co.uk
www.jacquio.co.uk

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