



# WEDDING FLOWERS GUIDE

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2024

# WEDDINGS WITH FLORIADE

Floriade is a family-owned and operated Wellington business. We love designing with fresh and dried flowers and this definitely shows through in our work.

Flowers are our passion. From sourcing the highest quality fresh florals, to drying masses of blooms, we're always delighted to be surrounded by the wonderful colours, textures, forms and scents of flowers.

Lead designer, Annwyn has been designing wedding flowers for decades. Since we established Floriade in 2017, we've had the opportunity to work on hundreds of weddings.

We believe that it's a privilege to create the floral designs for each couple's special day. Weddings are a wonderful opportunity to get super creative, design incredible floral pieces, and really expand what it means to be floral designers.

We love to tell your story with flowers, expressing your personality and style as a couple.

It's been an amazing journey so far, having met many incredible people and worked at some truly gorgeous wedding locations. We are always excited to create the wedding florals for each and every couple. We look forward to working with you!







Photo : Olivia Melhop Photography



Photo : J Photo and Co



Photo : Patina Photo



Photo : Sink or Surface



Photo : Lucy Li Photography



Photo : Lucy Li Photography



# OUR WEDDING FLOWERS ETHOS



Photo : Tim & Nadine

Being trusted to design the florals for your wedding is an honour that we're thrilled to be part of. When it comes to weddings, our intent is simple:

- Design your wedding flowers with the utmost care and attention to every detail.
- Help guide you through the wedding floral design process.
- Prioritise timely communication with each couple.
- Be innovative in what we do and create bespoke designs for every wedding.
- Provide an experience that is smooth, comprehensive, and enjoyable.
- Be sustainable and look after the environment wherever we can.
- Tell your unique love story through flowers.









Photo : Emma Monaghan Photography

# FRESH OR DRIED FLOWERS?

Our fresh flowers are sourced from only the highest quality growers. The majority of the flowers we source are grown right here in Aotearoa, so they haven't had to travel far to get to us. Working with fresh flowers for weddings is an absolute delight that brings immense joy and creativity to our craft. The vibrant colours, delicate textures, and natural beauty of fresh blooms add an enchanting and ephemeral touch to any wedding setting. The fragrance and visual appeal of fresh flowers not only elevate the ambience of the wedding but also contribute to stunning photographs that encapsulate the romance and charm of the celebration.

Our dried flowers are a true labour of love. We have Wellington's only custom-made flower drying machine, which we use to produce the most perfectly dried blooms. We're proud to say we have the biggest supply of dried flowers in Wellington, if not New Zealand! We would recommend dried flowers to anyone wanting a variety of textures and forms, whether that be rustic, wild or formal in structure. And of course there's the added bonus of being able to keep your dried wedding flowers for years to come.

You can also choose to go with a mixture of fresh and dried flowers, then you'll get the best of both worlds!





Photo : Olivia Melhop Photography



Photo : Olivia Melhop Photography



Photo : Katie Kidman



Photo : Jaymee Photography



Photo : Sink or Surface



Photo : Patina Photo





Photo : Josiah Nevell

# HOW WE QUOTE

The quoting process starts when you fill out our online wedding flowers enquiry form. We use the information you've provided to write your wedding flowers proposal. Every couple is unique, so we try to include as much detail in your proposal as possible in order to create your bespoke wedding florals.

Have a think about what floral items you would like for your wedding, such as the number of bouquets, buttonholes, cake flowers, and the style and scale of the ceremony and reception flowers. Start a collection of wedding Inspiration photos. These are very helpful to ensure that we're on the same page about your floral vision. Photos help us to get an idea of the size, scale, colour palette and floral varieties you like.

Think about whether you have a theme in mind for your wedding (it's okay if you don't have one!).

It's important to have a wedding flowers budget as this helps in the design process.

Once we've written your proposal, we'll send it through for you to look over. We're happy to make changes and answer any questions in regards to your proposal at any point before the deposit is paid.

When we've got all the details in the proposal agreed upon and confirmed, we'll send out the wedding flowers contract to be signed, and an invoice for the 25% non-refundable wedding flowers deposit. The deposit is due one week from the date the invoice is sent. The remaining balance for your wedding flowers will be due one month before your wedding.

We will keep in touch in the lead up to the wedding to finalise all the details for your special day. Attention to detail is important to us and keeping you informed along the way is essential to that.







# PRICE GUIDE



Here are some examples of approximate pricing for wedding florals. These may be subject to change based on floral availability, varieties of chosen flowers, level of complexity of the designs, size of designs and the amount of flowers and foliage required.

## **From \$4,000**

Bridal bouquet, 3 bridesmaid's bouquets, 4 buttonholes, lush 1/3 coverage arch florals, cake flowers and 8 table arrangements.

## **From \$7,000**

Bridal bouquet, bridal flower crown, 3 bridesmaid's bouquets, 4 buttonholes, 2 corsages, lush 1/2 coverage arch florals, 10 aisle flower arrangements, 10 table arrangements, a lush wedding table runner and cake flowers.

## **From \$10,000**

Bridal bouquet, bridal flower crown, 5 bridesmaid's bouquets, 6 buttonholes, 2 corsages, lush 2/3 coverage arch florals, 16 aisle flower arrangements, 16 table arrangements, a lush wedding table runner and cake flowers.

Our wedding florals are bespoke so each quote is individual too. Please note the above estimates don't include delivery, set up, styling, pack down or GST.



# OTHER WEDDING SERVICES

## **Pack Down Service**

We will return the day after the wedding and take all unwanted flowers away for you. This means you don't have to worry about organising the clean up or return of vases and vessels on loan.

## **Drying Your Wedding Flowers**

We can custom dry any or all of your wedding flowers after the wedding so they can be kept for years to come. We carefully take them apart and dry each stem individually to achieve the highest quality dried flowers. Then we reassemble them for you to keep, or to give as gifts.

*Please note additional fees apply for these services.*



Photo : Patina Photo







# TESTIMONIALS

*"Thank you again Annwyn, Mahalia and everyone at Floriade for all your hard work and making our special day truly magical. You are absolute artists in what you do, I am in awe of your talent and am so glad we found you, as I could not imagine anyone else being able to achieve what you did for us." ( Sophia & Matt)*



Photo : Patina Photo

*"We were lucky enough to have the incredible talents at Floriade do the florals for our wedding. The entire process was so easy, fun, and stress free. We absolutely loved how the flowers turned out. They were beyond our wildest dreams. If you're getting married in or around Wellington, look no further! Thank you Annwyn and Mahalia for everything!!!" ( Cat & Eliza )*



*"Highly recommend Floriade. Annwyn arranged our wedding flowers in November. Annwyn also created gorgeous table arrangements for both bridal table, guest tables and wedding cake! It was such a dream! We chose Floriade not only for their amazing flower arrangements, but for Annwyn's exceptional communication, organisation and no task was too big or small. These qualities are so important when planning a wedding.*

*Thank you again Floriade!" ( Katy & Ben )*



Photo : Bayly and Moore

*"Annwyn and the team were beyond incredible! Not only was the communication timely, clear and kind, but Annwyn always went out of her way to make sure I had all the information and transparency I needed. The flowers for our wedding were beyond our expectations! Not only did we love them, but our guests were in awe of her work too! I seriously couldn't recommend Annwyn and the team more for your upcoming wedding.*

*You'll be in the best hands!" ( Theresa & Shavin )*

*"Great communication! They did an amazing job with our wedding flowers! So so happy with how it all turned out!" ( Abbie & Quinn )*



# TERMS & CONDITIONS



Photo : Yvonne Liew Photography

**Pricing** - Prices in this document are a representative example only. Prices are subject to change based on the complexity and volume of the wedding flowers required and seasonal availability.

**Late booking fee** - We charge a late booking fee of 10% for weddings booked less than a month out from the wedding date.

**Holiday surcharges** - We charge a 15% surcharge for weddings booked close to Valentine's Day, Mother's Day, Christmas, New Year's, Easter and public holidays (please note we don't take wedding bookings on Valentine's Day, Mother's Day or Christmas). This surcharge covers the increased cost of flowers during these times, and the additional cost to bring staff in from their holidays.

**Quote expiry period** - Once you receive your quote, it is valid for two weeks. After that time, we can't guarantee our availability for your wedding date or that the original pricing will remain unchanged.







**Pack down service** - If you opt for a pack-down service, we will come and take any flowers and hired items that still remain at the venue, unless it has been clearly stated that some elements are not to be taken by us (for example, there may be some flowers that you would like to keep). Otherwise we will assume that everything should be removed by us. Once we've taken the flowers back to our shop, we cannot guarantee that you will be able to get them back if you change your mind.

**Flower drying service** - If you opt to have your fresh flowers dried after the wedding, they need to be returned to us within two days of the event, and should have been kept in water in the meantime. Otherwise we cannot guarantee optimal quality of the final dried product. If you tell us you would like your flowers to be dried after the wedding, we are happy to advise when you order your wedding flowers as to which varieties of fresh flowers dry the best.



Photo : Patina Photo

**Booking process** - Once you have agreed to the wedding flowers quote, we will invoice you for your 25% (non-refundable) deposit to secure your wedding date. We will ask you to sign our wedding flowers contract to make sure both parties are clear on the terms and conditions of the agreement. From this point, no elements can be removed from the quote. We are happy to add elements or make slight adjustments (e.g. colour, flower variety etc) up to one month before your wedding date, provided we have not already placed the order for your flowers. The final balance for your wedding flowers is due one month before your wedding.

**Faux or silk flowers** - We don't book weddings that include faux or silk flowers. We're happy to use dried flowers instead if you're after something longer lasting, or simply want to avoid fresh flowers.



**Environmental care** – We are committed to being an environmentally friendly floral design team. We avoid the use of floral foam and aim to create as little waste as possible, drying, re-using or composting whatever items we can.

**Exclusive floral designers** – Floriade will only take bookings where we are the exclusive floral designers for all of the flowers on the wedding day. No other person or company, including professional florists, family members or friends, shall provide any fresh, dried or artificial florals or foliage for the bridal party, wedding ceremony or wedding reception. This is to ensure cohesiveness of the overall design vision and consistency in floral quality on the day.

**Documents** – Any documents you receive from Floriade are not to be shared with a third party as they are subject to copyright. This includes our wedding guide, wedding contracts and any wedding quote/s we send you.



Photo : Patina Photo