



YOUR DREAM WEDDING FLOWERS

A SIMPLE PLANNING GUIDE

BY HANNAH LAUREN FLORISTRY & DESIGN

Welcome!

Congratulations on your engagement!

This guide isn't about naming every bloom or building the 'perfect' Pinterest board. It's here to help you focus on what matters most: **how you want your wedding to feel.**



ABOUT ME

I'm Hannah, a wedding florist with a love for colour, texture, and beautifully considered design. Whether you're dreaming of a flower meadow aisle, a romantic tablescape, or the perfect bouquet, this guide will help you feel clear and confident as you plan.

Wherever you are in the planning process, this guide will give you a better idea of how to shape your floral vision; from budget tips and flower ideas to the kinds of arrangements that might suit your space.

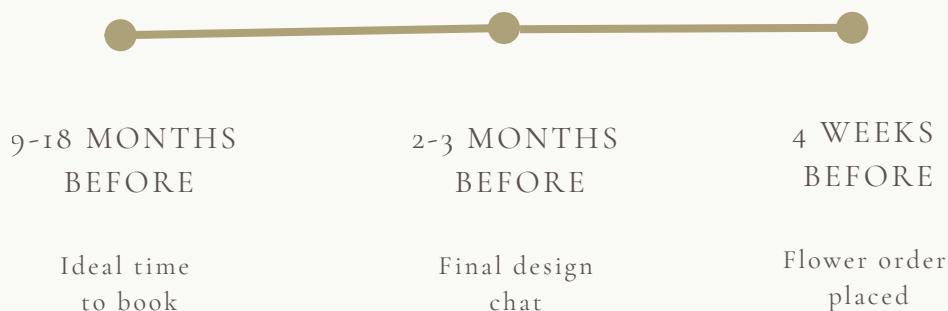
Flowers can transform a room, highlight a moment, and bring real emotion to the day, but above all, they should feel like yours. I'm here to help guide you, listen to your ideas (even the half-formed ones), and turn them into something beautiful.

Let's start planning something unforgettable.
With love,

Hannah x

WHEN TO BOOK YOUR FLORIST

Many couples aren't quite sure when to book their florist, and that's completely normal! So here's a rough guide to help you feel a little more confident with your timeline.



If flowers are important to you, I recommend getting in touch as soon as you've confirmed your wedding date and venue. This helps ensure availability (especially for spring and summer dates, which tend to book quickly), and gives us a solid foundation to start thinking about style, colour, and seasonality.

Most couples book their florist 9-18 months ahead of their wedding, but if you're planning a little sooner, don't worry, I'll always try to accommodate.

Once you're booked in, we'll begin the fun part — chatting ideas, exploring your vision, and building a proposal that fits your day beautifully.

WHAT'S IN SEASON

Choosing flowers that are in season helps with freshness, availability, and budget. Here's a quick seasonal cheat sheet:

Spring (March–May)

- Ranunculus, sweet peas, tulips, narcissus, blossom branches
- Pastel tones and soft textures

Summer (June–August)

- Garden roses, delphiniums, scabiosa, cosmos, peonies (early)
- Full blooms and vibrant colour



Autumn (September–October)

- Dahlias, amaranthus, rose hips, grasses
- Rich, warm tones and texture

Winter (November–February)

- Anemones, hellebores, foliage, berries
- Moody palettes and sculptural forms



WAYS TO MAKE THE MOST OF YOUR BUDGET

Wedding flowers can be beautifully flexible, and with a little planning, there's always a way to make your budget work hard and still feel special.

Here's how to get the most beauty, meaning, and impact from your floral investment:

1. Prioritise statement areas

Focus on the spots that matter most, like your ceremony backdrop or top table.

2. Repurpose flowers

Ceremony meadows or urns can be moved to your reception with a little planning.

3. Be open to seasonal blooms

This allows for the best quality, colour, and value.

4. Add atmosphere with candles & cloth

Layer your tablescape with candlelight and soft linens for extra magic.

5. Trust your florist

The more creative freedom you allow, the more impactful the results will be.

It's also important to remember every couple is different, and so is every wedding. For some, flowers are a beautiful finishing touch; for others, they're one of the most important ways to bring the whole day to life.

When thinking about your floral budget, consider how important flowers are to you, how you want your day to feel, and what your venue might need. Some spaces are already stunning and just need a light touch. Others are a blank canvas, where florals can really transform the space and set the tone.

BUDGETING FOR YOUR WEDDING FLOWERS

As a general guide, many couples choose to set aside 10–15% of their total wedding budget for flowers.

If you're dreaming of abundant, Pinterest-worthy designs (think big ceremony moments, flower-filled tables and statement arrangements), it's worth allowing closer to 20–25% of your overall spend.

A budget of £1,000 - £2,000 will give you a beautifully considered selection of flowers that covers the essentials with elegance and intention. Perfect for couples who love flowers but want to keep things focused. This bracket works especially well for intimate weddings, smaller guest numbers, or couples who want to invest in a few carefully chosen floral moments.

You might include:

- Personal flowers for the wedding party (bouquets, buttonholes, bridesmaids)
- A ceremony feature (floral urns, or a meadow base)
- Smaller floral touches at the reception, like bud vase clusters or simple table styling
- A few styled extras, like entrance flowers or touches for your cake or signage

A budget of £2,000 - £3,500 is a flexible and generous floral budget that allows you to bring your vision to life with more creative scope and styling options. Perfect if you want florals to play a central role throughout the day, tying the spaces together with colour, texture and impact.

You could include:

- Full personal flowers
- Large-scale ceremony installations (arches, meadows, or hanging designs)
- Reception table flowers — perhaps a mix of lower arrangements and bud vases
- More heavy styled extras, like entrance flowers or touches for your cake or signage on a larger scale

BUDGETING FOR YOUR WEDDING FLOWERS

A budget of £4,000+ will give an immersive floral experience where every detail is considered, ideal for statement designs, large-scale installations, or multi-space styling.

This might include:

- Full personal flowers
- Large-scale ceremony installations (arches, meadows, or hanging designs, perhaps even all three!)
- Abundant table flowers throughout the reception
- Styling extras like bud vases, candles, entrance flowers, and focal floral moments across your day

Most of my couples invest between £1,500–£3,000, though this can vary depending on your style and priorities. Whether you're keeping things simple or going all-out, your flowers should reflect you.

READY TO START PLANNING?



If you're dreaming of flowers that feel personal, creative and full of seasonal beauty, I'd love to hear more about your plans.

Book your free consultation today:
www.hannahlaurenfloristry.co.uk/contact
Or follow along: @hannahlaurenfloristry

MINIMUM SPEND: £1,000 | MOST COUPLES INVEST BETWEEN £2,000-£4,000

PHOTO CREDIT
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