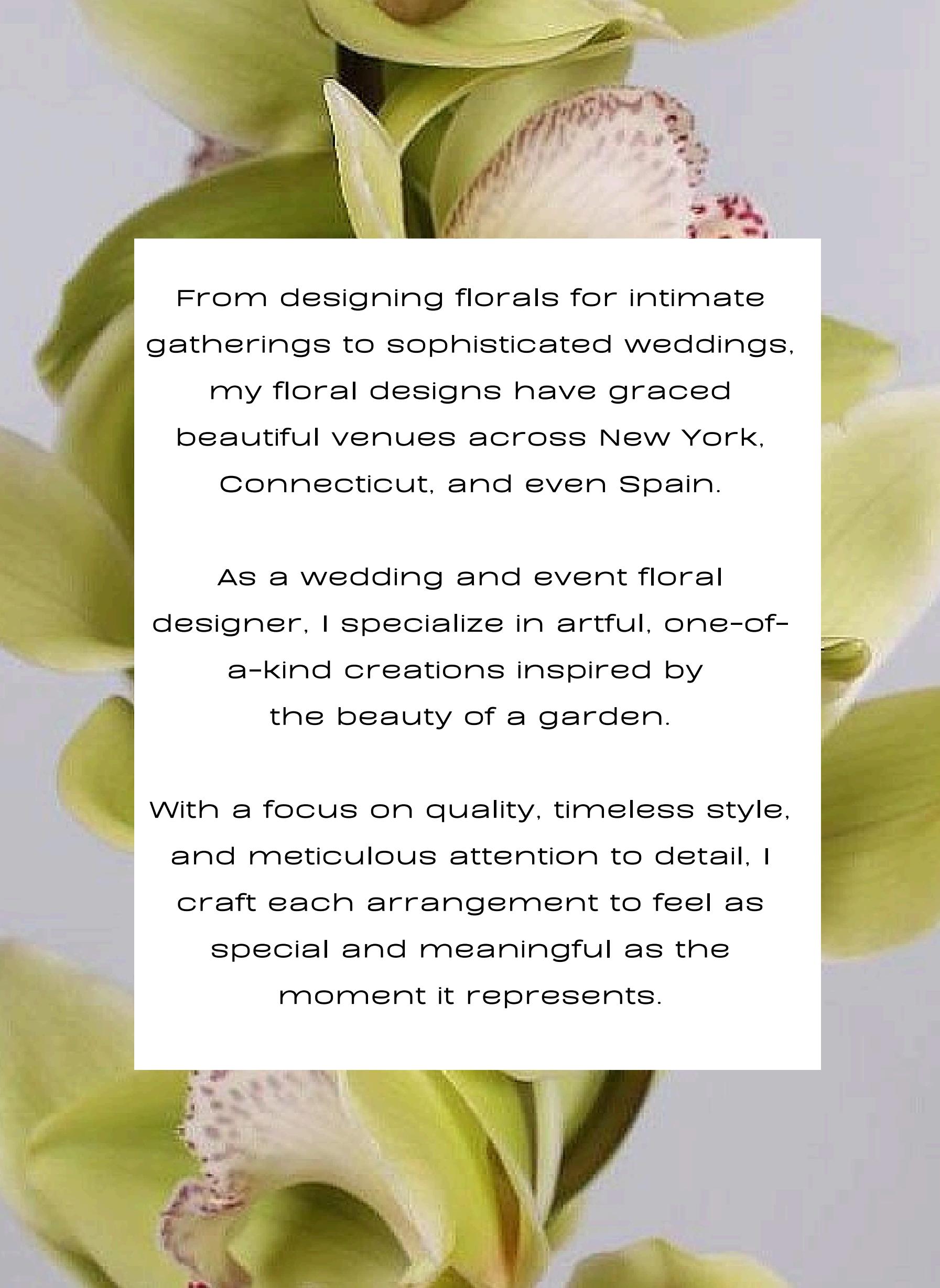

The Ultimate wedding Floral Planning Guide

Aroma Flowers

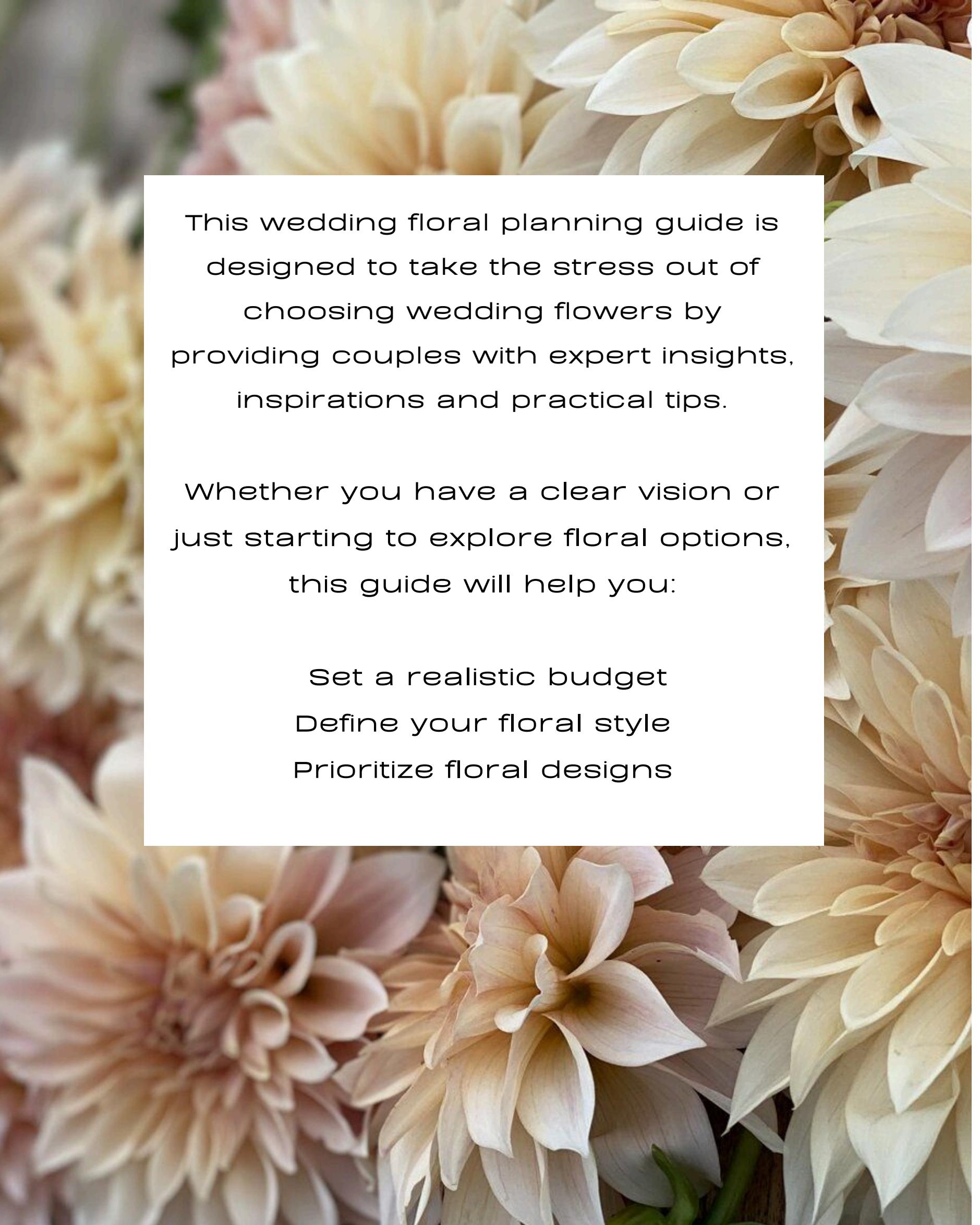




From designing florals for intimate gatherings to sophisticated weddings, my floral designs have graced beautiful venues across New York, Connecticut, and even Spain.

As a wedding and event floral designer, I specialize in artful, one-of-a-kind creations inspired by the beauty of a garden.

With a focus on quality, timeless style, and meticulous attention to detail, I craft each arrangement to feel as special and meaningful as the moment it represents.



This wedding floral planning guide is designed to take the stress out of choosing wedding flowers by providing couples with expert insights, inspirations and practical tips.

Whether you have a clear vision or just starting to explore floral options, this guide will help you:

Set a realistic budget

Define your floral style

Prioritize floral designs



How much should you budget for your wedding flowers?

A good starting point is 10-15% of your total wedding budget. If flowers are a top priority or you love large floral installations, consider 15-20%.

What Affects the Cost?

- Flower Choice – Seasonal blooms are more budget-friendly than imported flowers.
- Arrangement Size – Lush, oversized designs cost more than minimalist styles.
- Venue & Setup – Large installations or difficult setups require extra labor.

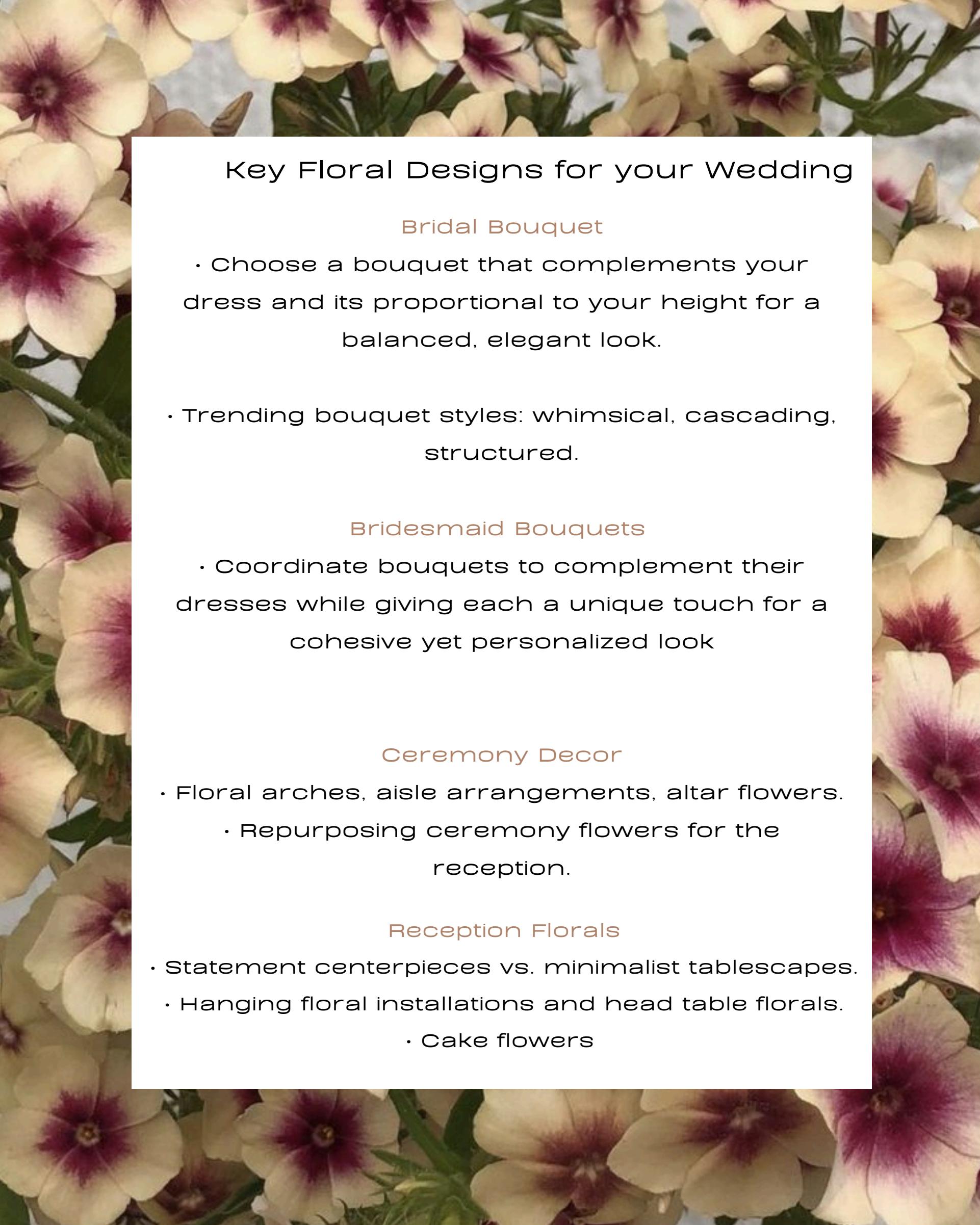
Ways to Maximize Your Floral Budget

- Focus on key statement pieces [like the bouquet and guest table florals].
- Repurpose ceremony flowers for the reception.
- A mix of premium flowers with budget-friendly blooms gives you a luxe look.
- Seasonal flowers and lush greenery creates fullness.



which style you like the most?

- Whimsical & Garden-Inspired [lush greenery, organic and flowing arrangements]
- Romantic & Classic [roses, peonies, structured bouquets]
- Modern & Minimalist [monochrome palettes, sleek arrangements]
- Luxury & Opulent [large installations, dramatic centerpieces]



Key Floral Designs for your Wedding

Bridal Bouquet

- Choose a bouquet that complements your dress and its proportional to your height for a balanced, elegant look.
- Trending bouquet styles: whimsical, cascading, structured.

Bridesmaid Bouquets

- Coordinate bouquets to complement their dresses while giving each a unique touch for a cohesive yet personalized look

Ceremony Decor

- Floral arches, aisle arrangements, altar flowers.
 - Repurposing ceremony flowers for the reception.

Reception Florals

- Statement centerpieces vs. minimalist tablescapes.
- Hanging floral installations and head table florals.
 - Cake flowers

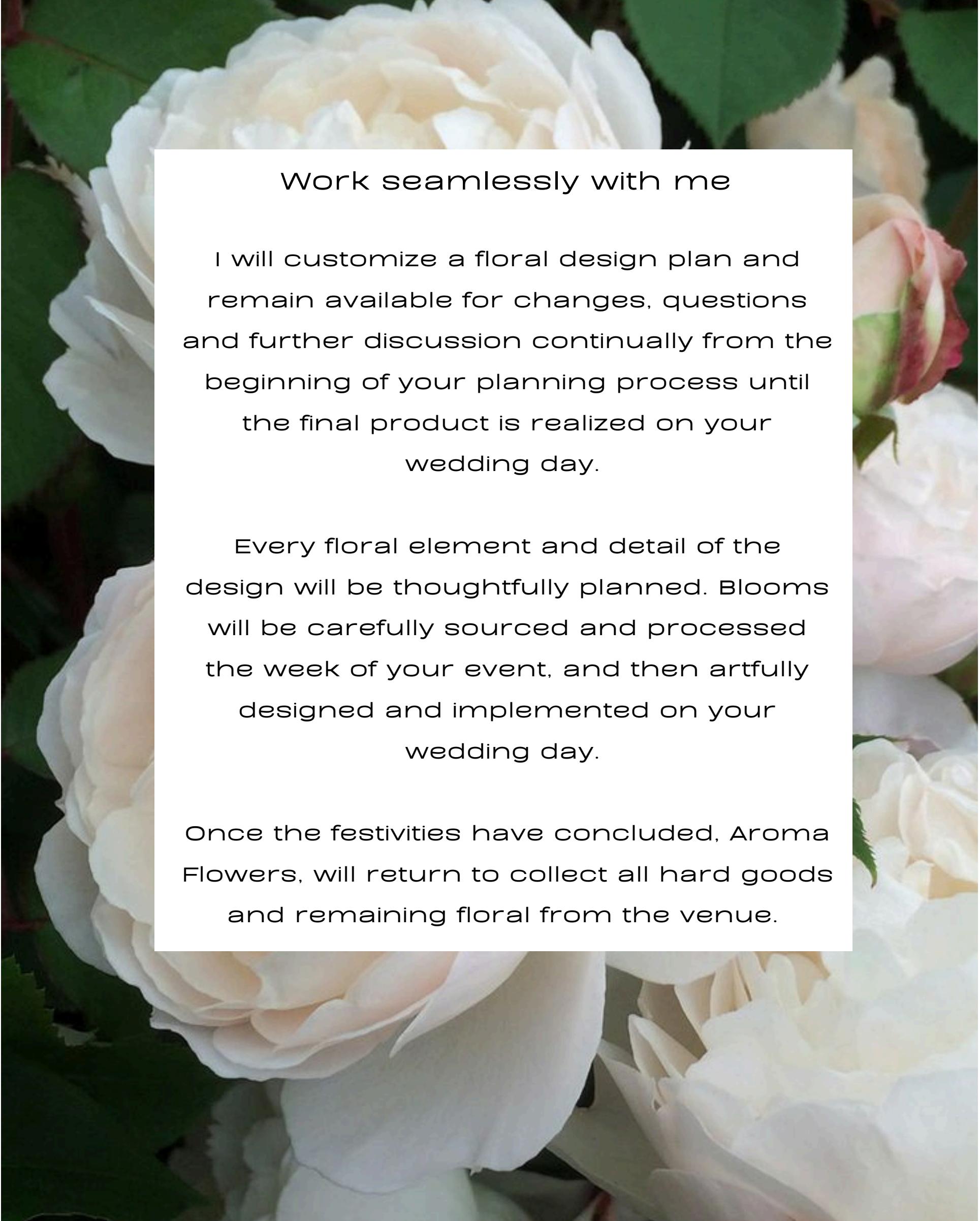


Ready to bring your wedding floral vision to life?

Start by inquiring through our [contact form](#).

I also offer a phone consultation to discuss your ideas, explore options, and ensure seamless communication throughout the planning process.

We are here to make your floral dreams a reality!



Work seamlessly with me

I will customize a floral design plan and remain available for changes, questions and further discussion continually from the beginning of your planning process until the final product is realized on your wedding day.

Every floral element and detail of the design will be thoughtfully planned. Blooms will be carefully sourced and processed the week of your event, and then artfully designed and implemented on your wedding day.

Once the festivities have concluded, Aroma Flowers, will return to collect all hard goods and remaining floral from the venue.