

Your best resource to finding a good florist is asking around. Look at wedding albums of other people to get ideas from their floral arrangements. It's very helpful to pick up a few magazines with cake photos and flowers. Talk to recent brides. The venue for your wedding and reception may know a vendor that they consider reliable and proffesional. When communicating with the florist it might be an idea to consider some of the points below.

What is the florist's design philosophy? Minimal? Traditional? Elegant? contemporary? Florists are keen to explain their artistic sensibilities -- the styles they love, their favorite flowers, the palettes they adore. Do the florist's views fit with your own ideas?

Can you see photographs or live examples of past work? (Real bouquets and arrangements will give you a better sense of the florist's abilities than photos -- especially photos that aren't of the florist's actual work but show things the florist says he or she can do.)

Which flowers are least likely to wilt or look tired quickly?



If you are having a lot of floral displays make sure the florist is really able to complete a large order

Try to gauge the florist's expertise by asking questions. What flowers will be in season when your wedding takes place? If your budget is on the small side, ask how you can maximize your options. What are some less expensive alternatives to blooms beyond your price range. What are the floral trends of the moment? Why do they work or not work? What's the most innovative concept the florist has recently brought to a design project?

Has the florist done weddings at your ceremony and/or reception sites before? If so, he or she may have pictures of arrangements done at your site and will be knowledgeable about what sizes, shapes, and colors work in the space.

Will the florist deliver flowers for your wedding or spend time at the site, setting up and making sure everything is in order? You'll pay more for a full-service florist, but you get what you pay for.

How many weddings will the florist do on the same day or weekend as yours? The florist's answer determines how much time will be spent on your gig.

HELPING THE FLORIST HELP YOU

It  may be of use to have available the following information when meeting your florist:

The location of the wedding
The colour scheme of the wedding
A picture of your dress
A picture of a bridesmaids dress, if possible take a swatch of material
Magazine photos of flowers and bouquets that you like
Any restrictions that your ceremony and/or reception site may have