

As an experienced florist, we know that choosing the flowers should be one of the most enjoyable aspects of your wedding or civil partnership. Whatever your style the choice of flowers available is vast, and unless you know exactly what you want that choice can seem daunting.

Two questions we are often asked are, "how much should we be spending"? and "what are we getting for our money"? Whilst you can actually see what you are getting from a hairdresser or make-up artist, it can be more difficult to understand why a florist is charging a certain amount for an arrangement. The words "they're only flowers" have followed us through our 17 years in the business. To get the best from your florist and your flowers, here are our top ten tips for your perfect day.

Be realistic with your budget, depending on your requirements allow around 10% of your total spend for personal, ceremony and venue flowers.

When choosing your flowers be seasonal. Modern horticultural methods mean that most flowers are available for most of the year; but remember that all flowers will be at their best and their best price in their natural season. So think tulips, narcissus and blossom in Spring, garden roses, peonies and delphiniums in Summer, hydrangea, berries and lush foliage in Autumn and elegant calla lilies anemones and scented pine in Winter. Your florist will be able to advise you on the best possible flowers for your time of year.

Make your flowers work for you. If your ceremony and reception are in separate places it is pointless spending a fortune on flowers that are only going to be seen for half an hour, unless money is no object and you think you just can't do without six huge pedestal arrangements!!

With more and more couples having their ceremonies and receptions in one venue, we advise the use of multi-purpose arrangements that can be moved to different areas so being more cost effective.

As a client you are paying for the expertise and knowledge of your chosen florist. The unseen work that goes into providing the flowers for your wedding is something that rarely gets a mention; but from the initial consultation to the reception there are market and site visits, samples, mood boards and many other costs involved in your day.

Your perfectly wired bouquet can take a skilled florist 3 hours to prepare, and the reception venue may insist that everything is cleared after the party at 2a.m and those costs have to be accounted for.

All good florists should be open and honest and tell you why they charge what they charge. After all, they're only flowers!!

Simon & Victoria - Euphoric Flowers