



INVESTMENT GUIDE 2019-2020

MORNA MAE FLORAL & DESIGN | MORNAMAE.COM | INFO@MORNAMAE.COM

CONGRATULATIONS!

I am so excited to work with you! Morna Mae Floral & Design is a passion project helping couples craft their perfect day. I would be honored to help you make your vision come together. My primary aesthetic is *romantic, free and restless*. I am a fan of wild beauty, cozy colors and letting your wedding details complement your love story, not overshadow it.

It is important to me that you are fully educated about your investment in my work. Most clients I talk to have no idea what they should expect to pay for wedding flowers - it's not like they do this every day! I don't expect you to be a flower cost expert or even know the names of the flowers you imagine for your wedding- that's what I'm here for. Keep reading for some insight into the cost of flowers.

FLOWER GUIDE

Chances are you have a Pinterest Board and have been looking at Wedding Blogs. As a florist, I have a love/hate relationship with the images couples bring me from these sites. I love that an image so easily communicates an idea! One look at your images and I know exactly the style and ambiance that you're looking for on your wedding day. What I don't care for is that the images give a misleading idea of what flowers are available during what time of year. When vendors collaborate on a styled shoot it is often done months prior to when it is published on a wedding blog. Sometimes a certain flower can be imported when out of season, but in my experience, they are either not as pretty as they are when they are in season or very expensive, or both. I generally advise you to go with flowers that are in season.



RANUNCULUS



ANEMONE



PEONY



DAHLIA

SEASONS FOR POPULAR FLOWERS

Ranunculus and Anemones are springtime flowers. They are typically available until late April. Expect to pay more in summer.

Peonies are late spring and early summer flower. Expect to pay more for them all times of the year due to popularity, but they can be especially expensive when out of season.

Dahlias are late summer flowers and can be seen starting late June and through later September. Can sometimes be had in October, but color choices are limited.

CONTINUE READING FOR FLOWER TIERS AND PACKAGE BUILDING

FLOWER TIERS

Luxury:

Peonies, Garden Roses, Colored Hydrangea (except light blue), Calla Lilies, Stephanotis, Tropical flowers such as Protea & Anthirium



Premium:

Standard roses, Spray Roses, Dahlias, White & light blue hydrangea, Ranunculus, Anemones, Dusty Miller, Exotic Foilage, and Italian Ruscus



Standard:

Sunflowers, Gerbera Daisy, Spider Mum, Delphinium, Larkspur, Eucalyptus, Stock, Lemon leaf, Israeli Ruscus



Economical:

Alstromeria, Iris, Carnations, Accent Flowers such as Waxflower or Baby's Breath, Leather fern



The best way to stay within your budget is to prioritize. You may want a bridal bouquet full of peonies, but choose mums and baby's breath for the bridesmaids. You may choose to have all greenery on reception tables, but a rose-covered arch for the ceremony. I always recommend spending the bulk of your flower budget on the flowers that will be most frequently photographed. There will most likely be hundreds of pictures of the bride and bridesmaids, but very few of the reception tables, so decide what arrangements are most important to you.




BUILDING YOUR FLORAL PACKAGE

*Full Service Wedding: \$1,000 minimum, \$500 deposit**


Decide on the arrangements you want, and those you don't. My goal is to work within your desired price range to create wedding flowers that fit your style. A typical wedding with me will range \$1200-\$3500 depending on style and flower selection. Once you've decided on your budget and desired arrangements I will work my magic and let you know what I can make happen within your price range.

**Minimums do not include tax, delivery or teardown fees.*

Ceremony:

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- ☐ Bridal Bouquet
 - ☐ Bridal Flower Crown
 - ☐ Bridesmaid Bouquets
 - ☐ Bridesmaid Flower Crowns
 - ☐ Groom Bouttonniere
 - ☐ Groomsmen Bouttonnieres
 - ☐ Ring Bearer Bouttonniere(s)
 - ☐ Family/VIP Bouttonnieres (i.e. dads, grandpas, ushers)
 - ☐ Family/VIP Corsages (i.e. moms, grandmothers)
 - ☐ Family/VIP Fingertip (Mini) Bouquets
 - ☐ Flower Girl Toss Petals
 - ☐ Flower Girl Flower Crown(s)
 - ☐ Arbor/Arch/Altar Ceremony Arrangements
 - ☐ Aisle Garlands
 - ☐ Pew Markers (small arrangements attached to pews or chairs inside the aisle)
 - ☐ Welcome/Guest Book Table Arrangement

Reception:

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- ☐ Sweetheart Table Arrangement
 - ☐ Table Garlands
 - ☐ Bud Vases or Low Arrangements on Cocktail Tables
 - ☐ Centerpieces on all tables
 - ☐ Arrangements on Food Tables
 - ☐ Flowers on Cake(s)
 - ☐ Low Centerpiece(s) on Cake Table
 - ☐ Welcome Table Arrangement
 - ☐ Seating Chart Arrangement
 - ☐ Toss Bouquet
 - ☐ Getaway Car Decor

This list is not exhaustive. What other ideas do you have? Let's make it happen!

EXAMPLE WEDDING PACKAGE

Ceremony:

Bridal Bouquet	\$115
<ul style="list-style-type: none"> • White O'Hara Garden Roses • White Lisianthus • White Veronica • Silver Dollar Eucalyptus • White Panda Anemones • Gray chiffon ribbon 	
Bridesmaid Bouquet (7)	\$45 each/\$315
<ul style="list-style-type: none"> • White O'Hara Garden Roses • White Lisianthus • Baby's Breath • Silver Dollar Eucalyptus • Gray ribbon 	
Groom Bouttonniere	\$17
<ul style="list-style-type: none"> • White O'Hara Garden Rose • Seeded Eucalyptus • Parvifolia Eucalyptus • Gray ribbon 	
Groomsman Bouttonniere (6)	\$12 each/\$72
<ul style="list-style-type: none"> • Seeded Eucalyptus • Parvifolia Eucalyptus 	
Family/VIP Bouttonniere (6)	\$12 each/\$72
<ul style="list-style-type: none"> • Seeded Eucalyptus • Parvifolia Eucalyptus • 2 Dads • 4 Grandpas 	

Family/VIP Corsage (7)	\$20 each/\$140
<ul style="list-style-type: none"> • White Lisianthus • Baby's Breath • Mixed Eucalyptus • 2 Moms • 4 Grandmas • 1 Guest Book Girl 	
Flower Girl Toss Petals	\$45
<ul style="list-style-type: none"> • Ivory • 1 Flowergirl, short aisle 	
Altar Arrangement	\$100
<ul style="list-style-type: none"> • Outdoor Fireplace Mantle • Handtied Mixed Eucalyptus Garland • White Lisianthus • Baby's Breath 	

Reception:

Table Arrangments(30)	\$12 each/\$360
<ul style="list-style-type: none"> • Baby's Breath Only • 15 Tables • 1 Qt Mason Jars Provided by Venue • 2 Mason Jars Per Table 	

Flower Total: \$1,236
Delivery/Setup/Return for Teardown: \$150
Subtotal: \$1,386
Tax (Davidson County, TN 9.25%): \$128.21
Grand Total: \$1,514.21



I create a vision board for every client based on our consultation and their Pinterest board. I also coordinate with the venue, the photographer and any other necessary vendors to create a day-of timeline. All communication, contracts, and payments are through Honeybook, my project management platform.

FAQ

Do you offer a la carté?

Technically, all wedding packages are a la carté, they just carry a minimum of \$1,000. However, I do offer an elopment package with a minimum of \$400. The Elopment Package includes one bridal bouquet, one groom boutonniere, and altar arrangements.

Are you open to styled shoots?

Of course! I love to team up with creatives to get practice and exposure. I do not offer floral services during real weddings and treat them as styled shoots (A.K.A. I don't do weddings for free even though your photographer will take great pictures of my work and your guests might like what they see and want to book me.)

Do you work with faux flowers?

Yes, in fact, I enjoy the sturdiness and flexibility of faux flowers. However, they can be just as expensive, if not more expensive than fresh flowers. BUT! You can sell them to another bride after you're finished with them and make some of your money back- just make sure you pass my information along for credit! (Faux flowers still incur the \$1,000 minimum.)

Can I supply my own flowers and have you put them together?

This is not really cost-effective approach because I have access to wholesale floral prices and most clients would not. Plus the design, assembly, delivery, setup and teardown would still incur the \$1,000 minimum.

If I only get a few arrangements from you, can I bring my own flowers to my wedding and arrange them myself in other areas?

In your floral contract, you'll see that I have an exclusivity clause. This protects my brand and reputation by making sure that I am given credit only for flower arrangements I created. If someone else puts together flowers, they may not be up to my design standards or may not be within the theme and vision I have curated with the client. My name will be attached to them via social media or other publications, and that has the potential to hurt my brand. There are exceptions to the exclusivity clause, but generally I'd really appreciate being the sole provider and creative mastermind behind your flowers.

Do you offer discounts?

I have one discount that is dear to my heart. If you allow me to collect your arrangements after your wedding and donate them to organizations that bring donated blooms to hospital patients, you'll receive 10% off your flower total.

For other questions, package information, and general floral imagining, contact me at info@mornamae.com.