

HOW TO CHOOSE A WEDDING FLORIST: TIPS FROM A PROFESSIONAL

Congratulations and welcome!

Weddings are such joyful events, but with all the details to manage, it can quickly become overwhelming for couples. To ease some of that stress, we've put together a few lesser-known tips to help you find a wedding florist that best fits your needs. The suggestions below are not in any particular order, but are designed to guide you as you navigate the wedding planning process.



Number One LISTENING SKILLS



Great florists are skilled listeners and communicators. One of the best compliments I've received from brides is that I truly listened to their vision and worked alongside them to make it a reality. A florist's role is to understand their client's vision and transform it into a floral design that captures the essence of the celebration. Clear communication is key to ensuring that vision is fully realized. Tools like inspiration boards can be invaluable for bridging any gaps between different interpretations of colors and styles. After all, a picture speaks a thousand words—what one person considers "dusty blue" may look completely different to someone else!

Number Two STRESS MANAGEMENT



A successful wedding requires a blend of patience, professionalism, and adaptability. Even with the best planning, unexpected things can happen, and how you respond to them is what truly matters. One of my favorite quotes by Maya Angelou is, "Hoping for the best, prepared for the worst, and unsurprised by anything in between." It's important to choose a florist who is ready to handle any unforeseen issues and address them efficiently behind the scenes, ensuring everything runs smoothly.

Number Three

ARTISTRY



Take the time to review a florist's portfolio. Does their style resonate with you? Is there something in their work that aligns with your vision? At Elizabeth Rose Florals, we specialize in crafting personalized, textured designs that bring movement to life. Whether an event calls for soft, subtle hues or a bold, vibrant splash of color, we've worked with it all—from one end of the spectrum to the other and everything in between.

Number Four PERSONALITY



When choosing a florist, it's essential to find someone whose design style resonates with you and whose personality you enjoy. My advice for couples starting this journey is to look for a florist whose artistic vision aligns with yours and who feels like a good fit on a personal level. Pay attention to how they communicate with you during your consultation—listen to the questions they ask and how they engage with you. Remember, you're entering into a partnership, so it's crucial to select a florist who not only brings your vision to life but is also someone you enjoy working with, and who is responsive and reliable throughout the process.

Number Five SOURCING



Another helpful tip is to ask your florist about how they source their flowers and their overall knowledge of different varieties. A knowledgeable florist should be able to walk you through the entire process, helping you feel more confident and comfortable in your decision to work with them. Choosing locally grown and seasonal flowers is not only more sustainable and supports the local Colorado community, but it also gives you a beautiful reminder of your special day each year when those flowers bloom again. A florist who is well-versed in flowers can guide you toward the best choices for both the season and your vision.

About THE AUTHOR

Elizabeth, M.A., is the founder, owner, and lead designer of Elizabeth Rose Florals, a wedding and event floral business that is passionate about sharing the beauty and joy of luxury flowers with others.



We specialize in crafting floral arrangements for weddings and events blending artistic flair with meticulous precision to bring each client's unique vision to life. With a dedication to sustainability and supporting the Colorado community, we prioritize locally-sourced blooms. Whether for weddings, intimate gatherings, grand celebrations, or corporate events, our team creates breathtaking designs that showcase creativity, care, and a true love for the art of floristry that sets the tone for any special occasion!

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