



*Six Myths
About
Wedding
Floral
Designing....*

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Myth One: Flowers Grow naturally, So They Must Be Inexpensive.

Myth Two: Flowers Are A Good Way To Economize In My Wedding or Party.

Myth Three: I Can Easily Get Any Flower In Any Color At Any Time.

Myth Four: If I Shop Around From Florist to Florist I Will Get The Best Quality Flowers At The Least Expensive Price.

Myth Five: Only The Most Expensive Flowers Will Give Me The Best Possible Floral Look.

Myth Six: The Do-It-Yourself Approach is The Best Way to Economize in Wedding Floral Art.

Myth One: Flowers Grow Naturally, So They Must Be Inexpensive.

This is the most common misconception. **Many people have no idea as to the cost factor of flowers.** We recently had a bridal inquiry from a Ph.D candidate. She wanted 30 floral designs and had a budget of \$200. That would translate to \$6.66 price tag per design... Not very realistic....But that kind of wacky expectation is common.

We see flowers growing in nature and assume that they all are inexpensive. Big mistake. Flowers are a commodity. They are grown all over the world in farms and then are shipped to wholesale vendors who in turn sell them to retail vendors. The cost of the flowers has to take into consideration the effort to develop the particular variety of the flower, and to grow it, the energy costs in growing it and the cost of transportation over long distances.

Flowers are perishable. They require care and handling---specific steps involving human labor to condition them--every step of the way from grower to consumer.

When floral designers get the flowers, they not only have to negotiate with their vendors to procure specific colors/varieties for you and condition them, but also create living sculpture--floral designs.

All of these steps require time, labor and effort. Couple that with prices that fluctuate according to supply and demand.....This is why even so called inexpensive flowers are still not cheap.



What about garden flowers? Aren't they inexpensive? Yes they can be.

But use them at your own risk.

Depending upon the flower and the variety some may hold up for the occasion. Others may not.

Most professional floral designers feel far more comfortable using flowers from sources they know, to minimize the possibility of **unpleasant "surprises."**



Myth Two: Flowers Are A Good Way To Economize In My Wedding or Party.

We sometimes see people spending thousands of dollars on a location and food for the wedding & thousands more on a honeymoon, yet trying to skimp when it comes to flowers.

This is false economy. Five, ten or more years after your party, you won't necessarily remember what your appetizers were, or details about the drinks, but **you will have photos and videos that will provide a visual record of your special day.**

And guess what? Your flower choices will be very obvious in those visuals.

A few flowers in jam jars on the tables will appear as exactly that. An wonderful display of flowers created by someone who really knows how to design will make your event appear stylish and amazing. **Your floral choices for better or worse will be very obvious in those photos as part of your memory pictures.**





Want to save money? There are many other ways that are not as visually obvious.

Choose a less expensive (but still nice) place for your reception. Have fewer guests. Consider the entree chosen for the food. These are but a few ideas.

By thinking this way you will find that there are many ways to save money that **still allow you to have a wonderful visual display of florals that will enhance the photos that you will preserve and cherish for years to come.**

Yes many people don't realize this until it's too late.

The flowers do matter.

Myth Three: I Can Easily Get Any Flower In Any Color At Any Time.



The range of floral color choices is enormous. But people forget that these are living products that are brought in from all parts of the globe. They often have seasonal issues.

This can affect flower availability and cost.

Let me give you a simple example with a relatively inexpensive flower. Pompons are available throughout the year. It is easy to get bronze pompons during the fall. To try to get the same bronze color flower in the spring is like having a tooth extracted without pain killers.

When you talk with your florist be aware that that photo of floral art that you brought in with specific colors or color patterns was a moment frozen in time.

Try to be flexible and listen to your florist's suggestions. It can ultimately save you a lot of money.





Myth Four: If I Shop Around From Florist to Florist I Will Get The Best Quality Flowers At The Least Expensive Price.

We are a nation of shoppers. Nothing wrong with that. But all too often folks think that they can easily shop around for their wedding flowers. You can try to shop but it's not that simple.

If you are buying a camera or an automobile the process is relatively easy. Pick a model with certain features. Check at various places. But look at the photos on this page and the next. Florals can often be far more varied.

Some brides try to get descriptions and then run from florist to florist to get better prices. It really isn't all that effective. In fact it may be a waste of time. Why? **Because the bride may be comparing "apples with oranges..."**

A florist can offer to beat another florist's price but it can be an illusion not always to your benefit. For example, to beat the price the florist may plan on using smaller flower heads, or shorter stems. The variety may be a less expensive (and less attractive) one. The consumer thinks she is getting a better deal, but often is not -- and sadly may not even realize it.

You are better to pick a floral source you like and work with that source to come up with pricing you are comfortable with. If you like that person and his/her approach/art **you can do far better candidly talking about your budget needs, and working with that source to stay within your comfort level than running around from place to place.**



Myth Five: Only The Most Expensive Flowers Will Give Me The Best Possible Floral Look.

While the most expensive flowers can give wonderful effects you can often save money by mixing more upscale materials with more every day ones. For example in this design upscale Roses and Hydrangea are mixed with more modest Carnations, Miniature Carnations and Daisy Poms with amazing results. The design can be less costly and yet the “look” is achieved. It’s not just what you have to work with... It’s how flexible you are in your choices, and how you allow your florist to mix varying price ranges of floral components.







Myth Six: The Do-It-Yourself Approach is The Best Way to Economize in Wedding Floral Art.

Yes and No.

There are some very talented amateur floral arrangers who would love to do the “Do-It-Yourself Thing” with wedding flowers. As a floral design school we love to encourage these folks, and our floral school even offers a special seminar for the Do-It-Yourself Bride. For some this may work.

But is it the best way to go for everyone? **Many folks assume that it is very easy to create beautiful florals and then discover that it's not as easy as they thought it would be.** Most florists have “war stories” of the bride who thought she could do it herself coming to the pro designer in last minute panic because the results just were not what was expected. Many find it hard to believe, but floral art is more than simply throwing a few flowers into a vase.

I would generally say that **you have to consider carefully your stress tolerance level.** If you are getting married, **aren't you dealing with enough stress** coordinating various vendors, dealing with your relatives & friends, his/her relatives and friends, and getting dressed up to participate in a public ceremony? Do you really need another additional source of stress?

And is cousin Bertha who fancies herself good with flowers really up to it, or is she more like her husband who tinkers with cars and can't put them back together?

For many **going to a professional florist can eliminate this kind of additional worry and stress.** Pros who seek the wedding market usually know what they are doing.



Final Comments:

Getting married is such an exciting event!

But it can be a little intimidating. You are coordinating a wide range of different vendors...and hoping that everyone does their job properly to assure your vision....

At the same time the choices can seem both infinite and bewildering for there are so many different options and ways to get things done....

It is also a learning experience... You have to learn a lot in a short time about a number of various services and products...all with the idea of getting the best possible value...

Flowers are so familiar, yet the process of getting them for your wedding can feel very unsettling....The myths and misconceptions about floral art can really complicate the process.

It is our hope here at Rittners Floral School in Boston that this little e book discussing the Six Myths About Wedding Floral Designing will help you on your journey.



About Rittners Floral School:



Rittners Floral School is one of the longest running and finest private floral design schools in North America.

Located in the prestigious Back Bay neighborhood of Boston, Rittners Floral School attracts students from all over North America and abroad by the excellence of its courses. Rittners makes use of the latest educational theory and technologies, to bring its students outstanding diploma programs in floral designing....

Rittners Floral School specializes in floral education.

Whether your goals are rest and relaxation, stress reduction, or vocational, you will really enjoy the various hands-on workshop floral art courses offered at Rittners Floral School.

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