

Top Ten Mistakes Made with Special Event Flowers

10. Trying to match the color of the gowns exactly- the flowers won't show, and they most likely won't match really well. Use a color wheel, and look at "traditional" color harmonies. If you want a subtle look, try either monochromatic, where you use darker shades and lighter tints of the gown's color, or analogous colors (next to each other on the color wheel) (for example, purple dresses, violet, red violet and red flowers- really yummy. If you want an eye-popping look, use complimentary colors- colors opposite each other on the color wheel. For example, bright blue dresses, use bright orange flowers- gerberas, roses, lilies. For a good contrast, but not quite so eye popping, try triadic colors- red dresses-use blue and yellow- all shades and tints and intensities.

9. Lots of bridesmaids? Don't make all their bouquets identical. Rather than the same for all 9 of them, have different types of bouquets- much more interesting. You might use the same colors, but different flowers or combinations of flowers, or you might use several different shades of the same color. For example, with 9 attendants, perhaps do 3 of one color, each with the same or different flowers, 3 of another color, and 3 of still another color.

8. More than 15 centerpieces? Don't do all centerpieces the same- have two to four different styles. Again, much more interesting, as well as sometimes helpful on the budget.

7. Photos two hours or more before the ceremony when it is hot. The flowers (and your makeup and hair) will look great for the photos, but by the time the reception gets there, the bouquets, corsages and boutonnieres (and you!) are liable to look pretty "tired." Much better for the flowers and for YOU to take candid photos only (no flowers) before the ceremony, then do your more "formals" (with flowers) after the wedding- it should take less than 30 minutes to do "formals" if your photographer is organized.

6. Picking anything from Martha Stewart's "Weddings" magazine and expecting it to be a "budget bouquet."

5. Getting married outside in Texas anytime from June through September, unless you just love to sweat, like stinky guests, and love torturing flowers.

4. Getting married Valentine's week or the week before Valentine's **and** having a tight flower budget. All flowers, not just red roses, cost more at Valentine's- and that starts about 2 weeks before the holiday. Mother's Day is almost as bad, but not quite. Try to avoid those two holidays if you've got your heart set on specific flowers and have a tight budget.

3. Assuming what type of “corsage” the mothers prefer. Please ask them- shoulder, wrist, purse or epaulet. They may also want to have a small bouquet to carry. It is tough on the designer when we’re handing out flowers and get fussed at because they wanted a different style. There are also magnets that can be used if the fabric is something delicate that they don’t want a pin going through, such as silk, suede, etc.

2. Booking a “drop and go” florist when you don’t have an independent wedding or special event coordinator. These florists drop off everything and leave immediately. They just hope you have someone who knows how to pin on corsages and boutonnieres, or who can repair something should, for example, a boutonniere pop off. Much better to have a florist who will deliver, set up, pin on and be there with repair supplies should you need an extra corsage or boutonniere. These florists may cost a little more, but they are well worth it. If Great Great Aunt Susie shows up unexpectedly, you want to have flowers for her, and an on-site designer can create one for you. Also, don’t book a “new” florist just because they’re inexpensive, and expect them to be able to deal with any problems that may pop up- they just don’t have the experience!

1. And the number one mistake that is made on special event flowers.....
Not booking Kathi Thomas Design for your special day!