



blue bouquet

FLORAL & EVENT DESIGN
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Wedding Style Brief

BIG PICTURE:

How do you want to feel on your wedding day? What do you want to experience? Would you like a fun, playful event with lots of dancing and laughter? Or maybe, something that feels more intimate with heartfelt conversation and meaningful moments?

If you have a venue, how does that space naturally feel? What needs to change about the space to make it align with the tone of your event? Does it need warmth, color, division of space?

If you don't have a venue, what qualities will you look for in a space? How will the space add to the atmosphere of your event? Will it be dark and moody, bright and airy? Simple and understated or ornate and luxurious?

How will color add to your event? Are there flowers or design elements you know you will incorporate? What colors are they available in and how will that interact with your color palette? What color tones are in your venue(s) and how will that add to the palette?

A well-designed wedding is an intentional reflection of the couple. Are there special family traditions you want to include? What are some of the special moments and places to you two? Inside jokes? What do you like to do together? How do you like to decorate or entertain? Brainstorm a list of things that are special to you two.

ATTIRE:

Attire will help set the formality of your event. Suits versus tuxes, long bridesmaid dresses versus short. What fabrics will work best with your season and style?

STATIONARY:

Is stationary important to you? Will you treasure your stationary as an heirloom or are you impartial to it?

Save the dates and wedding invitations are the first experience guests will have with your event. What do you want to convey to them? Are the subtle cues of what to expect that you can include?

What information will guests need on the day of the wedding? Will they need menus, specialty cocktail info, table numbers or Instagram hashtags? Start a working list of paper products you might need.

MUSIC:

Break your wedding into parts: ceremony, cocktail hour, dinner and dancing, and reflect on the atmosphere of your event. Are there songs that are important to you to include? Talk with your musicians/DJ about the tone of your event and ask if they have suggestions.

FOOD:

How will food add to your guest experience? Are there special family recipes you'd like to include? What types of dessert do you like to share?

Now that you've narrowed down the atmosphere of your event and what elements are important for you to include, make a list below of the key words and important design elements. Use this as a cheat sheet to communicate your vision to vendors and as a point of reference when making design decisions.

Ready to turn your ideas into action? [Say hello](#), and setup a time to chat!

