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Wedding Flowers



Synopsis

Wedding Flowers taps into the desire of every bride to make her wedding day special. The choice of flower color, fragrance, and display is one of the most effective and fun ways to do so. Wedding Flowers will give the bride the confidence and ability to design her own floral theme and work with a florist to execute it, or perhaps even undertake some of the arrangements herself for a truly personal touch. The book explores wedding traditions as well as making suggestions for how a modern bride can depart from them. It addresses every type of seasonal concern; distinguishes decorative, ceremony, and reception flowers; provides great ideas for floral accessories; and, of course, devotes a lot of consideration to the all-important matter of the bridal bouquet. With step-by-step instructions throughout, the book demonstrates how brides, bridesmaids, friends, and family can make some of Paula's most popular wedding flower arrangements themselves.

Book Information

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Customer Reviews

Paula Pryke is very popular in the industry and has the reputation of being UK's top florist. Paula designs tasteful, classic, never go out of fashion styles so you won't find anything wild or trendy in her work. Because of this, brides who lean towards classic, tasteful styles are more likely to be satisfied with the bouquets they'll find in this book. This is definitely more of a reference book for bouquet photos and basic information and not really a "how to" book. If you're looking for "how to" books for making bridal bouquets and wedding arrangements, you'll want to check out books by Ardith Beveridge and Terri Rye. Most of their books are "how to" books filled with step-by-step

instructions. A previous reviewer states that the book's author recommends brides hire a professional florist to design at least their wedding bouquets, and that reviewer ultimately rated the book lower because of that. I make that same recommendation to my budget-conscious clients on a daily basis due to a long history of past experiences so I totally understand why Paula felt that is important enough to mention. All too often florists everywhere (including myself) get last minute, frantic calls from tearful brides or their mothers. It's the evening before the wedding and the bulk flowers they ordered online to save money are wilted and brown or not the flowers they ordered and they need to know what you have available for purchase. Ultimately, they spend twice as much as they would've (buying two sets of flowers) if they had contacted a florist in the first place.

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