

Welcome to Truer Design - I'm so thrilled you're considering us!

Truer Design is a design studio in Byron Center, offering high end floral, event and interior design services.

Our wedding floral and event services are highly sought after in the West Michigan area! Our weddings are highly curated and we spend hours of time with our brides planning out all the precious details that make your event unique and custom. We provide complimentary event design services as well as a large rental offering for our floral clients.

We are dying to hear more about your vision for the Big Day! Let's set up a time to talk soon :)



If you are looking for a floral shop that churns out hundreds of orders a week, then this isn't the place for you. My hands touch every single design that comes through my doors. I'm the owner, the janitor, the designer and much more. I have a small, highly trained staff who help me execute large weddings and events. Thanks for checking out Truer Design!

xx,
Laura



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“you don’t
have to be
‘a creative’
to be creative”

– CHRISTOPH WOJCIECHOWSKI

Laura was AMAZING! I sent her a few Pinterest pictures and that was It! I didn't have to do anything else, and our flowers were absolutely amazing! When I saw my bouquet for the first time, it took my breath away. I have NO idea how she was able to create EXACTLY what I wanted from a few emails and pictures but it was even better than I imagined. And within our budget! -Jesica B.



I have put together some examples to give you an idea of my pricing and to help you determine a floral budget.





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The average budgets I work with for personal flowers (bouquets, boutonnieres, etc.), you should have a budget of at least about \$1,800.00. If you are looking at full wedding day florals including ceremony and reception florals as well as personal flowers, you should have a starting budget of at least about \$1,800-2,000.

I hope those averages help! My pricing is design dependent, so a custom price estimate on the floral items you want is the best way to get a more accurate picture of what your florals will cost.

Below you will find just a few examples of some of my most popular items and some sample pricing. This is just a small sampling of what I can provide...

| ITEMS | QTY | UNIT | PRICE | TOTAL |
|---|-----|------|-------|-------|
| <div></div> <div>Bride's Bouquet</div> <div>a full, lush, asymmetrically shaped, hand-tied bouquet with plenty of texture and focus on blooms, stems minimally wrapped with ribbon, bouquet vase included</div> | 1 | | \$285 | \$285 |
| <div></div> <div>Bridesmaid's Bouquet</div> <div>A smaller version of the bride's bouquet, stems minimally wrapped with ribbon, bouquet vase included</div> | 1 | | \$105 | \$105 |
| <div></div> <div>Bride's Hair Piece</div> <div>Long and full half crown placed, asymmetrically placement, hair down. Coordinates with bride's bouquet</div> | 1 | | \$68 | \$68 |
| <div></div> <div>Ceremony Arrangement</div> <div>A "ground" arrangement for ceremony to frame bride and groom, can be moved to reception after ceremony</div> | 1 | | \$180 | \$180 |

Here are a few of our most requested wedding floral items and some general ranges in pricing to give you an idea:

- My bridal bouquets : \$150-300
- Bridesmaid bouquets : \$65-115 each
- Boutonnieres :\$15-34 each. Boutonnieres for the groom are a bit more because, well, it's his big day too!
- Corsages: \$28-40 each. These are bracelet style or pin-on
- Flower Crowns : \$35-58 each
- Arbors/Pergolas : \$180-600
- Centerpieces are very broad in range but start somewhere around \$45 and can go all the way up to \$350 for over the top, large and lush! I would say some average prices for a reasonable and beautiful centerpieces is somewhere in the range of \$85-120 each

Brides often ask me if I offer bulk flowers for DIY centerpieces and reception decor. The answer is yes if you are ordering your personal and ceremony flowers from me (bouquets etc.). I would encourage you to consider the extra work and stress that creating centerpieces adds to your day, so while we offer bulk ordering, we really encourage you to let us create your centerpieces for you and save you the stress of DIY-ing on your big day!!

As you can see from the generalized ranges above, my pricing is very design dependent!!



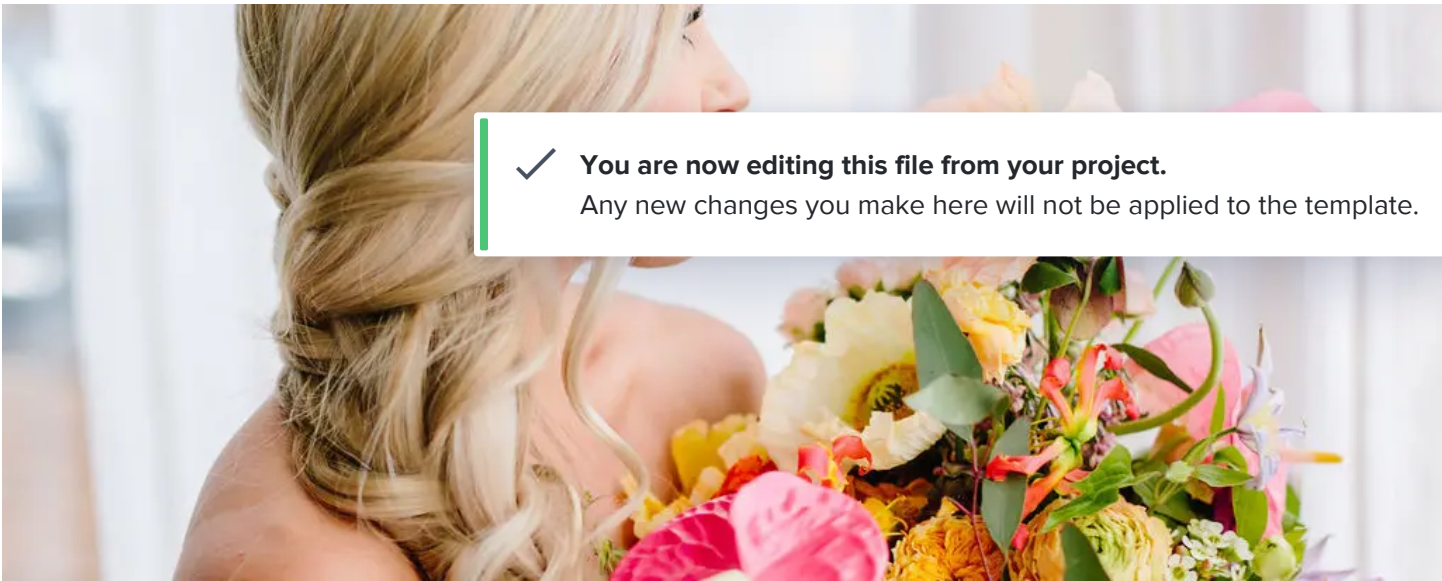
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my goal is to help brides find a wedding ceremony that fits their dreams AND their budget! Its so helpful for me to know your budget because I can help direct you to the florals and designs that will best fit your budget. The sky is the limit when it comes to design, so budget helps narrow things down. The following list shows you what variables affect the price.

Pricing Variables:

- Size of bouquet
- Style of bouquet
- % of Basic/economical flowers
- % of Specialty flowers used
- setup of decor and florals
- ceremony decor
- extra reception decor
- centerpieces
- size of arrangements
- extra florals
- basic setup
- complicated setup



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Ready to do this? I sure am!

So, what are the next steps?

We would love to set up an in-person consultation or phone call to hear more about your plans and vision. From there, we will create a custom price estimate for you. If you prefer to communicate electronically, you can just send us your wish list, quantities and inspiration visuals, and we can turn that into a custom estimate!

