



Whimsical Events

F L O R A L D E S I G N





Our Approach

We have chosen to be in the wedding business because we love caring for people and what can be better than being there for someone on one of the most important days of their lives? Every couple and celebration is unique as are the family and friends that make it special so we seek to custom design each event for every client. There are no cookie-cutter weddings here!

What You Can Expect

- We truly care about you and your wedding. You are not just another customer but a valued client and we cannot wait to help create a beautiful and special day with flowers.
- Collaboration! We cannot wait to work with you to create a unique design for your wedding that fits your personality, style, budget, overall look and vibe for your event.
- We will be honest and let you know when copying that perfect inspiration picture will bust your budget, when certain flowers or elements will not go together well, and will give options to achieve the overall style you are going for while staying conscious of your investment.

Everyone, no matter their budget deserves
beautiful flowers.



Custom Design

Do you have a particular vision and need someone that you trust to bring it to life? Maybe you want a gorgeous wedding but know nothing about flowers and need the right florist to help you define your style and brainstorm ideas with you. Friend, you are in the right place! We live to collaborate with our clients and deliver custom floral designs. Come in to our studio for your design consultation where we can pinpoint exactly what you are drawn to, create your color palette, and put together a floral proposal made just for you.

A La Cart Design

Custom Design isn't for everyone. If you are wanting a quick and easy ordering process, set prices, or if your budget is less than our minimum we are still here for you!

- First you will go to our website, select your color palette, and create a wish list of the items you are wanting by adding them to your cart and submitting your cart.
- Once we receive your wish list we will send you a link to schedule a 30 minute virtual consultation.
- After chatting with you about your vision and ensuring we capture all of your ideas and wants, we will touch up your order as needed and send it over to you for one final review.
- Then you can pay the deposit and we are officially booked!

Frequently Asked Questions

There are so many unknowns for most people when it comes to planning a wedding and flowers is a BIG one! Here are a few points that may help to shed some light on the process.

What is the average amount a couple spends on flowers?

Our clients typically spend between \$2000 - 8000 on flowers with the average around \$4000.

Do you have a minimum?

Because there are only so many weekends in a year and that is when everyone wants to get married we do have a minimum for weddings needing delivery and set up during the peak months of March-May and September-November of \$3500. All other months we ask for a \$2500 minimum for us to deliver. That said, we are happy to design flowers for any budget, we just ask that you schedule a time to pick them up from our studio the afternoon before or morning of your wedding.

Do you offer packages?

We do not offer packages but we do offer A La Cart Design options.

OMG. Why do flowers cost so much?

So much time and effort goes into making your dream bouquet and centerpieces. From the local flower markets the flowers are delivered to our studio where we process and care for them for 2-5 days. Then we spend 1-3 days creating the arrangements before they are packed up, transported to the location, and set up on site. So, for an average order of \$4000 we will spend about 75 hours from start to finish.

How do I secure my date?

We ask for a signed contract and 25% deposit to hold your date.

Do you offer rentals?

We have several options available for arbors, centerpieces, candles, chargers, and other small details like card boxes, easels, etc.

"I am having a hard time pulling the whole look together and envisioning it all." We have so many clients that need some design help but do not plan to hire a full wedding planner. For these brides and grooms we offer a Design Plan package to help come up with the entire event design, beyond just the flowers, that will fully detail each design aspect for every space of the event in a PDF document, complete with inspiration pictures and descriptions that you can reference through the entire planning process. If there is anything you are searching for that we do not carry we are happy to direct you to or help you work with our partners to find the right linens, furniture, backdrops, and more for your event.



Our Timeline

2 - 18 months before
the wedding

Initial Consultation

1 week later

Receive custom proposal

A few days later

A phone call to review the
proposal and make
adjustments

Soon After

Sign a contract to
secure your date and
you have booked your
florals!

4 weeks before the
wedding

Review your order,
make final adjustments

Next day

Final payment is due

3 weeks before

WE orders the flowers
from the market/farms
for your wedding

5 days before

Flowers arrive at
WE's studio

1-3 days before

Let the designing
begin!

Wedding day!

Load up and deliver
arrangements to
your wedding
venue



About Us

Hi! Thank you for your interest in our company. My name is Melanie and I am a partner and the lead floral designer here at Whimsical Events. I first entered the wedding business in 2016, after I was laid off from a finance position in an oil and gas company. At the time I was pondering where to go next in my career, my husband and I were planning our wedding and it all clicked "I think I could be good at this!" A few months later, after a few weddings were under my belt, I knew this was what I was meant to do. In 2018, wedding planner and friend, Karli Himarios and I were sharing stories and encouragement over a glass of wine and both came to the same conclusion, we should combine our companies! And so Whimsical Events was born. Now we work together to offer event planning, coordination, floral and event design with our team of nine amazing planners and floral designers. When I am not working you can find me with my husband and three children sharing laughs over dinner, paddle boarding, or listening to live music with friends.

