



*Wild Flora*

WEDDINGS  
+ EVENTS

wild weddings  
*and nature inspired events*



Floral design for the wild at heart...

I began this company with the goal of creating the same sweeping floral artistry I was seeing all over Instagram but utilizing locally grown and seasonally reflective floral. Our short growing season here in the Rocky Mountain West had my heart filled with doubt and many within the industry raising eyebrows those first few years. Fast forward to today where my resource of local farmers has multiplied from one or two to over 50, where I am lucky enough to take a seat in the board of the newly minted Utah Flower Farmer's Association and be a member of Floret Flower's Farmer-Florist Collective. Where I can now offer 100% locally sourced events to those who are willing to embrace the beautiful surprises that come with floral that moves with the seasons and dances gracefully even with sudden changes in weather.

I have been on so many adventures over the past years from the deserts of southern Utah to the forested mountain tops of Wyoming to an ocean view in Manhattan and to each wedding, I have brought a piece of the earth from this exceptionally wild and precious place I call home. I'm so excited to share with you my love of floral and to learn more about how I can build a custom botanical styling package that is reflective of you.

Thank you for supporting Wild Flora.

*Jenivere*



01  
*sourcing*  
local flowers



The local flower farmers I work with are the backbone of my business. They are hard working women and men with little more help than the occasional relative to maintain sprawling urban plots or acres of fully planted farms, greenhouses and high tunnels. They fix their own tractors, install their own irrigation, do late night research into best growing practices and drive their truckloads of flowers many miles to grace me with their beauty. I have so much gratitude for each and every flower farmer I work with and my relationship with each farmer is a singular friendship that I hope will carry on for years to come.





02

*foraging*  
wild  
flora

Every design I create begins with a bit of wild, a nod to the season, a tie to place and environment.

It might be found in a sweeping patch of sun baked reeds, a sun baked mound of golden grasses or delicately gnarled branch of an obliging tree.

Whatever it ends up to be, I never cease to be surprised at what's available in the forgotten corner of a farmer's plot or on the seemingly desolate grounds of my winter swept flower garden.





03

*designing*  
sustainably

The waste left over from one event can fill an entire dumpster (or two or three). So we do our part to keep our impact low. We reduce, reuse and recycle any and all materials from studio to installation. We source local flowers while they are in season which means far less packaging as they are clipped from the field and delivered to us fresh in reusable buckets within the week. We avoid using plastic or disposable containers in our design and instead opt for locally made, reusable vessels and foam-free design elements. We offer a list of rental decor so clients can avoid purchasing 1000 candles that will end up in the garbage. We compost all green materials from organic farms for use in our cutting garden. We convert any wholesale floral to natural gas through Momentum Recycling's food waste program.

Sometimes...we build forts with cardboard boxes (true story).



*custom*  
event design



### Every event is unique...

So creating your custom botanical style is an ongoing collaboration. As part of your floral package, you will receive a full Wild Flora Style Guide. This includes detailed pictures and descriptions of each facet of your floral package, a full recommended flowers list and additional recommended rental decor such as candles, lanterns, table runners and textiles.



*we would love to*  
**meet you!**



### **It starts with a conversation...**

Our custom botanical styling service begins with a conversation. Before we look at a Pinterest board, we will start with how you want the day to feel. What flowers and plants are dear to your heart. Why you chose the season you did. And who will be attending. Every event we style is as unique as the people who create it. And the entire atmosphere should reflect that.

**If you're ready to start the conversation about styling your day, drop us a line at [hello@wildflora.co](mailto:hello@wildflora.co).**