



ANNETTE RIOUX CREATIONS STUDIO

THE ULTIMATE *wedding*  
**FLOWER  
GUIDE**

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# YOUR ULTIMATE WEDDING FLOWER GUIDE

This guide is designed with you in mind! I often wish there was an exact recipe or an exact formula to figure out how to charge for flowers. But there just isn't. There are many factors florists take into consideration when floral designing. Flowers are my specialty, I have been creating floral arrangements for over 10 years. Wholesale pricing changes a bit throughout the year because most flowers are seasonal and quantities are a big consideration. I like to also let my creativity take charge and having a few unplanned blooms around only inspires me to create a beautiful arrangement. The hidden costs are there to give you the best blooms, materials, supplies, rentals, and of course my time and creativity. This is with you in mind, trying to take the complicated out and give you the best I can give you.

~Annette



# Let's talk about how this works.

## A BIT ABOUT MY PROCESS

### Step 1.

So where do we begin! Easy, we find each other via a friend or relative  
OR on the knot!

Let's connect! You can send an email or go straight to our contact page on our website + share your details,  
[www.annetteriouxstudio.com/contact](http://www.annetteriouxstudio.com/contact)  
Then we schedule a quick chat to talk about ALLLLL your details!

### Step 3.

If the budget looks on target + you are ready to move forward + lock your date a 50% deposit is required. But don't worry, the quantities + details can change over time. We will review in final detail closer to your date! Then the final payment is adjusted + due a month before your wedding date.

### Step 2.

After our phone consult we will know if we are the right fit for each other. Our proposals take a lot of time + we want to make sure our dates work + our services fit your needs.

Then we put together a quick proposal, that outlines your wish list + services needed with some budget numbers!

### Step 4.

After you book us, + we get closer to your wedding date, then we put together a design board to share our plans, thoughts, details to make sure we are on the right track with your dream wedding! Along with a fully detailed proposal with a break down of your details + quantities!



# Pricing and Services



## Personal Packages, a.k.a. Bridal Party Flowers

This includes bouquets, bouts, corsages, hair pieces, etc. (this package fully depends on the size of your wedding party, the more you have standing up, the higher this budget needs to go. Also, this budget depends on the flower selection, too \$, \$\$ or \$\$\$)



## Ceremony Packages,

This includes aisle decor, signage, wedding arch, pew decor, large accent flower displays, etc. Indoor or Outdoor!

(this package depends on your needs, some venues are very helpful with this + you may not need anything or just a sprinkle!)



## Reception Packages,

This includes centerpieces, cake flowers, signage, cocktail tables, large accent flower displays, etc.

Indoor or Outdoor!

(this package depends on your needs, centerpieces can be mixed up with candles + other elements so that you can get some beautiful lush arrangements in budget!)



## Rentals + Decor,

This includes candles, candleabras, backdrops, displays, stands, vessels, etc. Indoor or Outdoor! (this package depends on your needs, sometimes the idea of buying all those little details yourself can be daunting, check out our selection + see if we can help!)



## Day of Coordination,

This service pairs perfect with our flower services, we are there to set up allllll your details + give a discount on your day of set-up fees! (this package starts at \$1,200, and is worth very dollar to eliminate stress on you + your family + friends! We take care of the details!)



## Paper Collections,

This service is custom (includes design fees) or we are a Carlson Craft dealer, + provide discounts based on services booked! (discounts start at 10% up to 30%)

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# Wedding Flower Checklist

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## Bride

- ☐ Bouquet
- ☐ Headpiece
- ☐ Toss Bouquet

## Bridesmaids

- ☐ Bouquets
- ☐ Headpiece

## Flower Girl

- ☐ Bouquet
- ☐ Headpiece
- ☐ Basket
- ☐ Flower Wand


## Boutonnieres + Corsages

- ☐ Groom
- ☐ Bestman
- ☐ Groomsmen
- ☐ Ring Bearer
- ☐ Ushers
- ☐ Fathers
- ☐ Mothers
- ☐ Grandfathers
- ☐ Grandmothers

## Ceremony Flowers

- ☐ Altar
- ☐ Aisle
- ☐ Guest Book
- ☐ Pew Decorations
- ☐ Foyer/Entry Decorations
- ☐ Wedding Arch
- ☐ Unity Candle

## Reception Flowers

- ☐ Bridal Table
  - ☐ Sweetheart Table
  - ☐ Wedding Cake
  - ☐ Cocktail Hour
  - ☐ Buffet Table
  - ☐ Escort Table
  - ☐ Gift Table
  - ☐ Centerpieces
  - ☐ Toasting Glasses
  - ☐ Bar
- 



standard  
blooms  
\$



mid-range  
blooms  
\$\$



luxury  
blooms  
\$\$\$





#### (STANDARD BLOOMS)

in-season

alstroemeria | year round | white, yellow, orange, pink, red, lavender, purple, flecked | small, bright | \$  
carnation | year round | white, yellow, orange, pink, red, lavender, purple, bi-color | lush, classic | \$  
chrysanthemum | year round | white, yellow, green, red, purple | rustic, filler, classic | \$  
daisy | year round | white, yellow, pink, purple, red, orange | bright, happy, classic | \$  
gladiolus | year round, peek summer | white, yellow, orange, pink, red, purple | rustic, tall, modern | \$  
gypsophila | year round | white | delicate, rustic, vintage, classic | \$  
queen anne | summer | white | vintage, rustic, filler | \$  
rose | year round | pink, red, white, purple, yellow, orange | full, elegant, traditional | \$  
snapdragon | year round | pink, red, white, purple, yellow, orange | long, filler, traditional | \$  
stock | spring, summer, fall | pink, purple, white, magenta | long traditional, filler | \$  
sunflower | may-november, peek summer | yellow, orange, russet | long traditional, focal, bold | \$

#### (MID-RANGE BLOOMS)

in-season + specialty blooms

astilbe | spring, summer | pink, red, white | whimsy, vintage, dainty, filler | \$\$  
delphinium | summer | blue, pink, purple, white | long, garden, vibrant | \$\$  
dendrobium | year round | pink, red, white, purple, blue, yellow, orange | tropical, modern, glam | \$\$  
hydrangea | year round | white, blue, pink, green, purple | fluffy, full, round | \$\$  
lily | year round | orange, pink, red, white, yellow | scented, traditional | \$\$  
lisianthus | year round | white, purple, pink, yellow | fluffy, rose-like | \$\$  
scabiosa | spring, early fall | white, lavender, burgundy | rustic, whimsy, texture | \$\$  
spray rose | year round | pink, red, white, purple, yellow | elegant, traditional, loose | \$\$  
succulent | year round | green, blue, silver, purple | modern, focal | \$\$  
tulip | spring, winter | orange, pink purple, red, white, yellow | dainty, cascade | \$\$  
veronica | spring, summer, fall | white, pink purple | long, vintage, filler | \$\$

#### (LUXURY BLOOMS)

mix of in season, specialty + lush blooms

anemone | spring, winter | purple, pink, red, white | modern, vibrant, fun | \$\$\$  
amaryllis | spring, winter | pink, red, white, yellow | focal, garden | \$\$\$  
calla lily | spring, winter | orange, pink, red, white, yellow | simple lines, classic, traditional | \$\$\$  
dahlia | spring, summer, fall | orange, pink, red, white, yellow, purple | full, focal, modern, ethereal | \$\$\$  
freesia | spring, summer, fall | orange, pink, purple, white | long, classic, traditional | \$\$\$  
gardenia | spring, summer | white | elegant, traditional, scented | \$\$\$  
lilac | spring | purple, white | scented, cascade | \$\$\$  
orchid | year round | pink, red, white, purple, blue, yellow, orange | long, modern, glam, cascade | \$\$\$  
peony | spring, summer | red, white, pink, orange, yellow | full, lush, elegant, glam | \$\$\$  
poppy | summer | orange, pink, red, white, yellow | vibrant, long, rustic, focal | \$\$\$  
ranunculus | spring | pink, red, white, purple, yellow, orange | romantic, lush, vibrant | \$\$\$  
sweet pea | summer, fall | pink, purple, red, white | whimsical, delicate | \$\$\$  
zinnia | summer, fall | orange, pink purple, red, white, yellow | rustic, modern, fun | \$\$\$



## WEDDING DAY ESSENTIALS

### standard blooms

|from \$1,500 - \$3,000|

what to expect | local + seasonal flowers | personal flowers for small parties | petite to moderate sized bouquets | basic bouquet wraps | minimal-moderate ceremony florals + decor | approximately 100 guests | minimal-moderate reception centerpieces and decor | basic container rentals included | full service installation | excellent customer service + commitment to design

### mid-range blooms

|from \$3,000 - \$4,500|

what to expect | variety of seasonal + specialty flowers | personal flowers for small to moderate parties | moderate sized bouquets | satin, velvet, lace bouquet wraps | moderate ceremony florals + decor | approximately 100 guests | moderate reception centerpieces and decor | specialty container rentals included (mercury glass, gold, silver, colored glass, crystal, vintage, etc.) | full service installation | excellent customer service + commitment to design

### luxury blooms

|from \$4,500+|

what to expect | variety of lush specialty flowers | personal flowers for moderate to large parties | moderate to large sized bouquets | luxury satin, velvet, lace, rhinestone, silk bouquet wraps | lush ceremony florals + decor | approximately 100 guests | lush reception centerpieces and decor | specialty container rentals included (mercury glass, gold, silver, colored glass, crystal, candelabras, vintage,, etc.) | full service installation | excellent customer service + commitment to design



## DESIGN BOARD EXAMPLE



AESTHETIC



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### *what's included?*

We share your color palette, your focal flowers, your accent blooms, your greenery, your vessels, and your inspiration photos along with some of ours!



## Frequently Asked Questions

### Do you do more than 1 wedding a weekend/day?

Yes + No, it depends on the type of services needed. For a personal wedding day package only, ready for pickup or drop-off delivery, yes, we will also take on a large, full package wedding.

### What is your process?

So where do we begin! Easy, we find each other via a friend or relative OR on the knot!

Then we connect! You can send an email or go straight to our contact page on our website + share your details, [www.annetteriouxstudio.com/contact](http://www.annetteriouxstudio.com/contact) You will automatically be set up in our client portal when you go in this direction + communication begins!

Then we schedule a quick chat to talk about ALLLLL your details!

After our phone consult we will know if we are the right fit for each other. Our proposals take a lot of time + we want to make sure our dates work + our services fit your needs.

Then we put together a quick proposal, that outlines your wish list + services needed with some budget numbers! If the budget looks on target + you are ready to move forward + lock your date a 50% deposit is required. But don't worry, the quantities + details can change over time.

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### Why do you not share more detailed pricing?

I often wish that pricing was an easy formula, but it just is not. Every wedding is different, every couple is different + all require different needs + wants. Pricing depends on the flower market as well as quantities, sizes, budgets, etc. When it comes to weddings, the best packages are the ones you trust the designer florist with + let her imagination flow! That doesn't mean that the sky is the limit, but when it comes to budgets flowers are ordered in bulk + need to be spread around all the details, if you trust the process you will get everything you dreamed of + more! Your budget needs to reflect the size of your guest list, your wedding party, your needs + a professional service to get it all done!

### Where do you deliver?

We have delivered all over the state + beyond. Fees are applied accordingly.

We are located in Novi, Michigan.



## Are you ready to connect?!

I am very excited you ARE!

Hello, I am Annette Rioux, owner + lead designer here at my home studio!

I have the best sisters(s) + dad + family (husband + 3 boys!) team in the world! Along with some amazing friends + co-workers! My business is built around LOVE, my love for weddings + my love for my family.

I always try my best + am always professional, my team rocks it out every time!

I look forward to hearing from you!

Communication is crazy, I often have leads coming from multiple directions + have jobs throughout the week to get done for my current clients! Please be patient + I hope to bring you a great client experience when we decide to work together!

thank you!

~Annette

## Contact Information

[www.annetteriouxstudio.com/contact](http://www.annetteriouxstudio.com/contact)

248.229.8534 (call or text!)

[annette@annetteriouxstudio.com](mailto:annette@annetteriouxstudio.com) (email direct)

(Weekends are often buzzing with flowers, phone consults are scheduled Mondays-Wednesdays!)

<https://www.facebook.com/annetteriouxstudio>

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