

PHOTO BY CAMILLA ROSA



THE  
*Great  
British*  
FLORIST

**WEDDING FLOWERS**



# THE Great British FLORIST

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Stunning Autumnal  
Bridal Bouquet

# WHY BRITISH FLOWERS?

## 1 FRESHER FOR LONGER

Because our flowers arrive to us quicker they are sent out quicker and therefore arrive to you fresher and in better condition than imported ones, which can take up to 8 days to arrive in store.





## WHY BRITISH FLOWERS?

### THE SURPRISE 2

British flowers are a simidgeon unpredictable and allow us to choose the freshest and most beautiful blooms from our floristry, so you always know it will be stunning- but never quite know what it will be!

# WHY BRITISH FLOWERS?

NATURAL BEAUTY 3

Never the same bouquet delivered twice  
Every arrangement and flower is different everytime.





# WHY BRITISH FLOWERS?

## 4 SUPPORT THE BRITISH FLOWER INDUSTRY

British flower farming has been decimated over the past 30 years by cheap foreign imports. We are helping to change all that.



# TOP FLOWERY TIPS: PART 1

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**A SMALL SELECTION OF TIPS FROM US, TO HELP YOU SAVE MONEY AND GET THE BEST FROM YOUR WEDDING FLOWERS**

## 1. Re-use your flowers

Move your Flowers from the Ceremony to the Reception. Any jars or jugs of flowers can easily be placed at the reception to add to the flowery loveliness, maybe on the tables or on a side board. It's a shame to use them just once.



## 2. Re-purpose the Bridal Bouquets

At the reception, your bridesmaids won't have a need for their flower bouquets, so why not use them in vases as wedding centerpiece ideas or as decorations for the cake table?



## 3. Go Green

For a simple, yet elegant look to your wedding, use lots of greenery instead of flowers. Leaves can be just as stunning as a bouquet. They provide texture and weight to arrangements and will set your wedding flowers apart from typical arrangements. In the UK we grow such a diverse variety of greenery, in all shades of green- from the muted tones of Eucalyptus to the light green tones of Pittosporum.



# NOTHING BEATS A BRITISH FLOWER BUTTONHOLE!

Here at The Great British Florist we LOVE wedding flowers, but one of the most overlooked arrangements at any wedding are Buttonholes. A key chance for any chaps to get involved with a bit of floweriness!



We hope these great images will inspire you to pay real attention to these minute wonders, whether you're making your own or ordering from us.



These delicate arrangements come in all shapes and sizes, fitting flowers and foliage from every season. As you can see above they look particularly lovely with a sprig or two of dried flower or wheat.



Because the arrangements are so delicate its very important to keep the flowers in a cool place before the ceremony- ideally a fridge. If you are making your own its best to make them last as the smallest arrangements always last the shortest time, and nobody wants wedding photos with a droopy, dead Buttonhole!

## WHY NOT BRITISH FLOWERS?

### CHOICES, CHOICES 1

From abroad you can select a much larger range of specific colours, although, these flowers have often been dyed and flown for many hours before reaching the UK.





## WHY NOT BRITISH FLOWERS?

### 2 EXOTIC FLOWERS

You will also have a lot more choice of exotic, non-UK native flowers. These flowers have been boxed and shipped all over the world, usually days in between picking and arranging in the UK.



## WHY NOT BRITISH FLOWERS?

### STICK TO THE PLAN 3

If you are one of those brides who wants every tiny detail planned to perfection, including exact flowers and colours, ordering from abroad is your best bet.





## WHY NOT BRITISH FLOWERS?

### 4 SENTIMENTAL FLOWERS

If you have a particular type of flower you must have for specific reasons, we cannot guarantee that:

1. We have stock of it at the time of year
- or 2. it is grown in Britain.

But of course we will do our best!



One of our many designs of Jugs  
Available for hire



## THE GREAT BRITISH FLORIST - WHO WE ARE AND WHAT WE DO?



The Great British Florist is part of our small company Wiggly Wiggles based on Lower Blakemere Farm in Herefordshire.

We have found that people love to buy proper real flowers that vary from bouquet to bouquet, that change through the seasons. It makes a real change from the usual imported mass produced alternative.



All our flowers are proudly sown and grown on British Farms, and this means that very often our flowers are much, much, fresher than their foreign competitors.

They will often be picked conditioned, and with you within 48 hours, meaning you that you can expect them to last for days longer in the vase.



We work hard to minimise our impact on our surroundings - we compost our flower waste, we recycle our plastic and shred our cardboard and all the obvious you would expect from a company like ours, but our real values lie in the fact that our farm is a mixed family enterprise.

Basically this means we have arable crops and animals with both elements benefitting from each other, helping to ensure we have a diverse farm.



Our crops range from grass seed, through to wheat, barley, peas, sunflowers and some very free range chickens... We have a huge network of native hedges as well as wildflower meadows and strips.

We have ponds and woodland and our farm supports all sorts of wildlife – from deer, hares, badgers, through to skylarks, yellow hammers, and so much more that I could be writing here for some time...



# WEDDING FLOWERS

AN INFOGRAPHIC

LAST YEAR THERE WERE  
**234,464**  
MARRIAGES IN ENGLAND

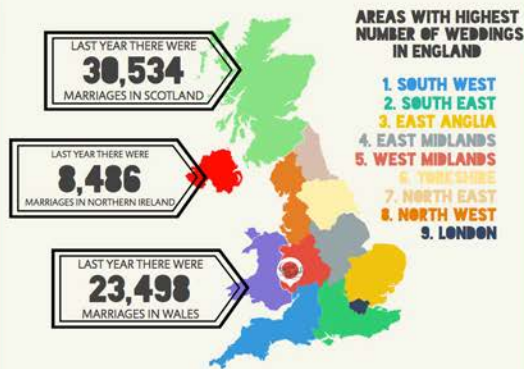
## WHEN TO GET MARRIED



SO STATISTICALLY:

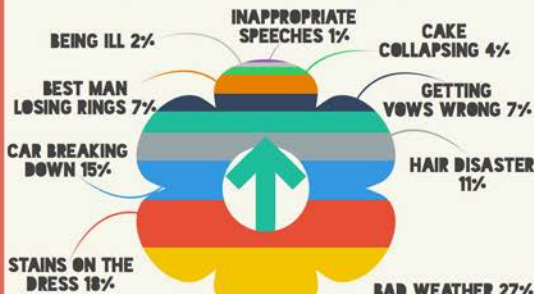
THE BUSIEST DAYS TO BOOK FOR A WEDDING DATE ARE SATURDAYS IN AUGUST.  
TUESDAYS IN JANUARY WILL BE THE QUIETEST.

## WHERE TO GET MARRIED



## WEDDING WORRIES

WHEN 1000 BRIDES-TO-BE WERE ASKED THEIR TOP WEDDING NIGHTMARES TO WORRY ABOUT THEY SAID:



## FLOWERS WILTING



THE FIFTH MOST WORRIED ABOUT WEDDING NIGHTMARE FOR MOST BRIDES ARE THE FLOWERS WILTING

## WEDDING FLOWER COST

THE NATIONAL AVERAGE 2013

£1200

WHEN ORDERED FROM THE GREAT BRITISH FLORIST

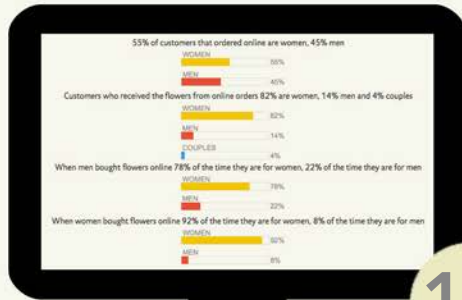
£300

On average our wedding flowers cost a quarter of the price of the national average-when you use our flowers to make your own arrangements. Cutting additional unnecessary costs such as overseas transport and manufacturing of the table arrangements.

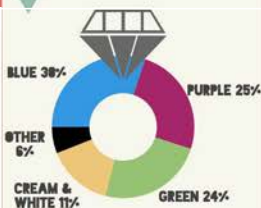
## BUYING ONLINE?

IN THE LAST YEAR MONEY SPENT ON ORDERING FLOWERS ONLINE HAS INCREASED BY A STAGGERING 18%!

1 IN 10 ORDERS MADE TO BRITISH FLORIST SITES ARE FROM ABROAD!



## POPULAR WEDDING COLOURS



These are the most popular colours chosen by brides for their weddings in 2013.

## BRITISH FLOWERS



We think it's a shame that only 8% of couples opt to have all British Flowers for their special day.



A Bright and Summery Mixed  
Flower Bridal Bouquet



# Bridal Bouquet



- 1 Lay out your flowers and clear the stems, this will make them easy to see and to use when arranging



- 2 Begin arranging, making sure to keep turning the flowers. Don't be afraid to start again.



- 3 As the bouquet builds make sure to spin it to make sure it looks great from every angle.



- 4 Once you are happy lie the bouquet down gently and tie it with a piece of string - not too tight!



- 5 Wrap a piece of thick ribbon around above the knot, fold the end to create a straight seam.



- 6 Tie that Ribbon with another piece of string to secure it. Again not too tight.

# Bridal Bouquet



- 7 Wrap a small piece of fancy lace around the stem, cut and fold as per the ribbon to give a straight seam



- 8 Pin the lace with three pins, each at a 45 degree angle pointing away from the stem.



- 9 Cut the stems down. For bouquets we cut the stems straight about 1.5 times the length of the ribbon.



- 10 We wrap our flowers in a wet nappy and cellophane, you may want to use fancy paper.



- 11 Make sure to give your bouquet plenty of water to keep them fresh and looking beautiful!



- 12 There you Go! A beautiful british flower bouquet - put it in a cool and dry place before the big day!



WHY CHOOSE

THE  
*Great  
British*  
FLORIST ?



## **IF YOU WANT BRITISH FLOWERS AND FOLIAGE YOU WILL ENJOY LOTS OF BENEFITS**

You will have the opportunity to have lots of gorgeous and green flowers, - A lot of the varieties are simply not available in the world of flowers on a commercial scale, we also have a Wildflower meadow to pick from and a farm from which to forage... You will have freshness, scent (lots of imported flowers have very little perfume) and the satisfaction of knowing your flowers are grown.... not flown!

These days around 90% of the flowers sold in the UK are imported from overseas, having been mass-produced on an enormous scale and often airfreighted around the world...

If you want to, - you could just ask us to make your wedding flowers with the most beautiful blooms that are available in our floristry on the day... Lots of brides love the idea of a non matching, rustic wedding - your flowers will look as if they have been gathered from a garden (and likelihood is, they have come from ours :)

**IF YOU WANT TO PLAY YOUR OWN PART IN HELPING  
BUILD BACK OUR BRITISH FLOWER FARMERS - WE HOPE  
WE ARE INDEEDY THE FLORIST FOR YOU.**

# Bright Spring Flower Jam Jars







WHY CHOOSE

THE  
*Great  
British*  
FLORIST ?

## WHEN YOU WANT A SPECIFIC COLOUR OR THEME...

You can choose the theme and the colour palate of your flowers and we will use blooms to match your ideas. You may want all pastel shades or stick to white and green, perhaps you are having a barn wedding where we could include lots of wheats and barleys...

Flowers really don't need to "match" Mother Nature manages beauty and manages not to clash automatically! Keeping a loose brief is best for all when choosing British Flowers because this way you get a real variety of seasonal blooms which really is what gives your flowers that WOW factor. Conventional floristry is all about choosing a focal flower... British Blooms are all about celebrating the differences!

## AND REMEMBER:

**MOTHER NATURE OFTEN KNOWS BEST - FLOWERS DON'T  
HAVE TO BE THEMED OR CO-ORDINATED.**

# BUCKET OF BRITISH BLOOMS

THE PERFECT SOLUTION FOR ANYONE MAKING  
THEIR OWN ARRANGEMENTS



A bucket of flowers that you will need to trim and arrange yourself which is gorgeous and also fabulous value for money. It is the perfect way to send some happiness without the formality of a hand tied bouquet.

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We offer these in three styles;

**CLASSIC:** Whites, creams and greens - this is a classic option with no compromise on flower quality or craftsmanship at all.

**ENGLISH COTTAGE GARDEN:** When you want to arrange your own flowers for a party or wedding but would like them to look as if they have just been picked from an English Garden - this is the bucket for you.

**YOU CHOOSE THE FLOWERS:** If you want a little more input or variety in your flowers, this is the bucket for you. We can work to your colour theme or include specified colours.

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In order to fill around 5 Jam Jars then go for the Standard Bucket.

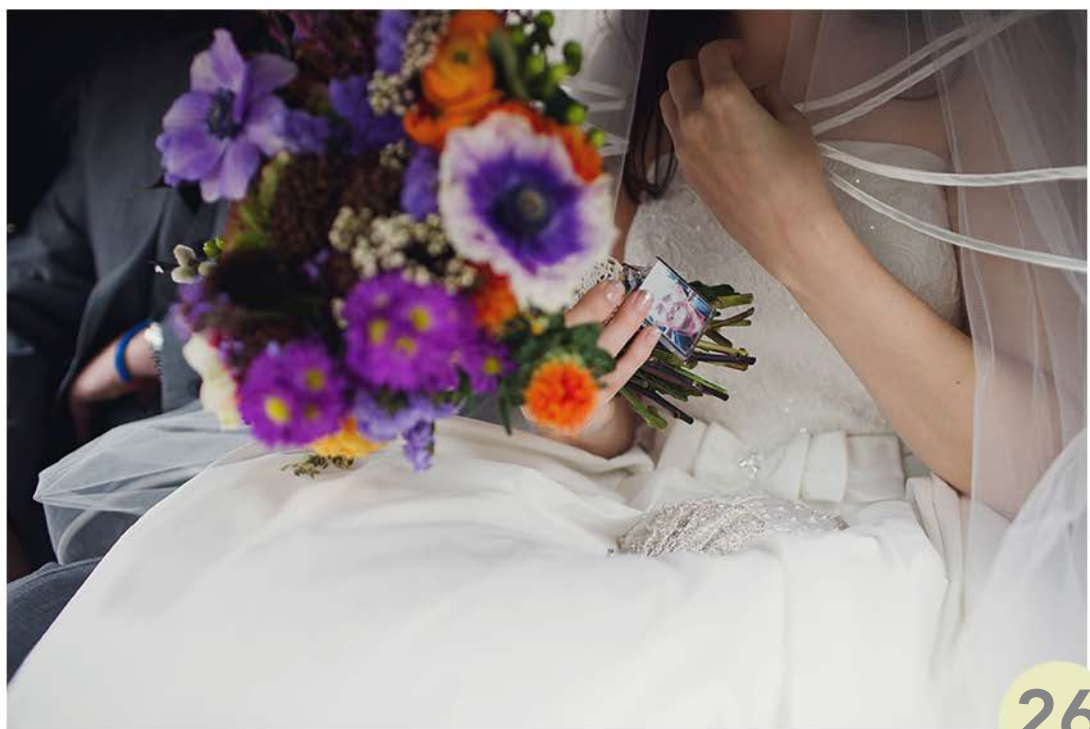
In order to fill around 8 or 9 Jam Jars then go for the Large Bucket

In order to fill around 11 or 12 Jam Jars then go for the X Large Bucket



**DALE & GEMMA'S WEDDING**  
PHOTOS BY HANNAH AT LIFELINE PHOTOGRAPHY







# Spring

*Some Inspiration & Advice  
if you're getting married in  
March, April or May.*

The official beginning of the British Flower season, Spring is truly an exciting time to be choosing flowers.

After winter- so there is a plethora of berries and greenery still available and Before summer so all of the early summer flowers can be available.



**BEN & BRONIA'S WEDDING**  
Pretty Unique Photography



Spring is the time for new beginnings, so what better time to get married and start your new life together?

Spring brides have the option to use a variety of seasonal flowers defined by bright, cheerful flowers in a vast array of perfect pinks, pretty purples and blues. Many of the spring seasonal flowers are known for their fragrance.

▼ **Examples of flowers available;**





# Summer

Some Inspiration & Advice  
if you're getting married in  
June, July or August.

The high yield months of the British Flower Season, a great range of colours and flowers are available- along with (maybe) stunning weather.

After spring- so there is a plethora of british wildflowers and fresh foliage  
Before autumn- so dried flowers and autumn colours start to become available.



GEORGE & HARRIET'S WEDDING  
Vicki White Photography



Summer wedding flowers evoke clear skies and warm sunny days filled with heady scents. Buttery yellows, bright greens and lovely purples pay homage to this romantically carefree time of year.

The summer months are the most popular to get married, which conveniently is also when the weather is nicest and the largest amount of flowers are available.

▼ Examples of flowers available;





# Beautiful Bright Table Arrangements



# Autumn

*Some Inspiration & Advice  
if you're getting married in  
September, October or  
November.*

Perfect months for drying flowers and using oats and seeds after harvest. A great selection of flowers are available.

After summer- still lots of summery flowers available

Before winter- Darker colours, foliage and berries starting to come through.



**AUTUMNAL WEDDING FLOWERS**  
Theresa Furey Photography





Rich reds, deep oranges and buttery yellows define rich autumnal bridal flowers. Capture the warmth and beauty of the season with these fabulous autumn hues.

September, October and November brides may celebrate the natural landscape of the season by holding the wedding ceremony under an oak tree, use crisp fallen leaves to line the aisle. Or, how about holding the wedding around 6:00pm with a gorgeous orange autumn sunset as the backdrop?

▼ **Examples of flowers available;**



**GOLDENROD**



**ASTERS**



**GYPSOPHILIA**



**GLADIOLI**



**RANUNCULOUS**



**LILIES**



# Winter

*Some Inspiration & Advice  
if you're getting married in  
December, January or  
February.*

Less flowers in general but still a great selection available, lots of deep colours, berries and foliage- for a very distinctive theme.

After autumn- lots of dried flowers and oats available and Before spring- Early spring flowers available in the new year.



**WINTER WEDDING FLOWERS**  
Camilla Rosa Photography





Brides can capture the crystalline beauty of the winter season with dramatic whites, deep greens and rich reds – the perfect choice for an elegant, indoor celebration.

Brides getting married in the winter may worry there will not be many floral varieties and colors available. Far from it! There are many winter wedding flowers to choose from. White weddings have always ruled in winter, but an all-white color palette doesn't have to be stark white.

▼ Examples of flowers available;



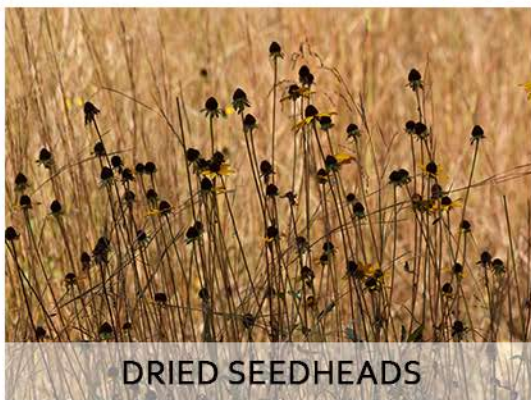
MISTLETOE



CHINESE LANTERNS



FREESIA



DRIED SEEDHEADS



ALSTROEMERIA



NARICISSI





# Delightful Wedding Package

The Delightful Wedding Package is the perfect amount for a smaller wedding. It is the perfect amount of DIY Flowers to do around 10-12 Jam Jars for your tables. Remember, you can reuse these from your ceremony. So, ask 10 of your lovely guests if they wouldn't mind collecting a jam jar from the Ceremony and transporting it back to the reception. This way, your guests feel fantastically involved and you have flowers at both venues, in a wonderfully economical way.

If you decide to choose the Delightful package you will receive:

- 1 Bridal Bouquet
- 2 Bridesmaid Posies
- 5 Buttonholes
- 2 Corsages
- 2 Standard DIY buckets of British Blooms
- 1 Litre of FREE Confetti

£300

You then have three options to choose from:

## **The English Cottage Garden**

When you want the most natural seasonal option with no worries let us choose the very best flowers in our floristry on the day. This way you will get lots of variety and the freshest most lovely blooms. The colours will be mixed and your flowers will look as if you gathered them on the way to the Church... They will all be grown not flown, as many as possible from our farm and we will include wild and foraged flowers and foliage whenever we can.

## **The Classic**

Whites, creams and greens - this is a classic option with no compromise on flower quality or craftsmanship at all. Your bouquet will be hand-tied in our floristry and everything put together with expertise and care with fresh flowers from our farm. It's perfect when you want to do your own venue flowers with teacups, bottles, or jam jars or old vases or jugs, as the buckets of flowers will match your hand-ties.

## **You Choose Your Own**

If you want a farm floristry that has flowers that are not always commercially grown (so a little more unusual) - a florist who loves to use a huge variety of fresh beautiful blooms... come along my fair maiden - we are for you! Of course we want to work with your theme - and will happily work within colour guidelines

# Delovely Wedding Package

The Delovely Wedding Package is perfect for those looking to create lots of their own arrangements. If you have always dreamed of arranging Jam Jars and Jugs and bottles and cups for your wedding then this is the choice for you. With 5 DIY buckets you will have enough to do around 35-40 Jam Jars for your wedding. This package is a fantastic way of having a Beautiful British Wedding in a wonderfully economical way.

If you decide to choose the Delovely package your will receive:

- 1 Bridal Bouquet
- 2 Bridesmaid Posies
- 5 Buttonholes
- 2 Corsages
- 5 Standard DIY buckets of British Blooms
- 2 Thank you Bouquets
- 1 Litre of FREE Confetti

£500

You then have three options to choose from:

## **The English Cottage Garden**

When you want the most natural seasonal option with no worries let us choose the very best flowers in our floristry on the day. This way you will get lots of variety and the freshest most lovely blooms. The colours will be mixed and your flowers will look as if you gathered them on the way to the Church... They will all be grown not flown, as many as possible from our farm and we will include wild and foraged flowers and foliage whenever we can.

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## Deluxe Wedding Package

The Deluxe Wedding Package is a wonderful choice for those who would prefer arrangements premade and delivered in perfect condition ready for your tables. You shall receive beautifully hand tied arrangements in gorgeous British Made Jugs that remain yours to keep as a memento of your wedding day. This option is a wonderful way of having your wedding flowers delivered, perfectly packed and ready for your Wedding Day.

If you decide to choose the Deluxe package you will receive:

- 1 Bridal Bouquet
- 2 Bridesmaid Posies
- 5 Buttonholes
- 2 Corsages
- 1 Flower Girl Wand
- 1 Standard DIY buckets of British Blooms
- 2 Thank you Bouquets
- 1 Long and Low Arrangement
- 10 Jugs of Floral Arrangements
- 1 Litre of FREE Confetti

£750

You then have three options to choose from:

### **The English Cottage Garden**

When you want the most natural seasonal option with no worries let us choose the very best flowers in our floristry on the day. This way you will get lots of variety and the freshest most lovely blooms. The colours will be mixed and your flowers will look as if you gathered them on the way to the Church... They will all be grown not flown, as many as possible from our farm and we will include wild and foraged flowers and foliage whenever we can.

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### **You Choose Your Own**

If you want a farm floristry that has flowers that are not always commercially grown (so a little more unusual) - a florist who loves to use a huge variety of fresh beautiful blooms... come along my fair maiden - we are for you! Of course we want to work with your theme - and will happily work within colour guidelines (please do not send us your colour swatch though... our flowers blend and compliment naturally - they will NOT work to a pantone colour chart :)

# WINTER FLOWER PHOTO SHOOT

PHOTOS BY CAMILLA ROSA









Kat busy at work in  
our Floristry



# TOP FLOWERY TIPS: PART 2

**A SMALL SELECTION OF TIPS FROM US, TO HELP YOU SAVE MONEY AND GET THE BEST FROM YOUR WEDDING FLOWERS**

## **4: Make your own bouquets and table arrangements**

By using one of our beautiful buckets of British Blooms and making your own wedding flowers you can save yourself a heap of money. We have some fantastic videos on our youtube page to talk you through the process. In general we say that;

1 XL Bucket is enough for roughly 10-12 small jars

1 Large Bucket is enough for roughly 9 small jars

1 Standard Bucket is enough for about 6 small jars



## **5: Order online**

Ordering online will always save you money, it may not be quite the same as popping into a florist but it enables you to get more variety and options. We can help you find what is fresh and available at the moment and give you ideas of what will be available in the season of your wedding.

## **6. Be Flexible**

When you start restricting yourself you restrict your options, freedom of choice will get you the most beautiful and freshest blooms, as that will be the best of what is in our floristry on the day. Tell us what to avoid rather than what include, general colours and themes are better than specific flowers .



# GOODNESS GRACIOUS, GREAT BALLS OF FLOWERS!

Here at the Great British Florist, we've done some pretty unusual things with flowers and get different requests all the time, but until now we've never received a request so, well.... round.



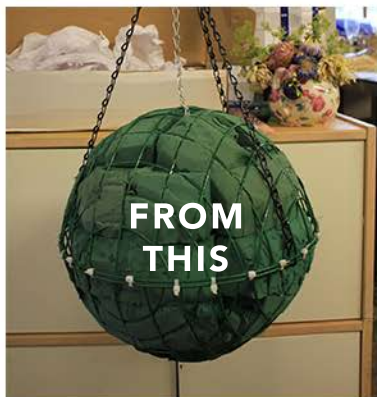
Our floristry team created these beautiful **British Flower AMAZE-Balls**, to be hung from the roof vaults of the church, suspended above the ceremony below.

If you would love to have some similar **British Flower Balls** at your Wedding or Event we will be really pleased to make them for you. They weigh a maximum of 15 kilos each and are approximately 1 metre diameter.



# MAKING & HANGING THE BALLS

Our balls started life as two hanging baskets strapped together filled with Oasis, suspended from clothing rails to allow our florists to dress them from any angle.



This also allowed for us to transport them safely, ensuring they arrived in perfect condition. By using various pulleys and chains the balls were hoisted into place and hooked twice to ensure they are secure.



Once hung we let Jan and Katrina loose to re-dress the balls, to make sure any gaps are hidden, any damages are fixed and that the balls look fabulous from any angle.



They contain a great selection of British Flowers including;  
Lanus Gladioli  
Feverfew | Brodea  
Gypsophila | Phlox | Nigella  
Lavender | Scabious | Larkspur



# What do other brides say?

Don't just take our word for it!



"I am just writing to thank you for the two beautiful bouquets that you made for my daughter Felicity's wedding at the weekend. They arrived before 10.00am on the morning before the wedding, beautifully packed, exactly the right colours and with a lovely little personal message inside the box. We spritzed them with a little water, kept them cool and they were absolutely perfect for the wedding the next day. The wedding was in a garden and so many guests commented how pretty and natural the flowers looked. Felicity and her bridesmaid were thrilled to bits.

Thank you so much for adding to what was a fabulous day."

Liz Hines

"**The Great British Florist** were fantastic. Very very helpful and understood exactly what I wanted!! The flowers were out of this world. All arrangements were as requested and went beyond expectation. Customer service was brilliant. I really felt like the staff really cared about my wedding."

"With a short time frame, **The Great British Florist** delivered 28 different floral items from large table items to the simple button holes. All on time and even better than we had hoped for."

"I had no colour scheme and wanted wild flowers. The florist was extremely helpful when I called explaining sizing of the bouquet, etc. Both bouquet and buttonhole were fabulous."

"They were absolutely brilliant. **GBF** delivered what they promised and more. I was blown away by the customer service in addition to how perfect the bouquet was when it arrived and lasted long after the celebrations ended. Thank you. Thank you. Thank you."



A classic white, cream  
& green Buttonhole



# The Practical Stuff

A Little bit of information about the logistics of what we do



## PAYMENT



Order online or by phone and use your credit card.



## DELIVERY



We deliver nationwide via courier for a next day pre-12. We prefer for them to arrive to you either on the day of your wedding or the day before. this is so that small arrangements such as button-holes can be fresh for the day.

If you are based within 40 miles of the farm we are more than happy to arrange to deliver your flowers ourselves, we can then ensure they arrive in immaculate condition and are put straight into a cool and dry place. additionally if when packed your order is over 10/12 boxes we prefer to deliver it ourselves.



# WE'D LOVE TO HEAR FROM YOU!

YOU CAN CONTACT OUR WEDDING TEAM ON

**01981 500930**

OR EMAIL US AT

**flowers@greatbritishflorist.co.uk**

COME AND SEE US ON THE FARM.

If you want to come and smell the roses (as it were :) we offer a free Wedding Consultation where we can chat through your thoughts and plans and come up with a bespoke proposal for your special day.

This is a great option if your wedding is going to take place in within a 50 mile radius of our farm (Hfds, Glos, Powys, and Worcs). To make an appointment please email us at [flowers@greatbritishflorist.co.uk](mailto:flowers@greatbritishflorist.co.uk) and we will be pleased to help.



[www.greatbritishflorist.co.uk](http://www.greatbritishflorist.co.uk)

Great British Florist is a Wiggly Wiggles company.

The Great British Florist, Lower Blakemere Farm, Blakemere,  
Herefordshire HR2 9PX

A selection of Medicine Bottles,  
Perfect for DIY table arrangements







# **WHATS NEXT? SIMPLY LOG ON TO:**

**[http://www.greatbritishflorist.co.uk/  
planning-your-wedding-flowers](http://www.greatbritishflorist.co.uk/planning-your-wedding-flowers)**

**FILL OUT OUR ENQUIRY FORM AND WE'LL BE IN TOUCH!**







A selection of Beautiful British  
Blooms From our Floristry