

The Monarch Flower Company

What will this cost ~ a guide to pricing wedding flowers

Posted by Kelly Acock on Wednesday, March 13, 2013 [Under: Educational](#)

I get asked the phrase 'what will this cost' more so than 'are Peony in season?' So how in the heck would one know what to expect? And in the end, we're all on a budget! So, what's realistic? What should you prepare for when planning wedding flowers?

Well, unfortunately, the magazines and Pinterest give us all sorts of perfectly pretty ideas. Oh so divine creations plumped full of peony and sweet pea... but keep in mind these published lovelies are the best of the best, and come with a price. Peony can run anywhere from \$10 to \$20 per stem! Yes, I said per stem. Really this depends on the designer, their experience, their overhead, the packaging and shipping costs, the product loss incurred, labor, taxes, required minimum orders... all sorts of factors go into pricing and for good reason.

Below is a worksheet showing the average price you can base your budget on for floral décor ~ I hope this helps a bit to know what to expect when meeting with various designers. These averages may be low or high depending on your area of the country and floral designer chosen. I am in the Midwestern North America, thus, the research and data is based upon the market here, packaging and shipping costs, and the overall average spent on wedding flowers in this region. {Keep in mind, there are no industry 'standards' when it comes to pricing fresh flowers... everyone in this business has their own idea and cost strategies for what they charge.}

Bridal Bouquet ~ normally a dinner plate size hand tied mixed floral bouquet of seasonal blooms: the most popular including hydrangea, a few roses, and one or two other seasonal blooms, wrapped with satin ribbon ~ can run from \$145 on up to \$210 depending on the designer. Average = \$177.50

**An all rose bouquet of the same variety/color using standard roses (not a garden variety) can take approximately 20 stems for a nice dinner plate size. Roses come 25 in a bunch and designers charge anywhere from \$4 on up to \$6 or more depending on the cost of a certain variety. Average price = \$110.*

**An all rose bouquet with two varieties/colors still take the same amount of roses, but now 25 of each color must be purchased, which raises the price of the bouquet. How much it raises depends on the designer's cost and loss of product. If the additional roses cannot be utilized profitably in other designs, then they are a loss and the customer will most likely cover that expense.*

**the addition of callas, orchids or peony/garden, cabbage roses add around \$12/stem ~ while the addition of Lily of the Valley or Stephanotis in a single bouquet adds a range of \$110 to \$160.*

**Cascading bouquets run up into the \$300 to \$500 or more range depending upon size and flowers chosen.*

Danielle Wilson of [Gladstone Flowers](#) suggests using tulips as they come 10 stems in a bunch. 30 stems make a nice sized bouquet averaging \$85. She also sometimes suggests to her brides to mix silks and fresh for cost effectiveness and durability in the cases of stephanotis and lily of the valley. It's usually cheaper and they are guaranteed to last through the entire wedding and party afterward with no fear of wilting.



{Kristin Smetona Photography}

{Designs by Kelly Acock/The Monarch Flower Company}

Maid's Bouquet ~ A smaller version of the 'in season' mixed bridal bouquet of hydrangea, few roses and another seasonal addition generally runs from \$75 to \$110. Average = \$92.50

*A smaller collection of just tulips would average \$35.

*One big full yummy stem of hydrangea would run around \$20.

*Mounds of baby's breath seem to be popular for vintage style weddings and winter soiree's. A salad plate sized mound is generally one full bunch of baby's breath and can average \$40.



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Flower Girl ~ darling options abound for the littlest star of the show. Including pomanders (round balls of flowers on a ribbon handle that range from \$45 filled with carnations to \$135 or more if filled with roses. A mini basket or small nosegay bouquet of inexpensive flowers can run much less starting around \$20. Flower halos (round crowns) will depend on the flowers chosen and the designers time, usually starting around \$45 on up to \$150 if filled with orchids, stephanotis, etc... Small floral accents to pin into the hair are much more economical for the tighter budget and depend on the bloom chosen, which can be a mere \$6 to \$12 each stem.

Corsages ~ For the ladies of your event, wrist corsages (hopefully designed on one of the new pearl or rhinestone bracelets on the market and not those elastic bands that cut off the blood flow to your hand while the flowers wobble about) or a delicate pin on accent are the most popular choices. Wrist bracelets start around \$20 to \$25 while pin on style starts around \$15 on up to \$35 again depending on floral choices. Another alternative to Mother's and personal attendant flowers would be a smaller nosegay bouquet starting around \$20.

Boutonnieres ~ a smaller accent is all that is usually needed for the men in the wedding party. A single or double bloom of spray rose or ranunculus with a leaf or berry accent falls into the range of \$12 to \$16.

*Many weddings of late forego corsages and boutonnieres for budget and fashionable reasons.



{Designs by Kelly Acock/The Monarch Flower Company}

Pew/Aisle Flowers ~ People can lose their minds here, and their budgets! Simple satin bows run \$2 to \$5 per yard. The addition of flowers on the scene raises the price anywhere from \$20 per pew or chair for small or sometimes single stem accents on up to hundreds depending on the size and type of design. There is no solid average for this item as it really depends on likes, wants and if it fits in to the overall budget. Pomanders are popular here and again range from \$45 filled with carnations to \$135 or more if filled with roses. The beauty of anything that is designed here can then be double used as table centerpiece decorations, which helps stretch the overall floral budget.



{Designs by Kelly Acock/The Monarch Flower Company ~ Kristin Smetona Photography}

{The bouquet shown in the picture above containing two roses, one cymbidium bloom and double sided satin ribbon runs about \$20 to \$25 depending on the length of the bow.}

Altar Flowers ~ another focal point of the ceremony that can get pricey really quickly. Most tend to lean toward one or two full arrangements, then double duty those pieces at the reception on the buffet or entrance show piece. Medium to large vases or urns can start at a mere \$175 and run on up into the thousands depending on blooms chosen and the look desired. Average = \$250 per piece.

Entrance Pieces ~ Small accents near the guestbook can be just a touch of flowers for \$20 on up while wreaths on the front doors range from \$65 for simple grapevine bases with a few touches of fresh on up to hundreds for full on fresh filled with hydrangea and roses galore. The toss bouquet is an option to utilize at the guest book as double duty décor.



{Designs by Kelly Acock/The Monarch Flower Company ~ Kristin Smetona Photography}

Centerpieces ~ the variety, shapes and styles to choose from can be terribly overwhelming. Not to mention the expectant cost on such objects of desire. Simple gatherings of vases filled with single or a few blooms can start around \$35 per table while lush garden styling of hydrangea and peony or garden roses can run on up to \$165 or more. This is where your designer can really help you stretch your dollars and get the most bang for your buck depending on your budget and your likes. When mixing low mounded styles, a common sense average for flowers on every table in which to plug into your budget might comfortably rest between \$45 and \$85 for the Midwest region. Average for lower mounded arrangements = \$65.

For the taller styles loaded with even seasonal flowers, the range falls somewhere between \$175 and \$300 on up depending on flower chosen. Average for tall full arrangements = \$237.50



{Designs by Kelly Acock/The Monarch Flower Company ~ Kristin Smetona Photography}

Cake Flowers ~ One big yummy bloom of Peony = \$15 to \$20. A few blooms of Garden roses = \$30. A topper of flowers including spray roses, hydrangea, etc... = \$45 on up. A topper with a few blooms on each layer = \$65 to \$125 depending on how many layers and the flowers chosen. A cascade of blooms down the cake could rack up to a whopping \$125 to \$300 depending on size and shape desired.



{Designs by Kelly Acock/The Monarch Flower Company ~ Photography unknown}

Toss Bouquet ~ some designers offer this for no additional charge, while other designers do charge anywhere from \$20 to \$65 for this tradition.

Rental Items ~ are you, the bride, providing the vases or are you renting them from your designer or other service. Do include this cost into your decorating budget analysis. Rental of vases can range from \$7 each on up to \$50 each for the super tall and ornate pieces.

There are several local designers here in Kansas City such as Ashley Hotka of [Good Earth Floral Design Studio](#) who have a studio full of vases and décor items inclusive to the floral budget. This saves an incredible amount of time and money not having to search and purchase or rent these pieces. Brilliant!

Supplies/Purchase of items ~ Do you need to provide the ribbon for the cake, bouquets and corsages? What items do you need to purchase such as vases, trays, etc... to complete the look? Do you need to buy moss, Styrofoam, bling, material, burlap? This all adds up... and adds up quick! Be wary of the hidden costs for the overall event design. Plug in anywhere from \$50 to \$250 for these additions just to be safe and not get caught off guard with any money surprises.

Candles ~ Does the venue provide adequate candle light or do you need to purchase these items? Votives filled with the candle can run from \$0.60 to \$1.00 each and I suggest a minimum of 6 per table. Some places offer the tiny tea lights for the tables at no charge, just note that those only last a few hours and if your party is longer than 3 hours, you will run out of that candle lit glow before your party ends. Floating candles range from \$1.00 to \$3.00 depending upon size and how long they burn. Battery operated candles now sometimes are required by venues and are the safest solutions for hanging votives. These can be a small investment, but if used over and over again for many occasions they are worth the cost.

Taxes ~ do not forget this charge added onto your sub-total! Sales tax for the Midwest averages about 7 to 8% for product only. Service fees generally do not require being taxed ~ so be wary of this when going over your bill, it could save you up to \$100 if done properly.

Delivery and Set up/Clean up ~ this varies greatly depending on the company or designer you adore. Some charge a flat fee while others charge an hourly rate. Industry blogs say to expect about 20% of the sub-total. If you like the designer, and it fits into the budget and it's a fair rate for a day's work, go for it! It takes a lot of precision, expertise and materials to pack all those lovely flowers and get them to you without many bruises, on time and with a smile.:-)

Deposits and payment for lost or broken items ~ Is the deposit refundable once all rental items are returned and in good clean condition? What if items are missing or damaged? Do factor into your overall budget losing this money in the worst case scenario possible. Wedding clean ups are messy and stuff gets broken by guests unintentionally. Things happen and you need to cover this loss of inventory, this is their business and how they support their family.

Andrea K. Grist of [Andrea K. Grist Floral Designs](#) reminds us that a few more dollars is well worth it if you connect with a designer and feel they completely understand your vision and will bring it to life. Don't short yourself on quality and great customer service to try and save a few bucks. Instead, be honest with the designer you connect with the most and ask them for ideas on how to stretch those dollars.

Hope this information helps a bit with the anticipated budgeting costs of fresh flowers for your wedding or special event. Of course, dollars can be stretched with creativity and smart shopping for vases and other supplies needed. Make a list and focus on the most important things, then let the extras be the extras if they fit in. Enjoy!

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