



THE FLOWER EFFECT

Statement florals can make a big splash no matter your budget. We asked five local florists to design a standout arrangement with a specific cost and then to explain the dollars and cents of adapting it for your style.

By Amy Moeller • Photography by Laura Metzler

Flower Wall

Cost: \$5,500

“This flower wall is designed as a ceremony backdrop—in indoor or outdoor—with the full length on display. The look is an organic, wildflower summer scene, with lots of texture, and greenery and color blended as you would see them in nature. At this budget we were able to use seasonal, local blooms that are more budget-friendly than, for example, garden roses or orchids, which would be the most expensive way to create something like this. The design could be more manicured or use different colors and blooms, but here we wanted equal parts foliage and flowers, inspired by a wild pasture.”
—Philippa Tarrant, Philippa Tarrant Floral Design



All props and rentals courtesy of White Glove Rentals



Floral Chandelier

Cost: \$3,500

"A floral chandelier is a unique, memorable, and breathtaking focal point. Suspended flowers evoke that romantic garden feel. Here, we used a five-and-a-half-foot-diameter chandelier, which is perfect for a medium-sized space. Since this chandelier is not huge, it allowed us to create a really lush feel and incorporate some premium blooms."

—Sophie Felts, Sophie Felts Floral Design



Floral Arbor

Cost: \$2,500

"Arbors can be such a fun backdrop for a couple to say 'I do' in front of on their big day! Although we love arbors covered in flowers, that particular look may not fit everyone's style or budget. In this design we used a mix of locally grown blooms and some of our favorite imported flowers to create something really beautiful yet not over the top, budget-wise. A ceremony statement piece can set the mood for the rest of your wedding."

—Rachel Johnson, Floral & Bloom Designs





Floral Mantel
Cost: \$1,250

“Accenting a mantel with elements of movement and interest—as dramatic or minimal as budget requires—can really enhance a space. This particular installation falls in a middle budget range. The palette demands attention yet is easily adaptable to the season with a few small changes. We used some feature blooms that really ‘wow,’ while the loose, organic design is lighter on flowers and heavier on greens, which is a great cost saver.”
—Lauren Anderson and Rachel Bridgwood, Sweet Root Village

A Statement Arrangement
Cost: \$450

“This statement-making, garden-style arrangement is ideal for a bar (or other focal point like an escort-card table or entry table). I focused on celebrating a single, seasonal ingredient—in this case, California-grown garden roses with local Virginia foliage. Utilizing a single variety at its peak in an analogous, saturated color makes for an impactful display that can be adapted to different budget ranges and seasons—for example, by switching to peonies in the early summer or dahlias in the fall. By choosing an in-season flower with minimal filler, the price point falls in the mid-range.”
—Lori Tran, Wild Green Yonder

