

EDWINA  LOWE

Services & Pricing Guide

www.edwinalowe.com



Hello there!

Your wedding is a celebration of love, style, and individuality—an event that deserves nothing less than perfection. At Edwina Lowe Florals, we specialise in creating bespoke floral designs that transform your vision into an unforgettable experience.

This guide gives you an overview of our offerings, designed to inspire and inform as you plan your day.

As a luxury wedding florist, we work with discerning couples who value artistry and exclusivity. Together, we'll design florals that not only enhance your wedding but elevate it to an extraordinary celebration of beauty and romance.

Why Work with Me...

I believe that choosing the right floral designer is about more than just flowers—it's about trust, creativity, and a shared vision for your wedding day.

I'm proud to have been named Florist of the Year at The Wedding Industry Awards (TWIA - WM), a testament to my dedication to creating exceptional floral designs and delivering unparalleled service.

With nearly 10 years of experience in the industry I bring a unique blend of creativity, professionalism, and passion to every event.



What You'll Get

1 Premium Quality Flowers
We buy only the finest, freshest blooms direct from Holland from our trusted suppliers and wholesalers.

2 Locally Sourced Foliage
We incorporate beautiful British grown greenery, collected just for you from New Covent Garden Market.

3 Undivided Attention
By taking on a limited number of weddings each year, we dedicate our full focus on your special day.





4

Award-Winning Expertise

You can trust in our proven ability to deliver outstanding results.

5

Seamless Communication

From our first conversation to the wedding day, you'll receive clear, consistent and timely updates every step of the way.



6

Eco-Conscious Practices

Wherever possible, we minimise waste and use sustainable materials, ensuring your celebration is both stunning and thoughtful.

7

Meticulous Execution

On your wedding day, we handle everything – from delivery and installation to take down and rubbish disposal.

How It Works

1 BOOK A DISCOVERY CALL

Our journey begins with a relaxed, no-obligation call/zoom to discuss your vision, style, and floral dreams. We'll talk through your ideas, wedding details, and any inspiration you have to ensure we're the perfect fit.

2 RECEIVE YOUR CUSTOM PROPOSAL

Following our call, I'll craft a tailored proposal outlining the designs, flowers, costings and overall aesthetic for your day. This is your first glimpse of how your dream wedding will come to life.

3 SECURE YOUR DATE

Once you're ready to move forward, a non-refundable booking fee is required to secure your wedding date. This guarantees my availability and begins the design process.

4 REVIEW & FINALISE

4 months before as your wedding day approaches, we'll review and refine the details. This step ensures the designs align seamlessly with any updated plans or ideas. A payment of £1000 is due at this stage.

5 FINAL INVESTMENT

Your remaining balance will be due closer to your wedding day. With everything confirmed, you can relax knowing your flowers are in expert hands.

6 YOUR WEDDING DAY

On the big day, me and my team will deliver and install every arrangement with precision and care.



COMMUNICATION

CONTACT DETAILS

074326 39696

hello@edwinalowe.com

OFFICE HOURS

My hours vary depending on that weeks events schedule but we try to monitor all of our emails daily.

WEBSITE

www.edwinalowe.com

SOCIAL MEDIA

[@edwinaloweflorals](https://www.instagram.com/edwinaloweflorals)

ADDRESS

10 High Street
Albrighton, Shropshire



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*Last year I gave you a brief of full florals and
boy did you nail that brief and then some.
When I found you, I couldn't believe how
gorgeous your creations were and how
professional and lovely you are. I really
cannot thank you enough for what you did for
me. I had a vision in my mind, and you
brought it to life
You are the best around, a true artist!*

- R & T

ISCOYD PARK, 2024



Additional Services



Sketches	Digital illustrations offer a glimpse into your wedding and a preview of your bespoke designs	included
Styling	Choose from our in house props or we'll source them for you	£150 +
Design	From coloured linens to patterned napkins, tinted glassware and crockery, we can help bring it all together. 20% discount available with some suppliers	£250
Transitions	Repurpose ceremony florals for the reception to maximize their use	£150 +

Bespoke Floral Offerings

Our pricing is reflective of the artistry, quality, and attention to detail we bring to each celebration. This guide provides an overview of our offerings, ensuring transparency while inspiring your vision.

We have a spending requirement of **£3.5k** to ensure that we can provide our clients with our undivided attention.

Below, you'll find our three most popular price points, designed to give you an idea of what's achievable at each level of investment. Each option showcases the level of detail and luxury you can expect.



ESSENCE

A beautifully curated option for those who appreciate simplicity and refined design. This level offers stunning florals that highlight your wedding's most essential elements, perfect for an intimate yet elegant celebration.

LET'S WORK TOGETHER

IF YOU'RE LOOKING FOR...

- ✓ Bridal party florals
- ✓ Ceremony backdrop
- ✓ Aisle accents
- ✓ Reception flowers for approx. 70 - 100 guests
- ✓ Signage / Fireplace florals

INVESTMENT FROM
£3.5K +

IF YOU'RE LOOKING FOR...

ELEGANCE



An elevated experience with thoughtfully crafted arrangements that bring a touch of luxury to every corner of your wedding. This level balances beauty and sophistication, creating a timeless ambiance for your special day.

[BOOK A CONSULTATION](#)

INVESTMENT FROM
£5K +

- ✓ Bridal party florals
- ✓ Large ceremony backdrop
- ✓ OR 2 ceremony features
- ✓ Aisle florals
- ✓ Staircase / Fireplace florals
- ✓ Reception flowers for approx. 100 guests
- ✓ Signage / Detail florals



START DESIGNING YOUR DAY

INVESTMENT FROM
£7K +

A lavish, show-stopping design experience for those who dream of florals that make a grand statement. This level features opulent arrangements and breathtaking installations that transform your celebration into an unforgettable masterpiece.

IF YOU'RE LOOKING FOR...

EXTRAVAGANCE

- ✓ Bridal Party
- ✓ Entrance florals
- ✓ XL ceremony backdrop
- ✓ Multiple focal areas
- ✓ Aisle decor
- ✓ Reception flowers for 150 guests +
- ✓ Hanging / Ceiling installations
- ✓ Bar / Staircase / Fireplace florals

FAQ's

Will you be the one designing and making our flowers?

Yes, I design and make all of the florals. On the day for larger structures we have a fantastic team of florists who work with us regularly.

Can I change my mind?

Of course! you can change your mind as much as you'd like before your final payment is due.

When will you set up the flowers on the wedding day?

Depending on the size of your florals and venue restrictions we usually arrive on the morning of your wedding, if it is a large wedding and you have exclusive use for the weekend we may arrive the day before. Specific timings are dependant on the items being made and ceremony timings.

What happens afterwards?

The following day we arrive to take down all large scale florals, unless agreed otherwise with yourself or your venue we will leave all remaining flowers for you and your guests to take home.

What is the payment schedule?

A £500.00 booking fee will secure your date, £1000.00 is due 4 months before the wedding and the remaining balance is due 4 weeks before the date.

Let's Get Started!

I hope this guide has given you a glimpse into the artistry, quality, and care that goes into our work.

Book your complimentary consultation below or drop us an email, we are lucky enough to work with clients all over the world so a zoom may suit you best.

Clients are always welcome to visit our Shropshire based workshop to get planning in person.

[SCHEDULE A CONSULTATION](#)

[BOOK A ZOOM](#)

Whether you're dreaming of lush, romantic arrangements or show-stopping installations, we're here to ensure your florals are nothing short of spectacular.

If you're ready to bring your floral dreams to life, we would be honoured to collaborate with you.

Edwina Lowe

