

EDWINA LOWE



BESPOKE

LAID BACK LUXURY, NATURE
LED DESIGN

AWARD WINNING FLORIST

Edwina
Lowe

FOUNDER & LEAD
FLORAL DESIGNER



I create naturally luxurious wedding florals that are overflowing, naturally captivating, and beautifully abundant. Inspired by the organic movement of flowers, my designs feel like they've grown from the space itself - full, dreamy, and effortlessly romantic.

As Seen In

TATLER



THE 2025
WEDDING
INDUSTRY AWARDS
REGIONAL
WINNER



OUR SIGNATURE PROCESS

MY UNIQUE WAY OF WORKING

FEELING FIRST

WE BEGIN BY UNCOVERING THE MOOD AND EMOTION BEHIND YOUR DAY, HOW YOU WANT IT TO FEEL, NOT JUST LOOK.

THOUGHTFULLY SOURCED

EVERY STEM IS CHOSEN WITH CARE, FROM BRITISH-GROWN FOLIAGE TO SPECIALTY BLOOMS THAT BRING TEXTURE AND SOUL.

DELIVERED WITH INTENTION

FROM QUIET INSTALLATIONS TO STATEMENT PIECES, EVERYTHING IS PLACED WITH PURPOSE AND FINISHED TO PERFECTION.

DESIGNED BY INSTINCT

USING INTUITION & EXPERIENCE, WE TRANSLATE YOUR STORY INTO FULL, FLOWING FLORAL DESIGNS THAT FEEL GROWN, NOT ARRANGED.

HANDCRAFTED IN STUDIO

OUR DESIGNS ARE MADE WITH RHYTHM AND RESTRAINT, ALWAYS ABUNDANT, NEVER OVER-STYLED.





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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





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Edwina was absolutely amazing for our wedding at Middleton Lodge, from seeing Edwina's florals regularly and being in the wedding industry I knew I had to have her flower at our wedding and was delighted when she could be part of our day! She got my vibe straight away and the moodboards she sent...it was as if she had read my mind! The flowers were more than I ever expected and her advice was so valuable.

Edwina is a such an approachable person and went above and beyond, thank you so much for making our day so special and beautiful.

- E & M

MIDDLETON LODGE, 2024

OUR SIGNATURE OFFERINGS



LUXE BESPOKE

THINK STATEMENT CEREMONY
ARCHES, SUSPENDED
INSTALLATIONS, TABLESCAPES
THAT FEEL LIKE GARDENS AND
SEAMLESS DESIGN FROM START
TO FINISH.

- Multi-Day Coverage & Design - Full floral styling across your entire wedding weekend, from welcome dinners and ceremonies to afterparties and farewell brunches.
- Multiple Statement Installations - Transformative, large-scale florals across key moments and spaces, designed to shift atmospheres and create unforgettable impact.
- Personalised Floral Brief - A custom concept rooted in your vision, venue, and love story — never templated, always original.
- In-Depth Design Development - Bespoke moodboards, floral sketches, and creative direction that capture the essence of your day in every detail.

LUXE BESPOKE

- Floral Samples - Optional in-person or photographed sample arrangements, giving you a tangible sense of your floral story in advance.
- Premium, Seasonal Blooms & English-Grown Foliage - The finest flowers, thoughtfully sourced for quality, seasonality, and movement.
- Full Event Design Collaboration - We work alongside you or your planner to shape the overall aesthetic including tableware sourcing, linens, and styling details.
- Dedicated On-Site Team - A skilled team delivering and installing over multiple days, ensuring seamless execution and attentive detail at every touchpoint.
- Exclusivity - We take on a maximum of six large bespoke weddings per year, allowing for deep creative focus and a truly personal approach.

INVESTMENT FROM

£10K +

SIGNATURE

OUR MOST POPULAR OPTION.
PERFECT FOR COUPLES WHO
WANT THAT 'WOW' FEELING
THROUGHOUT EVERY PART OF
THE DAY.

- A cohesive, layered design concept tailored to your palette and aesthetic
- Bespoke moodboards and floral sketches
- Premium seasonal blooms
- Ceremony installation and aisle decor
- Full reception floral design for all guest and top tables
- Feature florals for key areas - staircases, chandeliers, fireplaces, and more

INVESTMENT FROM

£7K +

ESSENCE

A FOCUSED FLORAL MOMENT
THAT SETS THE TONE.
IDEAL FOR COUPLES WHO
WANT A BEAUTIFULLY
CONSIDERED DESIGN WITHOUT
GOING ALL-OUT.

- A cohesive, layered design concept tailored to your palette and aesthetic
- Bespoke moodboards and floral sketches
- Premium seasonal blooms
- One show stopping installation
- Full reception floral design for all guest and top tables

INVESTMENT FROM

£5K +

FAQ's

HOW FAR IN ADVANCE SHOULD WE BOOK YOU?

WE RECOMMEND BOOKING 6-18 MONTHS IN ADVANCE, ESPECIALLY FOR SUMMER DATES. WITH ONLY SIX LARGE BESPOKE WEDDINGS TAKEN ON PER YEAR, EARLY BOOKING ENSURES AVAILABILITY AND ALLOWS FOR THE MOST COLLABORATIVE EXPERIENCE.

DO YOU TRAVEL FOR WEDDINGS?

YES, WE REGULARLY WORK ACROSS THE UK AND BEYOND. WHETHER IT'S A COUNTRYSIDE ESTATE, COASTAL FAMILY HOME, OR HISTORIC VENUE ABROAD, WE'LL TRAVEL WITH OUR TEAM TO BRING YOUR FLORAL VISION TO LIFE ON-SITE.

CAN WE BE INVOLVED IN THE DESIGN PROCESS?

ABSOLUTELY. THIS EXPERIENCE IS A COLLABORATION, WE WORK CLOSELY WITH YOU (AND YOUR PLANNER, IF YOU HAVE ONE) TO SHAPE A FLORAL STORY THAT FEELS PERSONAL AND INTENTIONAL. YOU'LL BE GUIDED THROUGHOUT, WITH MOODBOARDS, SKETCHES, AND OPTIONAL SAMPLES.

WHAT FLOWERS WILL YOU USE?

EACH DESIGN IS TAILORED USING PREMIUM SEASONAL BLOOMS AND BRITISH-GROWN FOLIAGE WHEREVER POSSIBLE. WE DON'T OFFER SET RECIPES, EVERY STEM IS SELECTED FOR TEXTURE, TONE, AND MOVEMENT, CREATING SOMETHING TRULY ONE-OF-A-KIND.

DO YOU PROVIDE MORE THAN JUST FLOWERS?

YES, WE ALSO SOURCE TABLEWARE, LINENS, CANDLES, AND STYLING DETAILS AS PART OF YOUR OVERALL EVENT AESTHETIC, WORKING HAND-IN-HAND WITH YOUR PLANNER OR STYLIST. IT'S ABOUT CREATING A COHESIVE, ELEVATED VISUAL EXPERIENCE FROM START TO FINISH.

FAQ's

WHAT'S THE AVERAGE INVESTMENT?

OUR BESPOKE WEDDINGS BEGIN AT £5,000 YET AVERAGE AT £7,00-£10,000. YOUR FINAL QUOTE IS SHAPED BY THE SCALE OF YOUR EVENT, INSTALLATION COMPLEXITY AND TRAVEL. EACH PROPOSAL IS FULLY TAILORED TO YOUR VENUE AND VISION.

HOW DO PAYMENTS WORK?

WE TAKE A 25% DEPOSIT TO SECURE YOUR DATE, WITH THE REMAINING BALANCE DUE SIX WEEKS BEFORE YOUR WEDDING. PAYMENT PLANS CAN BE ARRANGED UPON REQUEST.

DO YOU WORK WITH PLANNERS?

YES! WE LOVE WORKING IN TANDEM WITH PLANNERS TO CREATE AN EFFORTLESS EXPERIENCE FOR YOU. ALREADY HAVE SOMEONE IN MIND? WE'RE HAPPY TO CONNECT AND COLLABORATE FROM DAY ONE.

WHAT MAKES YOUR APPROACH DIFFERENT?

MY APPROACH IS HIGH-QUALITY BUT UNFUSSY. ROMANTIC BUT NOT SICKLY SWEET. LUXURIOUS BUT NEVER GAUDY. OUR WORK IS FOR COUPLES WHO APPRECIATE BEAUTY THAT FEELS EFFORTLESS, FOR THOSE WHO WANT THEIR WEDDING TO BE ELEGANT BUT NOT STAGED, AND FOR THOSE WHO WANT FLORALS THAT FEEL BOTH INDULGENT AND DOWN-TO-EARTH, I OFFER DESIGNS THAT FEEL ALIVE, ABUNDANT, AND BRIMMING WITH PERSONALITY.

THE BOOKING JOURNEY



DISCOVERY
CALL - LET'S
TALK ABOUT
YOUR DAY,
YOUR VENUE,
AND YOUR
DREAM
FLORALS.



BOOKING &
PLANNING -
YOU'RE IN!
WE'LL STAY IN
TOUCH AS THE
DETAILS
EVOLVE.



WEDDING DAY
- YOU RELAX,
WE WORK OUR
MAGIC.



PROPOSAL
& DESIGN
DIRECTION
- A
CURATED
PLAN
TAILORED
TO YOUR
STORY.



FINAL
TOUCHES -
CONFIRMING
FINAL
NUMBERS,
COLOURS, AND
TIMING.



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Edwina produced some stunning flowers for our wedding day! Months later we still have friends commenting on how beautiful our flowers were.

Edwina was incredibly helpful throughout the booking process and very easy to communicate with. She was really patient and flexible and brought our vision to life.

Thank you Edwina!

- E & A

THE COURTYARD, 2024



BOOK A DISCOVERY CALL

Availability is limited and dates book up quickly especially across spring and summer weekends. Fill in our online form or email us.

GET IN TOUCH

STAY INSPIRED

Follow along for behind-the-scenes, seasonal flower runs, design ideas, and a peek into studio life.

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

Pinterest: [@pinedwinaloweflorals](https://www.pinterest.com/pinedwinaloweflorals)

*Edwina
Lowe*