

EDWINA LOWE



L A I D B A C K L U X U R Y , N A T U R E
L E D D E S I G N

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.



*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!*

REBECCA & TOM
Iscoyd Park, 2024



OUR SIGNATURE OFFERINGS

A woman with long brown hair, wearing a red dress, is leaning over a table outdoors. She is tending to a large arrangement of white flowers and greenery. Several lit candles in glass holders are visible among the flowers. The background is a blurred outdoor setting with trees and a path.

Every wedding is unique, and so are the flowers that bring it to life.

Our services start from £2k, our most popular spend is £5k+ and this includes abundant flowers across your ceremony and reception, with bespoke mood boards to help you visualise your day and access to all our styling items such as candles, vessels and fabrics to bring everything together.

Bespoke, large-scale celebrations are typically from £10k+. At this level, we design transformative floral experiences with statement installations, sketches and samples to refine every detail, and full creative direction to ensure your flowers feel like an effortless extension of your vision.

THE SIGNATURE EXPERIENCE

For couples dreaming of florals that become part of the atmosphere... transforming spaces, telling a story, and carrying through every detail of a multi-day celebration.

This is where we go all in. Every design choice is made with intention, from the way flowers move through each setting to how they frame your photographs.

Together, we'll create something that feels like you, only elevated.

Includes:

- Bespoke floral moodboard and concept design
- Site visits and venue walk-throughs
- Hand-drawn floral sketches and scale plans
- Unlimited WhatsApp and email support
- Planner liaison
- Bridal party essentials
- Ceremony flowers and decor
- Reception flowers
- Full tablescaping
- Design & hire item assistance
- Multiple large-scale installations

from £10,000.00



THE BESPOKE COLLECTION

For weddings where florals are a key part of the look and feel...romantic, full, and thoughtfully designed to complement your venue and story.

We'll work closely together to shape your floral vision, from first sketches to the final look, creating an atmosphere that feels effortless and beautifully considered.

Includes:

- Bespoke floral moodboard and design plan
- Site visit (where required)
- Unlimited WhatsApp and email support
- Stylist liaison
- Bridal party essentials
- Ceremony flowers and decor
- Reception flowers and tablescaping
- One large-scale installation

from £5,000.00

THE CURATED EDIT

This is a design-led service built around my signature, nature-inspired style...giving you beautifully cohesive florals that make a real impact, without the full bespoke process.

Includes:

- Style consultation and tailored floral palette
- Unlimited WhatsApp and email support
- Bridal party essentials
- Flexible ceremony and/or reception flowers

from £2,000.00

THE ELOPEMENT EDIT

Naturally styled bridal party essentials, designed with the same care and craft as my larger weddings, because even the most intimate moments deserve to feel special.

Includes:

- Bouquets for bride and bridesmaids, buttonholes & corsages
- Colour palette consultation
- Collection only, delivery available upon request

from £1,200.00



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

F . A . Q ' S

1. How far in advance should we book our wedding flowers?

Most couples secure their date with us 12-18 months ahead.

2. What is your minimum spend?

Our bespoke weddings range from £2,000 -£20,000.

3. Do you travel for weddings?

We love working at stunning venues all across the UK.

B O O K A D I S C O V E R Y C A L L

Availability is limited and dates book up quickly especially across spring and summer weekends.
email: hello@edwinalowe.com

S T A Y I N S P I R E D

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

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

*Edwina
Lowe*



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. 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.

EMILY & MATT
Middleton Lodge, 2024

THE BOOKING JOURNEY

Discovery Call

Let's talk about your day, your venue, and your dream florals.

Proposal & Design Direction

A curated plan tailored to your story.

Booking & Planning – You're in!

We'll stay in touch as the details evolve.

Final Touches

Confirming final numbers, colours, and timing.

Wedding Day

You relax, we work our magic.



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](#)

Pinterest: [@pinedwinaloweflorals](#)

*Edwina
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