



PERSONAL WEDDING DESIGNERS

Offering wedding consultations and design services to meet every bride's unique floral and stationery vision.

A LOOK INTO OUR  
*Design Studios*

3401 University Drive | Durham, NC 27707 | [floraldimensionsdurham.com](http://floraldimensionsdurham.com) | 919.493.1593



*Congratulations on your engagement  
and thank you for considering us to be  
your personal wedding designers.*

## INTRODUCTION TO FLORAL DIMENSIONS

Floral Dimensions is a **full service florist specializing in exquisite floral designs for wedding and events**. Floral Dimensions uses only the highest quality flowers from around the world and fresh seasonal selections from local growers and our gardens. This allows us to provide our clients with an unforgettable array of florals.

**Our services** include floral décor and decoration for any size event, from small, intimate gatherings to large, elaborate weddings.

Floral Dimensions is known throughout the area for our incredible personal service and attention to detail. This provides the bride with unparalleled individualized service. To achieve a complete look we also provide rentals, arches, urns, pedestals, chuppahs, candelabras, aisle runners, candles and much more.

### *In addition to exquisite flowers...*

Floral Dimensions is a unique specialty store offering an assortment of invitations and related stationery for all your needs. We have a beautiful selection of high quality wedding invitations in a variety of styles from traditional to contemporary.

### **Select your complete Paper Trousseau from a wide variety of styles in every price range:**

Invitations for all occasions	Personalized Napkins
Envelope Addressing	Placecards
Informal Notes	Menu Cards
Wedding Programs	

*Specializing in calligraphy designed invitation and addressing for every occasion.*

### **Featuring a complete line of fine accessories from The Beverly Clark Collection:**

Guest Books	Favors
Pens	Gifts for Wedding Attendants
Pillows	

**Our Desire** – to create a design which will celebrate your individuality.

**Our Style** – Romantic, natural, opulent. A refreshing garden look with European flair.

*Call or email to schedule your initial consultation and browse through our extensive design portfolio.*

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## WEDDING DESIGN STUDIO

*We are a full service florist serving the Research Triangle area here in North Carolina and beyond. We've been recognized by being voted by The Knot brides as the 2007 Pick "Best of Weddings"; and the "Best of City Search" in the Florist Category for 2006, 2007, 2008 & 2009. This award winning team at Floral Dimensions, continues to develop their skills to help brides achieve their vision for this singularly personal life changing event.*

### *the Design Team*



**BEA MILLER** Since September 1986, Owner/Manager of Floral Dimensions, North Carolina Certified Professional Florist. Bea has studied floral design with both national and international floral designers and has assisted with the many award winning designs created by the Floral Dimensions Design Team. Since the addition of our Stationery and Accessories Studio, Bea has, with the assistance of our graphics designer, guided our clients in the creation of unique and custom designed invitations and stationery. Bea is one of our bridal consultants and her concern for the details has facilitated our many brides with their floral and invitation wedding planning.



**DEB TAYLOR** Floral Dimensions' Design Manager with over 30 years of design experience in the floral industry. An award winning Master Designer specializing in bridal design and personalized service. Deb's study of art at Virginia Commonwealth University developed her keen sense for design and color. Deb's creative guidance and impeccable designs are always welcomed by our clients – whether for a corporate event or dinner, a holiday decorating assignment or guiding a bride through all design aspects of her wedding experience.



**KRISTINA REESE** Designer with 13 years of design experience. North Carolina State Florist Association Designer of the Year 2009-2010 and Wake County Florist Association Designer of the Year 2008-2009. Kristina has designed floral décor, featured on "The Food Network", "The Knot" and for Screen Gem Studios TV Productions in Wilmington, NC. Kristina continues to develop her design skills and recently studied with international designer, Rene van Réms, in California.

*Read more about our design team on the other side...*



**FRANCISCO GARCIA** Designer with 8 years experience in New York City, first for one year at the Lower Manhattan Flower Market. Followed by 7 years with three Manhattan Florists, specializing in working with event designers and designs; and corporate customers' projects with design, production and staging.



**SARAH CALLAHAN** Designer with 6 years of experience. Sarah holds an Associate Degree in Floral Design/Interior Plantscapes. In her tenure as a floral designer Sarah has won several competitions and has developed a unique style while designing corsages and boutonnieres.



**SUSAN HUGHES** A horticulturist with 12 years experience in horticulture and landscape design. Susan holds a Horticulture degree from Auburn University. Susan has utilized her skills at Floral Dimensions, by designing patio gardens as well as providing designs for upgrading existing gardens. Her knowledge of plants and their care has guided our many clients who call with questions.

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### *How can Floral Dimensions help with your Wedding?*

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Bea Miller and the creative staff at Floral Dimensions have helped brides and their moms plan for this very special event in the life of the bride and groom for over 20 years. Their wedding day, an event to remember and to share with their families and friends. Bea returns to her native Netherlands in Europe frequently to learn of new flower varieties and to experience the new trends sweeping Europe by interacting with some of Europe's growers and finest designers. The Design Team works to ensure that all of the florals designed at Floral Dimensions are as long lasting and as fresh as possible. The best locally grown products available are used, with the balance shipped directly from markets and growers in the United States and from wherever the growth season produces high quality flowers.

The design team at Floral Dimensions is diverse and creatively unique, they work with each event until every floral detail has been carefully planned and executed including delivery and set up. We help guide brides through the details of pre-wedding events like portrait flowers, showers, the rehearsal dinner, wedding bouquets to boutonnieres, pew markers and altar arrangements...all leading up to the reception. Luscious buffet arrangements, elegant centerpieces, and memorable cake tables will leave a lasting impression in the guests' minds and hearts. Something old, something new, something borrowed, something blue, sometimes leads to newer trend expressions just as listening to the bride often leads to a creative new look or feel.



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## FREQUENTLY ASKED BRIDAL QUESTIONS

### ***What is your design philosophy?***

ANSWER: Our philosophy is to work with each bride to provide wedding florals that suits her personality. Each bride is special and has her own desires, style and wishes. We have designed florals for very small weddings to lavish events. Regardless of the size of the wedding each bride receives our personal care and attention. After all, this is one of the most important days in a woman's life.

### ***Can I see examples of past work by the same person who will arrange my wedding flowers?***

ANSWER: We have a large section in our shop dedicated to all your bridal needs. Photos of our design work are on display in our bridal consultation room to help you in your floral selection. When you visit our shop you will meet our design team and see them in action in the design studio.

### ***Do you offer any other services I might need?***

ANSWER: Yes, we can provide all your stationery needs from save the date, invitations, programs, menu cards, place cards to thank notes. We also feature a complete line of fine accessories from The Beverly Clark Collection.

### ***How many other weddings and events will you do the same weekend as my event?***

ANSWER: We never book more weddings than we can handle, if we book a very large wedding than it is one per weekend. On weekends when we have smaller weddings multiple weddings will be booked. Our weddings are set up by designers and design assistants; this is done so that last minute adjustments can be made on site to insure the perfect wedding set up. You will be working with the same consultant who will see the process through from beginning to end.

### ***What flowers will be in season and less expensive for my wedding?***

#### ***How can I maximize my budget?***

ANSWER: Most varieties are available throughout the year, although there are some flowers available only in the spring. Deciding on the colors you want to use in the wedding is the first step. With that decision made, we can then make suggestions as to what flowers are available in your season and what color combinations will work within your budget. These options can be discussed in detail during your personal consultation.

### ***What ideas do you have for my wedding? What are the most successful ideas you've had for past weddings?***

ANSWER: This is a question we can explore during our consultation after we discuss your tastes, design preferences and color scheme.

***Is it possible to see a sample of my centerpiece and/or bouquet?***

ANSWER: We frequently design prototypes, portrait bouquets reflecting the bride's bouquet and sample centerpieces. We would need two weeks notice to secure the necessary flowers.

***Will you deliver and/or set up my flowers? How long do you generally spend at a site setting up?***

***Is there an extra delivery or set up charge?***

ANSWER: The consultant you work with will be involved with the set up. The amount of time required for a set up directly relates to the floral plan developed. All set ups are completed an hour prior to the event. There is a service fee, which covers the delivery, set up and pick up and the number of vans required. The fee varies depending upon the floral plan.

***Is it possible to reuse the ceremony flowers as reception decorations? Will you transport them, or will we need to? Is there a transport fee?***

ANSWER: Yes, often times our brides do reuse their ceremony arrangements at the reception. This does depend upon the time and type of reception. The specifics can be discussed during our consultation. We will transport them and the fee is included in the service fee.

***Are there any other additional costs I should know about?***

ANSWER: No, following our consultation we will give you a preliminary estimate based on our discussion.

***Do you have rental supplies (such as vases, urns, candelabras and potted plants) or do I need to use a separate rental company?***

ANSWER: We have many rental items. Among our rental items are large urns, matching columns, candelabra in several styles and finishes, chuppahs, arbors, buffet and centerpiece containers in glass, silver and other faux finishes. We also provide a limited service of plant rentals such as large ferns and ficus trees. This is something we can explore during our consultation.

***If I need to add, subtract, or change arrangements or bouquets, how long do I have to do so?***

ANSWER: We finalize the details a month prior to the wedding up until that time you may make as many changes as you wish.

***Will you write up an itemized quote of what we've discussed?***

ANSWER: We will provide an itemized estimate following our consultation. A month prior to the wedding we will send to you a detailed contract letter. We ask that you sign it to approve the floral plan and return to us with your final payment.

***How soon do I need to schedule an appointment or put down a deposit to reserve your services? What is the minimum deposit?***

ANSWER: It is never too soon to get started planning your wedding. We can certainly help you with that. Our one-hour complimentary consultation will help you think through many of the details of the day. Certain dates and times of the year book quickly so it is a good idea to schedule a consultation and get the process started as soon as you are ready. We secure the date with a \$100.00 deposit that is nonrefundable but is applied to the end balance.



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## WEDDING PLANNING GUIDELINE

- 1) Call or E-mail Floral Dimensions Design Studios for a complimentary one-hour floral consultation as soon as your wedding date has been established and the location of the ceremony and reception sites have been identified. It is helpful to know the color palette you would like to use.
- 2) Secure the date with Floral Dimensions with a \$100.00 non-refundable deposit.
- 3) Explore and plan the **paper trousseau** – “Save the Date’s”, “Thanks you Notes”, “Invitations and appropriate Inserts”, “Menu Cards and Escort Cards” and “Programs”. We have a large selection to choose from. Your consultant will start a file with all of your selections and keep you informed as to when each piece needs to be planned and mailed.

**Invitations** – *research, finalize and order six to eight months in advance. Allow one month for the process. Provide Floral Dimensions with a guest list for envelope addressing. We provide hand calligraphy and printed calligraphy services. Invitations should be mailed two months in advance of the wedding date with an RSVP date of two three weeks in advance.*

**Programs** – *plan and provide Floral Dimensions with the details for the wedding programs two months in advance so they can be completed one month prior to the wedding.*
- 4) Keep your Floral Dimensions Floral Consultant informed as to any changes in decor or floral designs as you plan your wedding. This can be done by phone or e-mail.
- 5) **Three months prior** to the wedding identify all of your accessories (ring bearer pillow, toasting flutes etc) from the Floral Dimensions Accessories Boutique.
- 6) **Three months prior** to the wedding call your Floral Dimensions Stationery Consultant and plan and order your place cards and menu cards.
- 7) **Six weeks prior** to the wedding call your Floral Dimensions Floral Consultant and schedule a detail appointment for your florals. Following this appointment a detailed floral plan will be sent to you. Please proof it very carefully and call your consultant if changes need to be made. Upon approval return a signed copy of the letter to signify approval of the plan. The final payment is due two weeks prior to the wedding.
- 8) **Six weeks prior** to the wedding discuss with your Floral Dimensions Floral Consultant plans for florals for rehearsal dinner, bridesmaids’ luncheon, wedding breakfast, etc.
- 9) **Six weeks prior** to the wedding plan with your Floral Dimensions Consultant your guest hotel gift bags.
- 10) **Enjoy and have a wonderful wedding. Thank you for allowing Floral Dimensions to be a part of your special wedding weekend.**