



THE

BLOOM FOLK

THE
GUIDE

PRICING, STYLING & INSIDER TIPS

TFB

2025 / 2026
EDITION



I'm so happy you're here and excited to add some Bloom Folk magic to your day!

Hey, I'm Jade! With my talented team by my side, we're here to bring all the floral magic, styling expertise, and wedding-day excitement you could ever need

We've got your florals and styling covered—yes, we do both!

Our dreamy, romantic floral designs pair perfectly with our beautifully curated selection of styling elements. This unique combination is exactly why so many couples fall in love with our work and can't wait for us to bring their wedding vision to life. Now, let's be real—flowers are a luxury. And if you're here, I'm guessing you love them as much as we do! (If not...you might be in the wrong place)

My goal is to create the perfect floral and styling combination that aligns with both your dream vision *and* your ideal budget.

The Bloom Folk team and I take so much pride in offering:

Genuine, heartfelt customer service, Honest suggestions and expert guidance, Thoughtful, detail-driven design, Embracing the beauty of every season, High-end florals and bespoke styling elements

If these things matter to you, then *we're your people!*

The one thing I ask in return? A little creative freedom. Trusting us to work our magic allows us to bring you the best—*and most breathtaking*—florals and styling for your wedding day. That's where the real magic happens.

I hope you love *The Guide*—it's been lovingly created to inspire you.

I can't wait to see your enquiry land in our inbox so we can start dreaming up something beautiful together!

xx Jade

HERE TO ANSWER YOUR QUESTIONS



Do you have a minimum spend?

We operate with a minimum spend of \$4,500.

This is in place to ensure that we can provide our signature floral style and boutique service experience to you on your wedding day. It also ensures we have beautiful, high quality products to create with and enough talented staff to make your floral dreams come true.

On average, our clients spend between \$6,500 - \$8,000 if booking Florals only. The average spend of our couples booking Florals and Styling is \$8,500 - \$9,500.



How far in advance should I book?

We recommend getting in touch as soon as you have booked your date with your venue. For September - March dates, we often receive bookings between 9 -12months out from the wedding with Friday & Saturday dates being the most popular. We do not hold dates until a \$400 date hold deposit is paid and our contract is signed. If you love our work we suggest booking your date and we can finalise the design details later if need be.



Can we make changes after we pay our deposit?

Yes, absolutely! After you have secured your date with a deposit and signed the contract, you can absolutely still make changes to your quoted items. You can do this up until 6 weeks before your wedding date. You may find that you have forgotten small items on the week of your wedding (ie. a buttonhole for a family member, or bud vases in the bathroom), and that's ok - we can easily adjust your invoice. When booking your wedding 12-18 months in advance, we do not expect you to have all these details set in stone.



What areas do you service ?

We spend most of our days creating across the Hunter Valley, Central Coast and Newcastle - However, we are happy to travel anywhere across NSW.

Can I still book The Bloom Folk if you have never worked at my venue before ?

We LOVE working at new venues and locations! Don't hesitate to enquire.



LOVE NOTES

FROM OUR COUPLES



HAYLEY & JACK

“

The Bloom Folk transformed our wedding venue into a breathtakingly beautiful space. Her eye for detail ensured that every petal, arrangement, and styling element was perfectly placed, creating an enchanting atmosphere that left our guests in awe. The floral arrangements were stunning, and the styling was impeccable in every way. ”



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MARNIE & JAMES

“

Jade is so amazing at what she does! From the moment I first contacted her to the day of my wedding I knew I was in good hands. The bouquets, the table decorations and all of the special little touches were absolutely perfect! Besides marrying my husband, the flowers were the best part of my wedding day. Thank you Jade x ”

KISSING BOOTH



SAVANNAH & TOM



Oh my goodness I can't even put into words how incredible all our florals/styling were for my wedding!

From the moment I met Jade, I knew I could trust her with my wildest floral dreams and boy did she over deliver!

From giant abundant floral pillars for my arbour to minimalist table pieces Jade was well versed around all aspects of wedding florals and styling!

Florals pricing/quotes can be hard to wrap your head around while planning but Jade really broke it down and we got so, so much out of my budget! I made a few Pinterest board and left the rest up to her and she nailed it!

Bloom Folk was by far one of the best decisions I made for my wedding





This would have to be the number one question that crosses every couples mind at some point in their wedding planning journey.

There are so many factors that can alter this answer - Your vision, your venue, your bridal party size, your guest count, the list goes on ...

What we have created below are some general budget guides, however, we highly recommend chatting with us so we can offer your our recommendations based on your unique needs.

\$5,000 - \$6,500

Minimalist - This price point will allow for personal florals for Bride, Groom & a small Bridal Party florals, an abundant ceremony feature, a light array of Bud Vases for your reception tables.

\$7,000 - \$12,000

Signature (Our most common investment for Florals & Styling)
This price point reflects the average spend for our couples.
Allowing for personal florals for the Bride and Groom & Bridal Party, an abundant ceremony feature, aisle florals, signage florals, our signature Bridal Table and Reception tablescape with candles and styling elements.

\$12,500 - \$20,000 +

Lavish - For lush florals and highly styled wedding aesthetics this price point would allow for everything mentioned above with larger, more abundant coverage as well as mantle or fireplace florals and hanging instillations. Styling elements such as abundant candles, napkins, signage and props would also be included.

A very important factor to consider is choosing a florist whose style you LOVE.

Every florists will have different pricing based on achiving their signature style.

FLORAL & STYLING

INVESTMENT GUIDE



A wedding party of seven people stands under a rustic wooden archway decorated with white and pink flowers. The bride, in a white gown, holds a large bouquet of white flowers. The groom, in a white suit, stands next to her. Three bridesmaids in white dresses and three groomsmen in white suits complete the group. The scene is set outdoors under a wooden structure with hanging string lights.

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BRIDAL PARTY BLOOMS

BOUQUETS | BUTTONHOLES | FLORALS FOR THE SUPER SPECIAL PEOPLE IN YOUR LIFE



OUR 'SIGNATURE' BRIDAL BOUQUET

Abundant with mixed florals of the season, our signature bouquets are one of a kind, and uniquely crafted to each of our beautiful brides.

Finished with your choice of long trailing silk ribbons or a simple stem binding.

from \$320 ~ \$385

Petite from \$280



EN MASSE BRIDAL BOUQUET

Seasonal ~ one flower variety, local in season
from \$180

Premium ~ one premium flower variety
Rose, Hydrangea, Peony, Orchid
from \$220

Micro-Bouquet ~ 1-3 stems in suitable varieties
Calla Lilly, Anthuriums, Orchid, Rose ect
\$90

Finished with your choice of long trailing silk ribbons or a simple stem binding.



BRIDESMAID BOUQUET

En masse (one flower variety) \$120

Petite from \$160

Our 'Signature Maids Bouquet'
from \$220

BUTTONHOLES

Buttonholes and Ladies Pins \$24

*FREQUENTLY ASKED ~ WHO SHOULD I GET A
BUTTONHOLE OR PIN FOR?*

*Most commonly the Groom and Groomsmen,
with the addition of the Father of the Bride and
Groom if you wish to embrace tradition.
We also love creating buttonholes and pins for
Mothers, Groomsladies, and Grandparents.*



FLOWER GIRLS, PAGE BOYS & PETS

Flower Wand - Single Rose with trailing Silk Ribbons
\$35

Mini Posy \$70

Childs Flower Crown \$70 - \$100

Basket & Petals \$50 | Mini-Buttonhole \$18

Pet Florals from \$22 - \$70

CEREMONY BLOOMS

CEREMONY FEATURES | AISLE FLORALS | STYLING & HIRE



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CEREMONY FEATURES

All ceremony features are custom quoted on request and designed for intentional relocation to your Reception.

We include the cost of structure hire and floral coverage is priced by the meter making this easy to customise to your preferred abundance level. Guidance to pricing available below, however we will chat to you about your specific needs during your complementary consultation call.

OUR FAVOURITE DESIGNS | PERFECT FOR REPURPOSING

Plinths, Boxes & Urns	\$950 to \$2,500
Floral Frames	\$1,200 to \$1,800
Love Nests or Ground Sculptures	\$1,200 to \$2,700
Floral Pillars	\$1,800 to \$3,500
Full Arch	\$2,500 to \$3,500



Floral Frames



Love Nest



Floral Plinths



Ground Sculpture



Floral Pillars



Attached Instillation

ATTACHED INSTILLATIONS

Seasonal Florals & Foliage - From \$700
Luxe Florals (minimal or no foliage) - From \$850

We do not have arbours available for hire. You may hire your own or the venue may already have an arbour or structure available for you to use.

Please keep in mind that repurposing options for an attached instillation design are very limited.



Attached Instillation



We are big advocates for repurposing ceremony florals to your reception and giving your florals a second use throughout the day.

We will recommend the compatible options/locations for repurposing your chosen designs where possible as part of your proposal.

AISLE GARDENS & CHAIR ENDS

Ground 'Aisle Garden' Flowers
From \$375

Rose Petals \$50 per box

Individual Florals Stems in the grass from \$300

WELCOME SIGNAGE FLORALS & STYLING

Welcome Sign on standard board from \$230

Linen /Fabric Welcome Sign from \$310

Mirror Welcome Sign \$180

Hanging Sign Frame hire \$45

Easel hire \$25

Small Attached Florals \$180

Small Ground Florals \$225 | Statement Ground Florals \$380

Basket of 50 Fans \$100 | Basket of 10 Parasols \$100



FOR COCKTAIL HOUR

Bar Feature from \$225 - \$500



JB

RECEPTION BLOOMS

SIGNATURE TABLESCAPES | TABLE ARRANGEMENTS | INSTILLATIONS

OUR SIGNATURE TABLESCAPE

We love creating mixed tablescapes that include a combination of arrangements, bud vases and all our beautiful styling elements from our inventory that complement your aesthetic. Simply select this option when filling your wishlist and we will curate the perfect combo for you.

This style is perfect for bridal tables and rectangular/long table layouts.



SIGNATURE BRIDAL TABLE

Example pricing based on a 8 person long bridal table ~

Light coverage : styled bud vases
\$320 | with candles \$380

Medium coverage: flower cloud arrangements and styled bud vases
\$800 | with candles \$910

Abundant coverage:
Alternating flower cloud arrangements and styled bud vases
(with minimal gaps)
\$1,120 | with candles \$1,257

All signature bridal tables include a complementary
textured table runner.



SIGNATURE GUEST TABLE

Example pricing based on a 16 person long guest table ~

Light coverage: styled bud vases
\$180 | with candles \$209

Medium coverage: alternating arrangements and styled bud vases
*A great option for 'shared dining or platters'
\$300 | with candles \$339

Abundant coverage: alternating tall flower stands and low
arrangements, with additional bud vases
\$830 | with candles \$907





FREQUENTLY ASKED ~ HOW TO STYLE TABLES WHEN YOUR HAVING 'SHARED PLATTERS'

Table functionality is very important and keeping florals and styling to a minimum is key. We love alternating placements of arrangements and/or bud vases with a 1.5m gap between elements to allow room for platter placement and guest access.

*Worried your tables will look bare?
Create a feeling of abundance with designs like Table Ends or by creating a focal point elsewhere in the reception.*

TABLE ARRANGEMENTS

Long & Low Arrangements / Floral Garlands from \$360 per/m

Flower Cloud, Vase or Compote Arrangements ~
Signature \$180 | Elaborate \$220

Tall Flower Stands - from \$360

Styled Bud Vase cluster of 3 \$60

Flat-lay Greenery \$79 per/m





HANGING INSTALLATIONS

Florals and Foliage from \$600 per/m

Luxe Florals from \$750 per/m

Foliage Installations from \$350 per/m

Please note - Double-sided installations are priced double.

MANTIE OR BEAM INSTALLATIONS

Seasonal Florals & Foliage from \$580 per/m

Luxe Florals (minimal or no foliage) from \$780 per/m



CAKE FLORALS

Florals for cakes - Simple \$40 | Elaborate \$75

Cake Table Meadow - from \$180

OTHER ARRANGEMENTS

Custom Arrangements are available for your Bar, Champagne Tower & Gift Table.

These locations are often perfect for repurposed Ceremony flowers.



STYLING INVENTORY

CANDIES, BASES & SLEEVES



Mixed Luxe Tealights - Clear and Blush available
\$150 for 30



Pillar Candles with Glass Sleeves
\$300 for 30 white
\$490 for 30 coloured



Custom colours available



Taper Candles with Glass Holders
Clear & Blush available
\$290 for 30
\$365 for 30 with Glass Sleeves



Taper Candles with White, Gold, or Chrome Holders
\$350 for 30
\$425 for 30 with Glass Sleeves



Scalloped Gold Table Lamps
\$100 for 10

VASES, VESSELS & STANDS



Oh Floral Bud Vases



Oaklab Tube Vases - Pink, Sand & White



Bleu Home Bud Vases



Marmoset Found Bud Vases



Bowl Vessels



Compotes



Tall Flower Stands

VASES, VESSELS & STANDS



Clear Glass Bud Vases



Coloured Glass Bud Vases - Sunrise



Coloured Glass Bud Vases - Ocean

We will lovingly curate the perfectly styled combination of vases and vessels for your day based on your colour palette and overall aesthetic, however if you see something you love in our inventory please let us know so we can be sure to include it.

STYLING & HIRE ~ RECEPTION

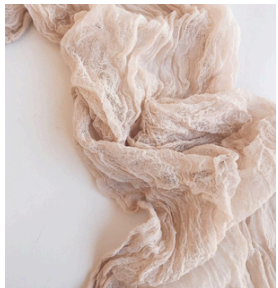


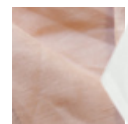
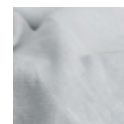
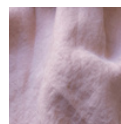
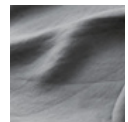
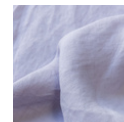
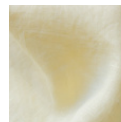
Table Runner Fabric - Champagne, Blush, Terracotta, Sage & Ivory available
\$5 per meter



Sandstone Stacking Slabs



Custom Name Ribbons
20 to 50 pieces - \$6.50 each
50+ pieces - \$5 each
*length appropriate for a bow



Linen Napkins
Lemon, Lilac, Watermelon, Storm Grey
Blush, Sky, Sage, Clay Pink
Oatmeal & White
\$4.40 each inclusive of laundering



STYLING & HIRE ~ RECEPTION



Wishing Well Hire - Cards & Well Wishes
White Acrylic - \$40 each



Satin Wishing Well
Ivory - \$40 each



Bloom Wishing Well
White - \$80 each



Gold Table Numbers - 1 to 5 Available
\$5 each



Marble with Gold Table Numbers - 1 to 10 Available
\$5 each



White Table Numbers - 1 to 10 Available
\$5 each



Linen Table Numbers - 1 to 3 Available
\$5 each
Customised Linen Numbers
\$15 each



Stone with Black - 1 to 3 Available
\$5 each



Blush & White Table Numbers - 1 to 3 Available
\$5 each

STYLING & HIRE ~ CEREMONY



Acrylic Display Plinths
\$30 each



White Textured Plinth
White Gloss Acrylic Plinth
\$30 each



Ceremony Urns
\$30 each



White Turkish Pots
\$50 each



Soirée Parisols
\$10 each



Personalised Mirror Sign
\$180 Mirror and message only
\$280 Mirror and Elaborate Florals



Styling Bowl / Petal Bowls
\$10 each



Styling Baskets
\$30 each

STYLING & HIRE ~ SIGNAGE & FRAMES



Hanging Signage Frame
White - 2 x Available
Black - 1 x Available

\$45 each



Basic White Easle
1 x Available

\$25 each



FREQUENTLY ASKED ~ DO YOU ALSO OFFER SIGNAGE ?

Yes! We can absolutely assist with organising the perfect Welcome Sign and Seating Chart with semi-custom packages available from \$360 and linen signage from \$310 ~ from our friends at Gracie Creative.

We can coordinate this for you, selecting the perfect design to match your florals and styling and organise for set up on the day



HIRE A HELPING HAND

When you want to DIY your styling
but just need someone to set it up
for you on the day

Don't have an on the day Coordinator ? or maybe your venue
doesn't include staff to help set up your DIY..

This is the perfect option for you.

Simply drop off all your DIY elements to the venue and a
member of our team will take care of the layout and set up of
all your items on the wedding day. This can include any little
jobs you wanted to 'do yourself' without the stress of getting
them done on the day or burden of having to ask a friend or
family member.

What we can help with ~

The placement and set up : Name place settings, Menus,
Bonbonniere, Candles, Signage, Linen & Napkins, Gift table,
Guestbook/Photobook table, DIY petal cones, sparkler stations
ect...

Pricing ~

\$200 for 3 hours of dedicated DIY supplied elements
\$400 for up to 5 hours - required if we need to iron linens, fold
napkins or place out crockery/cutlery for you.



SERVICING FEES

Travel, Delivery & Setup

We have a set fee that is added to all quotes to cover the cost of flower market visits, parking, tolls, and travel to and from your venue.
Fun fact: On average, we drive 500kms per wedding.

\$320 - applies to Central Coast, Hunter Valley, and Lake Macquarie regions.
\$450 - applies to Sydney and Newcastle. Beyond will be custom quoted on distance.
\$150 - 1 Hour Venue Site Inspection or 1:1 meet up consultation.

Bump Out

Please note that most venues require a bump-out (aka packing everything up) immediately after your reception finishes or have very strict time frames for a bump-out so please check with your venue for details. We do not allow couples to do their own pack down if structures, Installations, vases or styling items belonging to The Bloom Folk are being utilised for OH&S reasons. Couples and guests are welcome to keep as many flowers as they want to after the event, but you will need to take these with you or arrange to have them set aside.

A standard bump-out fee of \$450 applies to all quotes to cover costs of post-event pack-down, a return trip to the venue, all waste removal, and cleaning.

Standard bump out times include late night 10pm-1am or the following morning 8am - 10am.

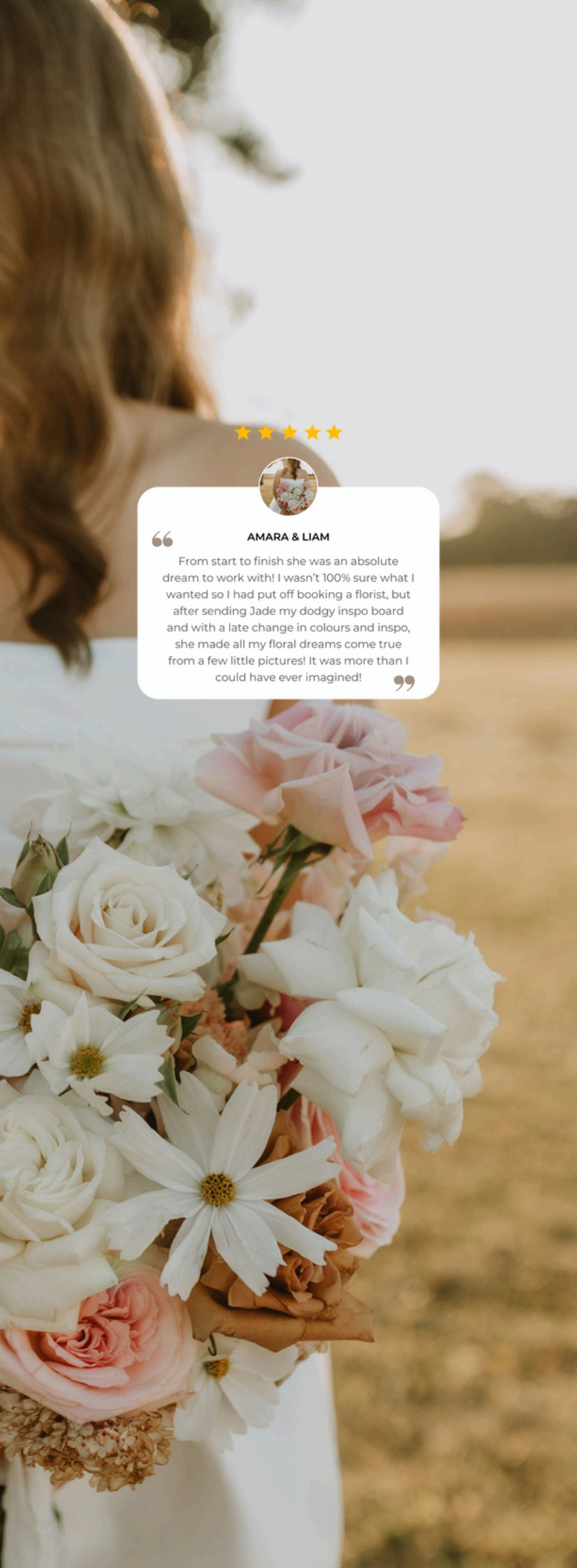
Labour & Staffing

Labour and staffing requirements will be calculated based on the unique elements of your proposal. Ensuring we have enough hands on deck to bring your floral vision to life is an essential requirement for our business. The average wedding will require between 2-3 staff for preparation the days prior, set up, relocations and bump out, sometimes more.

Our standard requirements are approximately 30% of the floral design total cost.

Calculation example only: Bloom cost \$4,500 + Travel, Delivery Set Up \$320 + Late Night Bump Out \$450 + Labour \$1,350 = \$6,620 + GST

10% GST will be added to all quotes | Servicing fees are non-negotiable.



★★★★★★



AMARA & LIAM

“

From start to finish she was an absolute dream to work with! I wasn't 100% sure what I wanted so I had put off booking a florist, but after sending Jade my dodgy inspo board and with a late change in colours and inspo, she made all my floral dreams come true from a few little pictures! It was more than I could have ever imagined!

”



★★★★★★



DOMONIQUE & NICK

“

We were so happy we choose The Bloom Folk for our wedding. We loved how Jade repurposed the flowers from our ceremony into the reception, allowing us to get the most for our budget. Jade worked closely with our stylist to create a cohesive look and they were honestly the dream team. Thank you again so being such a wonderful part of our wedding day.

”

OUR FAVOURITE VENDORS

You will hear the phrase 'Vendor Dream-Team' used within the wedding vendor community which essentially refers to the combinations of vendors we all love to work with on a wedding day. Having a team of vendors who know and support each others craft is a priceless key to a phenomenal day.

For us, we love vendors who share our energy and passion for creating unforgettable weddings and who we know will pour their heart and soul into your day. They are experts at what they do, they know how to have fun and bring the best vibes to your day. If your looking for recommendations, we adore working alongside these amazing vendors ~

Photographers/ Videographers

Euphoria Films, Rope and Pulley, Keegan Cronin, Bryce Noone, Folk Lane, Storytellers Wedding Co, Nicole Buttler, Dear Fiore'

Content Creators: Your Social Sidekick, Content Killers

Celebrants: Wed By Steph, Holly Matrimonty, Love Notes Ceremonies, Celebrant Sophie, Lauren Elle

Interactive Fun: Brew Bike, Spoon Bay Gelato, Ink and Snow

Wedding Planners/ Co-ordinators: Madden & Co, Your Day by Chloe, Isn't It Lovely, YCM Events

MUA's & Hair: MBL Bride, Taylor Beck, Alicias Personal Hair Design, Ivory State, Sylvi Turner.

Cakes: Butter, Sammie Cakes, Brightside Cakery, Flourish Cakes, Dragonfly Cakes

Entertainment: Stevie Lee, Ben and Vee, Silent Shout, Tyler Chapman, Sugar Whiskey Band

Lighting: Love Glows





THE END

DREAMY & ROMANTIC WEDDING FLORALS & STYLING FOR LOVED-UP COUPLES



WWW.THEBLOOMFOLK.COM.AU