

The image is a full-page background featuring a lush, romantic floral arrangement. A dense wall of flowers, including various shades of roses (pale pink, cream, and light orange) and green foliage, frames a central stone archway. The archway leads into a dimly lit interior with warm, glowing lights. The overall aesthetic is elegant and vintage.

femme petale

FLORAL DESIGN

“Gemma was wonderful, she completely understood what we wanted and delivered something far greater than we could have expected.”

- SAM & JOSH





I'M GEMMA, OWNER OF FEMME PETALE

I love getting to know each of the couples I work with, to find ways of bringing their personality to the bouquets, arrangements and installations I create. The planning process is a collaboration between us, whether you have a very clear idea of what you want or feeling overwhelmed with inspiration, we'll work out the perfect elements for your big day and weave a little Femme Petale magic through them.

This little book contains some guidance on seasonality of flowers, how the planning process works and some inspiration from our archives.

I know that planning your wedding flowers can be daunting but I want to make it one of the highlights. Flowers are highly seasonal and it can be hard to know what you have to choose from. I've put together a guide to show you some favourite flowers and when they're in season, as well as those trusty blooms that are available all year round.



AVAILABLE ALL YEAR



Orchids



Snapdragons



Carnations



Roses



Lisianthus



Freesia

SPRING/SUMMER SEASONAL FAVOURITES



Peonies



Lily-of-the-valley



Hydrangeas



Delphiniums



Sweet Peas

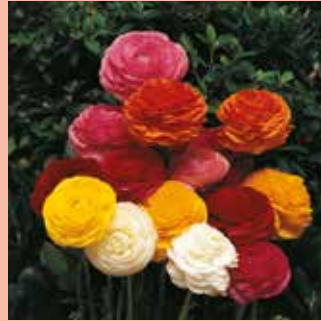


Dahlias

AUTUMN/WINTER SEASONAL FAVOURITES



Anemones



Ranunculus



Ilex



Viburnum Berries



Hypericum Berries



Hellebores

GOING GREEN



The environment is something I'm incredibly passionate about in my personal life and has had a real impact on my business. The floral industry is not known for its environmental credentials, from the micro-plastics in floral foam to the thousands of air miles the flowers travel before they reach us.

I try to minimise my impact on the environment with every wedding, using innovative foam free techniques to keep installations looking fabulous and fresh all day. I also try to create reusable structures and reduce the amount of single use items I use.

I'm still on a journey to reduce waste and make floristry more eco-friendly and if this is something that interests you, I'd love to talk about making your wedding flowers as sustainable as possible.



LOOK BOOK



"Everyone talked about the
flowers all day"

- SAV & GABE

LOOK BOOK



“Everyone commented on how beautiful the flowers were and said that they were one of their favourite parts of the wedding”

- FI & EMILY



“Gemma went above and beyond to create my dream wedding flowers. She was so easy to converse with and bounced ideas off of each other to find the perfect solution. She was always calm and had everything under control.

I 100% chose the best florist!”

- RHIANNE & JAMES



LOOK BOOK



"She absolutely nailed the look and feel we were going for, the colours and flowers were not only were to our taste, but also really suited the venue."

- NIKKITA & JACK

LOOK BOOK



"Gemma was fantastic on our special day and really took the time to get to know what we wanted and tailor her service."

- REMY & NATHAN

LOOK BOOK



"She absolutely nailed the brief, and then some"

- ROSE & ALLYN

LOOK BOOK



"The flowers were absolutely
stunning"

- BETH & ALEX

“Working with Gemma was the easiest part of planning our wedding, from her initial process to working on the proposal. Somehow she took a very abstract ‘brief’ and gave us exactly what we wanted, along with great advice on how to make the most of our quirky venue. She was the first supplier I saw that morning and the last I saw that night. My florals were extraordinary, so many people told me they were the best they had ever seen.”

- STEPH & JAMES





LOOK BOOK

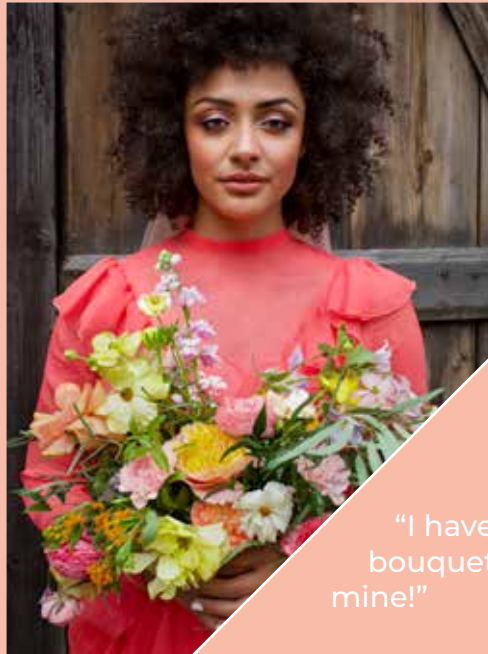


"Super professional service even though we were the most demanding of customers with a very specific look"

- SHAINA & LEE



LOOK BOOK



"I have honestly never seen a bouquet more perfect than mine!"

- NIKKI & HARRY





WHERE TO START



It all starts with an email. Or a phone call, or even a DM on Instagram. If you're unsure of where to start with your wedding flowers, getting in touch is the first step.

Over a virtual coffee (or wine!) we'll have an online consultation to chat about your plans for your big day. It doesn't matter where you are, I have consultations with couples from all around the world through the magic of Zoom. We'll look at colours and styles, discuss favourite flowers and what's in season, but we'll also go deeper than that. I want to find out about what makes you two, you two.

I'll go away and get scribbling, sketching, designing and planning, and will send you an initial concept for your bespoke wedding flowers. I'll show you examples of the flowers I plan to include, and sketches of the arrangements so you can get a feel for their size, shape and scope.

Then, it's over to you.

PRICING



Your wedding flowers are the most bespoke and customisable element of your day, so every single quote I put together is one-of-a-kind and unique to you and your wedding celebration.

So many factors influence the overall cost of flowers, I've even written a blog post on my website all about it to try to demystify how pricing works in the world of wedding flowers, so grab a coffee and have a read if you'd like to know more.

If you're buzzing with ideas and feel like we'd be a good fit, but you're unsure what will fit within your budget, why not get in touch for a chat? I'd love to talk you through some options and give you an honest appraisal of whether your proposed numbers sound like they're in the right zone for what you're looking to create.

“Where to start in trying to describe just how amazing our wedding flowers were... My bouquet was absolutely stunning and I had so many comments on how unique and amazing the wedding flowers were”

- LUCIE & JAMIE





ABOUT ME



After years of working in the corporate world, I was yearning for a creative outlet. I enrolled in a floristry course and something in my brain clicked into place. Flowers slowly took over my life and home and it became apparent that working as a florist was the career path meant for me.

If you're inspired by courageously creative florals, please get in touch, I'd absolutely love to hear your plans and discuss all things flowers.

Gemma x

FEATURED IN





femme petale