

GWEN FLORAL CO

WEDDING FLOWERS

I AM A FLORIST BECAUSE...

I am such a creative at heart, and I love being able to create with the beautiful flowers and foliage that nature provides. Flowers bring so much life & beauty to a celebration, so it's such a joy to be able to create for a couple's wedding day.

HOW DID YOU GET STARTED

I always had a dream of one day running a floral business. I was studying to become a music teacher, when I realised that being a florist would genuinely make me happier than being a teacher would make me. I've always dabbled in flowers and helped with a few friend's weddings, but it took me a few years out of school to realise that my 'one day' dream of running a floral business could actually be a reality now! I decided to finish my music degree, but the following year I invested loads of time and resources into getting trained/qualified, gaining experience, finding my style and taking the leap to start my business - and I haven't looked back!

FAVOURITE SCENIC RIM LOCATION OR INSTALLATION

I love the unique architecture of Kooroomba Vineyard. There is really nothing else like it! There are PLENTY of locations in the Scenic Rim that are on my 'venue bucket list' - Scenic Rim is so blessed with so many stunning venues.

WHAT IS THE NUMBER ONE ADVICE FOR COUPLES CHOOSING FLOWERS

When selecting a concept/style/colour palette for your wedding, make sure you go with something that you absolutely LOVE, and know you'll love even in a few years time when the trends have shifted. You'll be looking back on your wedding photos for years to come, so you don't want to ever look at your photos and think "why did I do that?!"

WHAT HAS BEEN THE MOST POPULAR FLOWER FOR 2019

Quicksand roses. Everyone loves this dusty blush beauty, and they go so well with so many different colour palettes. Also phalaenopsis orchids! These beauties are only going to become more popular in 2020.

ANY FLOWER PREDICTION TRENDS FOR 2020 WE SHOULD KNOW ABOUT

I think we might start to see some bolder colour palettes. We've had the fresh whites and dusty blush palettes lead the way for a couple of years now. In fact, the most 'bold' palette that has really been on trend the last couple of years is burgundy and blush, but I think we will start to see some more unique and interesting palettes being used in 2020. Flowers are going to be as lush as ever with minimal or unique foliage. I think foliage is mostly going to be substituted with more dried elements, and/or unique colours of foliage as opposed to fresh standard green foliage.

WHAT IS IT ABOUT FLOWERS THAT YOU LOVE

I love how many varieties, colours, shapes and textures nature offers us. I also think there is actually something really beautiful about flowers not lasting forever; they remind us to take a step back, slow down and appreciate the beauty and little blessings in life.

BIGGEST CHALLENGE YOU'VE FACED AS A FLORIST

One of the biggest challenges of the floral industry, is that nature is so unpredictable. Flowers aren't made in factories. So it can be tricky when you've planned a full floral concept for a wedding with a bride, and the flowers that we were planning to source aren't available that week. Whenever this happens, we need to use our problem-solving skills, liaise with suppliers and find the best possible substitutes that will still create a similar look. Everything always works out, but it can definitely be a little bit more stressful when things don't 100% go to plan! Unfortunately this is just the reality of nature, but we always do our best to go above and beyond for our clients to ensure they have the most magical wedding day (and magical wedding flowers!).