

Flower Power

Beauty on a Budget

article by Lynette Bleed

What if you could get the expensive floral look that you want, without breaking the bank? Linda Maggert AIFD, owner of One of a Kind Events, has been showing brides how for more than 30 years. Ten years ago, she left her wedding-specialist job as a florist so she could offer more personalized service and design to brides of all budgets.

“A lot of shops like to sell the bride on what they want to do, instead of what the bride wants,” says Maggert. “What I tell

brides is that the perfect wedding is your wedding, your way.”

Most brides usually know what color scheme they want, and sometimes they have an idea of what type of flowers they want. However, Maggert says choosing a “look,” instead of flower types, is the best way to get the most for your money.

In her free consultations, she helps brides think through what type of floral look best communicates the bride’s vision for her big day. To start the thought process, she asks two questions. 1) Name four adjectives

to describe your perfect wedding day—(contemporary, elegant, luxurious, country, fun...), and 2) What flowers do you like or dislike? From there, they can see how to achieve the desired look within the bride’s desired budget.

Years of experience help Maggert know where and when to buy flowers from around the world, which allows her to buy smart and then pass the savings on to her brides. But a big key to savings is in the design.

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photo by Jeffrey Crane

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Linda Maggert
One of a Kind Events Owner

look that you want,” says Maggert.

For example, say you see gorgeous massive orchid centerpieces on TV or the Internet. Maggert says you can get the same look if you base the centerpiece in lower-cost roses or carnations, and then top it off with orchids, instead of making the entire centerpiece out of 25 orchid blooms.

Like anything, some flowers are more expensive, and there are different grades or qualities of each kind of flower. A few of the more expensive types are orchids, anemones and ranunculus. Roses and daisies are some of the least expensive right now and carnations, too, are making a comeback.

“Carnations were overused and misused by florists for so long, they kind of have a bad reputation,” Maggert says. “They used to be the low-cost alternative to roses but

are now used as more of an architectural flower that can add texture to bouquets and centerpieces.”

Color also contributes to the overall look. Recent color trends for wedding flowers range from completely white to mixing very bright colors. “Six years ago, orange flowers would have been unheard of in wedding work, but not today.”

If funds are limited, Maggert suggests planning the bride’s bouquet first. “The bridal bouquet is always the most important, since the bride is usually the focal point. It accessorizes the gown just like jewelry.”

Regardless of what look you choose, Maggert believes the most important consideration is finding a florist you can trust. Plan ahead, because the best florists book up quickly. Your flowers can

be the element that pulls all the aspects of your wedding and décor together. Choose a designer who is as enthusiastic, knowledgeable and talented, and you will have memories to last a lifetime. **PYW**

INFO PROVIDED BY:

One of A Kind Events

Consultation Office:
10812 Coldwater Road, Suite 100
Fort Wayne, Indiana 46845
(260) 503-9597

www.oneofakindevents.org