WILLOW & BEAR

FLORAL DESIGN

WEDDING BROCHURE

Creating wildly romantic floral designs across Yorkshire

Introduction

QUINTESSENTIALLY ENGLISH.

Thoughtfully Balanced.

Hi, I'm Helen, the owner of Willow & Bear Flowers, Yorkshire. And I think it's fair to say, I adore working with romantic, garden-inspired wedding florals. The kind where the wildness of an English garden meets thoughtful, intentional design.

For each wonderful couple, I get the honour of working with, I create timeless but beautifully unique designs. Always inspired by you. I love to create light, fresh floral experiences for weddings in Yorkshire or the North of England, where I'm based.

Helen

THE EASE OF WORKING WITH A SEASONAL FLORIST AND STYLIST

I'm both a florist and a stylist. I like everything to flow together. I believe florals and the overall look of a wedding shouldn't be at odds; they're really meant to work as a lovely, seamless whole. The beauty of it, I think, lies in having one person to craft your original designs and bring everything together into a cohesive, seamless whole. That said, if you are working with a stylist or planner, I have plenty of experience working alongside them to ensure everything fits together beautifully.

My approach is quite considered. I'm very fond of those small, thoughtful touches. Because my perspective is that real beauty is in finding the perfect balance. I'm particular about these details because I believe wedding flowers should add to the experience without shouting over it. It's all about a calm, clean, fresh harmony that lets everyone relax and enjoy the moment.

YOUR EXPERIENCE

Step 1.

A CHAT ABOUT YOUR VISION

Throughout our conversations, I'll help guide your ideas, gently pushing and exploring what you like -and just as importantly, what you don't. It's a lot of back and forth, sharing images and Pinterest boards, and really reading between the lines to get to the heart of what you're after.

Step 2.

A THOUGHTFUL PLAN

The closer we get to the big day, the more I'll understand the full picture of your wedding, which allows me to make any last-minute floral suggestions to tie everything together. A few months before the wedding, I'll send you the final mood board, ensuring it's exactly what you envisioned. By then, we'll have finalised the quote, and the balance will be paid.

Step 3.

FLAWLESS EXECUTION

I stay on-site to smoothly transition and repurpose your designs for the reception, always mindful of how they'll be captured by your photographer and videographer to preserve the beauty of your floral story. I only leave once I'm completely satisfied that every detail is perfect and have had the chance to congratulate you personally.

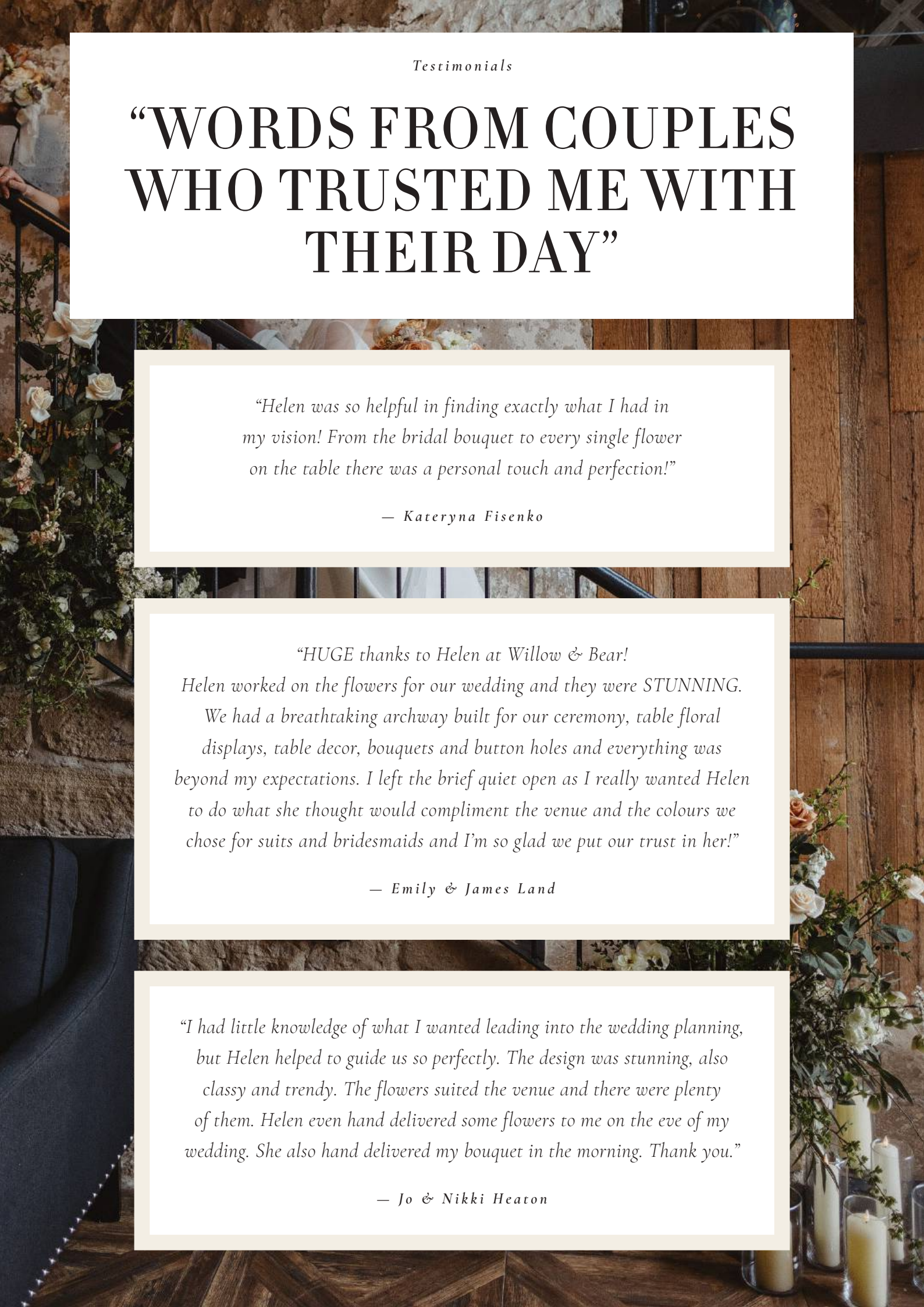
Step 4:

MY SIGNATURE STYLE

EVERYTHING CONNECTED, EVERY DETAIL PURPOSEFUL

My designs are:

• Seasonally Inspired: There's just something delightful about using flowers at their absolute best. Fresh, natural, and very much in their moment. It just feels right.
• Thoughtfully Balanced: I like things to feel connected yet effortless, as though the flowers simply decided to arrange themselves. Each bloom has its place, and together they create a sense of calm, natural harmony.
• Classically Sophisticated: I believe in designs that stand the test of time. No fleeting trends. Just classic timeless florals that are quietly confident but beautifully elegant.



Testimonials

"WORDS FROM COUPLES WHO TRUSTED ME WITH THEIR DAY"

"Helen was so helpful in finding exactly what I had in my vision! From the bridal bouquet to every single flower on the table there was a personal touch and perfection!"

— *Kateryna Fisenko*

*"HUGE thanks to Helen at Willow & Bear!
Helen worked on the flowers for our wedding and they were STUNNING. We had a breathtaking archway built for our ceremony, table floral displays, table decor, bouquets and button holes and everything was beyond my expectations. I left the brief quiet open as I really wanted Helen to do what she thought would compliment the venue and the colours we chose for suits and bridesmaids and I'm so glad we put our trust in her!"*

— *Emily & James Land*

"I had little knowledge of what I wanted leading into the wedding planning, but Helen helped to guide us so perfectly. The design was stunning, also classy and trendy. The flowers suited the venue and there were plenty of them. Helen even hand delivered some flowers to me on the eve of my wedding. She also hand delivered my bouquet in the morning. Thank you."

— *Jo & Nikki Heaton*

CUSTOM PRICING FOR EACH UNIQUE WEDDING

As a bespoke florist, I'm afraid I don't do a one-size-fits-all price list. Because that would be far too ordinary and wouldn't reflect the costs of the special seasonal ingredients that I believe set my designs apart. Instead, I create a custom quote tailored to your vision, with every petal and detail accounted for.

My minimum order is £2000 per wedding. I love helping my couples get the most out of their budget, so most of them often repurpose elements from the ceremony to the reception to keep things flowing beautifully as well as maximising the enjoyment of your designs.

LIMITED AVAILABILITY

To give each couple my full creative attention, I only take on a select few weddings per month. If you'd like me to design your wedding florals and or style or special day, I encourage you to book a consultation as soon as possible.

ENQUIRE ABOUT YOUR DATES

With each design, I make sure every detail is chosen with care. Always blending beauty with personal meaning. I want you to feel understood, expressed, and connected to your wedding floral designs. If this resonates with you, please enquire sooner rather than later as my calendar gets booked up quickly, particularly during peak summer wedding months. Send me an email below or call me and share your wedding dates or details.

CONTACT ME

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