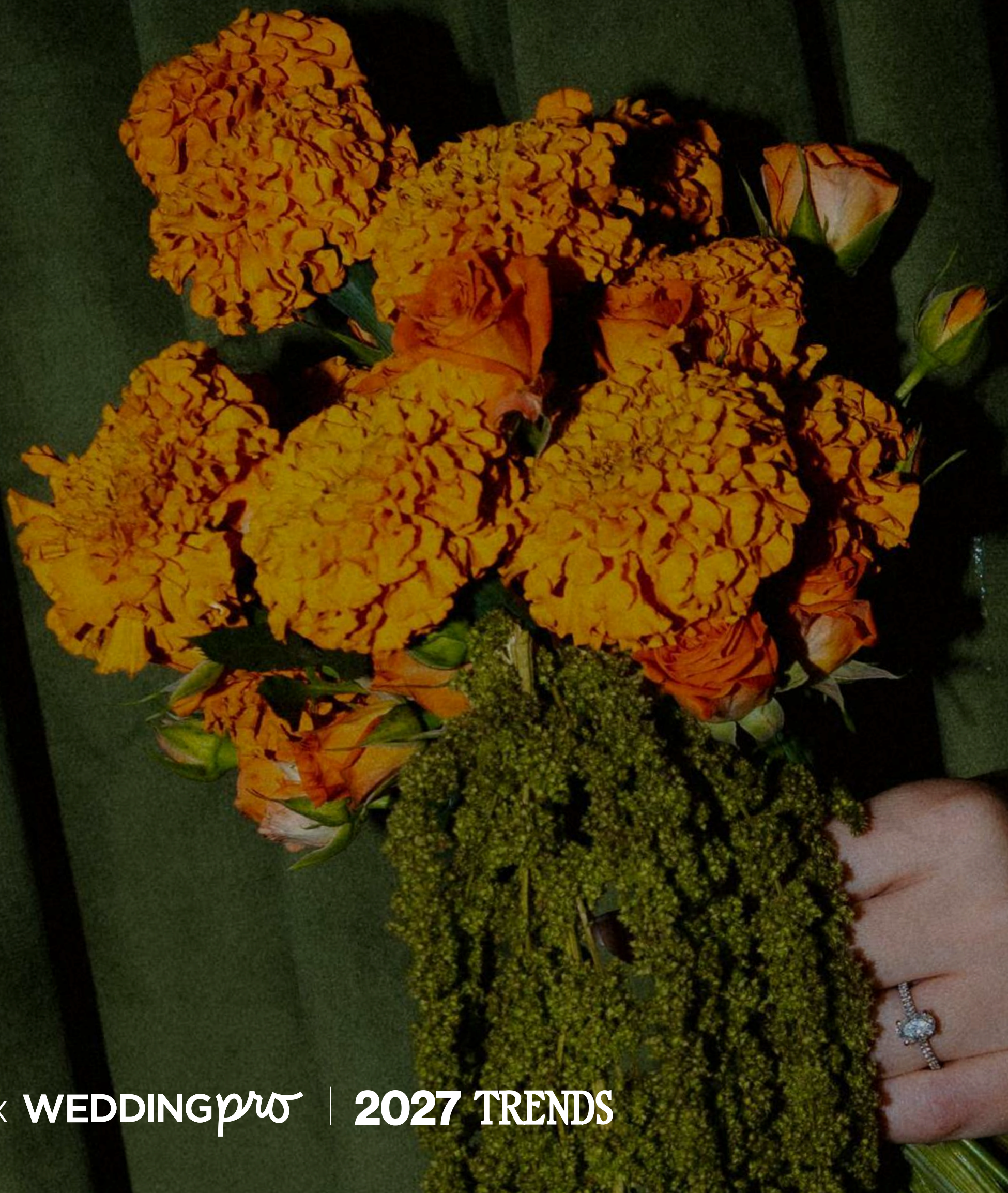


2027 Wedding Trends Toolkit: Florists Edition

Our new **The Knot x WeddingPro 2027 Wedding Trends Report** breaks down the **20 biggest trends shaping what's next in weddings** – and what they could mean for your floral business.

Now, we're taking it a step further. We've turned those insights into **an actionable toolkit built specifically with wedding florists in mind**, designed to help you put what's next to work for your business.



Inside, you'll find **a range of practical resources to help you stay ahead, sharpen your marketing and turn emerging trends into real opportunities** – from content ideas to keep you part of the conversation, language guidance to strengthen your marketing, ready-to-use outreach templates and AI prompts to help you develop new ideas.

Consider it your playbook for turning **what's next in weddings into what's next for your floral business.**



3 key things couples want from their florist in 2027



01 A strong floral POV

Couples are becoming more confident in using flowers to make a statement, whether that's through the **scale of a single bloom or the unexpected way it's used**. Trends like *Monofloral Installations* and *Whimsical Florals* show how powerful a single floral idea can be when it is given room to make an impact—from a bountiful hydrangea installation to a more playful, fashion-forward bouquet built entirely around one flower. The opportunity isn't simply to use a trending flower, but to make a distinctive creative design about how to use it. Think about how scale, repetition, shape, texture, movement and color can give one idea a stronger visual identity. A more focused floral direction can be just as expressive as a more eclectic arrangement.



02 Flowers that become part of the experience

As weddings become more versatile, immersive and experience-led, couples are looking beyond flowers that simply decorate a space. They're looking for **floral design that gives guests something to see, interact with and experience throughout the day**. That could mean an installation guests walk through, flowers framing a moment of arrival, unexpected arrangements that encourage guests to move around a space, or smaller floral details that reveal themselves as the celebration unfolds. Think beyond “*Where should the flowers go?*” and consider “**What could the flowers make people feel, notice or do?**” Collaborate with planners, venues and other creative partners to build floral elements into the wider guest journey, making your work part of the experience rather than simply part of the backdrop.



03 Floral design that can flex with the aesthetic

There's no single wedding aesthetic defining 2027. Couples are drawing inspiration from **fashion, interiors, art, film and culture**, from *The Beach Club* to *Swan Lake Balletcore*, *The Arts* and the growing influence of interior design on weddings. That means couples need florists who can adapt their approach to **different visual worlds without losing their own POV**. Show couples how your floral expertise can translate their chosen aesthetic into flowers – whether that's abundant and architectural, delicate and romantic, colorful and artful, or loose and playful – while keeping the design cohesive with the wider celebration.

Your content bank

Use these ideas across your **social channels, website and WeddingPro Storefront** to showcase the full range of your floral possibilities, demonstrate your **creative expertise** and help couples envision their wedding **through your floral design**.



“Our favorite flower to design with”

Choose one flower and explore what makes it interesting to you. Show how its shape, texture, movement or colour can influence a wider floral concept – from a statement hydrangea installation to playful poppies.

“From sketch to installation”

Take couples behind the process of creating a larger floral piece, from the initial idea and flower selection through to color palette, mechanics, construction and the finished installation.

“One flower, three ways”

Take a single flower and show how you’d use it across three different floral directions.

For example:

- **The statement:** a dramatic installation or focal point
- **The playful:** a looser, more whimsical arrangement
- **The subtle:** a smaller detail woven into the wider tablescape or styling

It’s a simple way to demonstrate that trends are starting points, not templates.



“If I were designing this...”

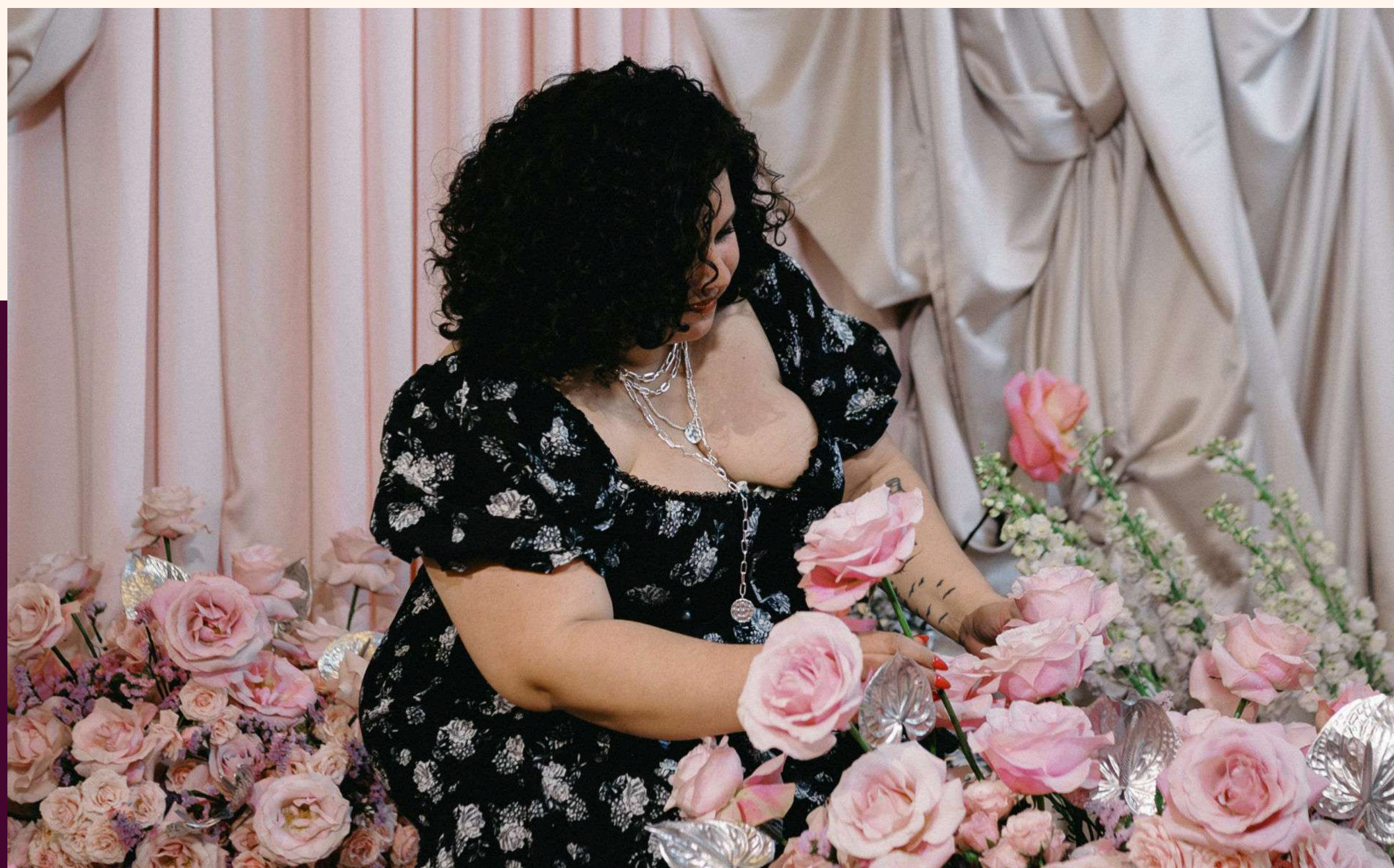
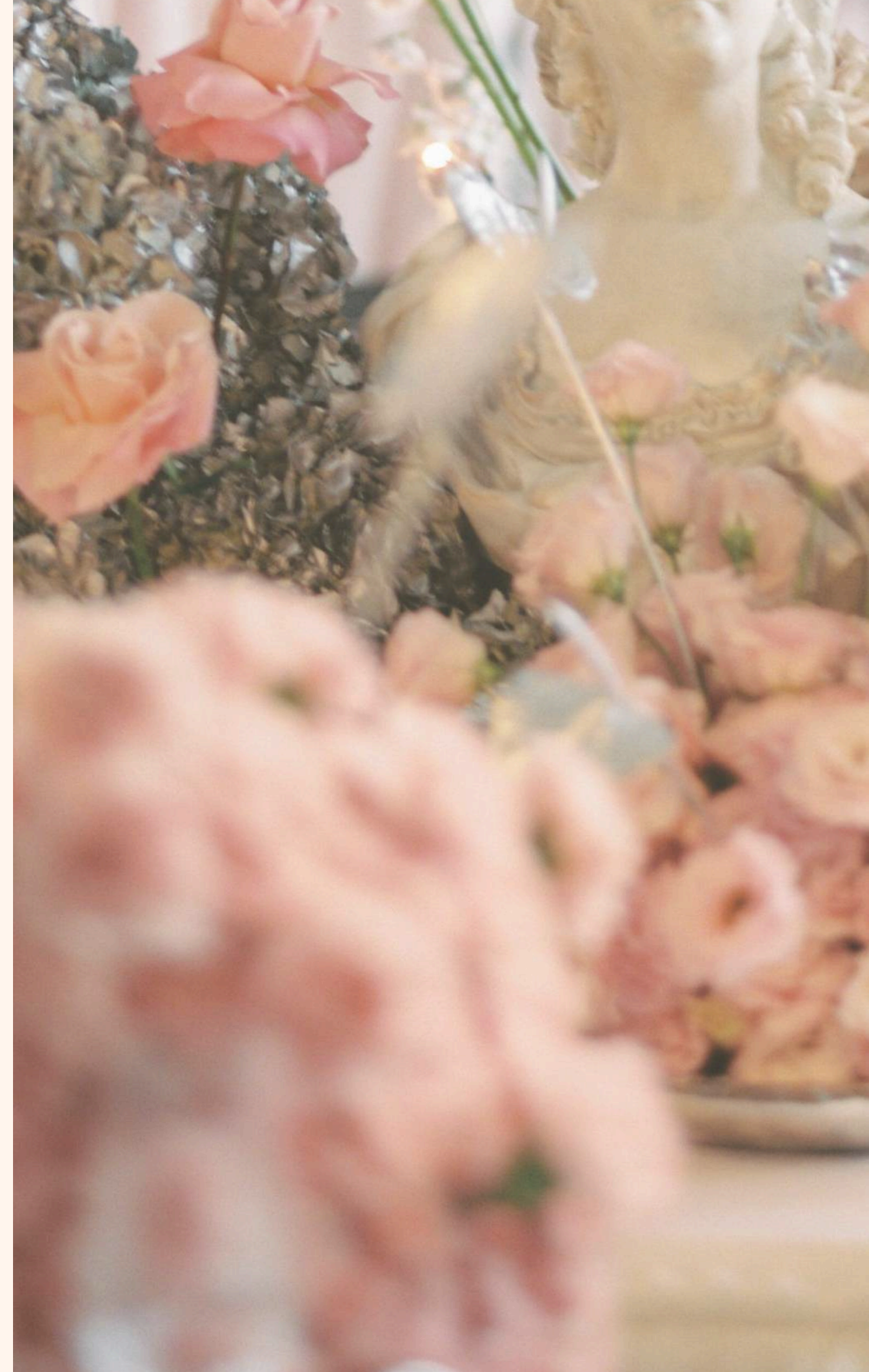
Take an emerging wedding aesthetic and interpret it through your floral lens. What would *The Beach Club*, *Swan Lake Balletcore* or *The Arts* look like through your eyes? Show the flowers, forms, colors and references you'd bring together – and explain why.

“The [Florist] edit”

Create a visual edit around a flower, color, technique or aesthetic. Pull references from fashion, interiors, art, gardens, architecture or nature to show where your ideas come from and how those influences make their way into your floral work.

“What this flower could do”

Challenge assumptions about a familiar flower by showing how many ways it can be used. Take one bloom from bouquet to ceremony installation, tablescape, wearable detail or unexpected floral feature.



Language to borrow

The way you describe your floral design can shape how couples understand its value. Rather than simply listing the flowers, colors or styles you work with, use your copy to communicate **your creative POV, the experience you're creating and what makes your approach distinctive.**

Instead of:

"I create beautiful wedding flowers using seasonal blooms."

"I specialize in romantic and whimsical wedding flowers."

"I create floral installations for weddings."

"I can create flowers to match your color scheme."

"I offer bespoke wedding flowers."

Try:

"Seasonal flowers arranged with movement, texture and a little unpredictability—designed to feel at home in your celebration rather than simply decorate it."

"Loose, expressive floral design with unexpected color combinations, playful shapes and statement blooms that bring a little more personality to the room."

"From ceremony backdrops to immersive floral installations, I create large-scale designs that transform a space and give your guests something to step into."

"Rather than matching every detail, we can build a floral palette that moves through the day – carrying your chosen colors, textures and tones from the ceremony to the tables and beyond."

"Every floral design starts with the way you want the day to feel, then builds from there – from the flowers we choose to the scale, movement and details that bring them together."

**A useful rule:
Explain your floral vision, not just your flower list.**

A little outreach goes a long way

You know how to bring emerging wedding trends into your floral design, but creating something truly distinctive can take a team. **Your vendor network can help you make new ideas feel personalized, create relevant content, and introduce your floral business to even more couples.**

Reach out to a new creative partner

Subject: An idea for [Florist] + [Business] ✨

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Hi [Name]!

I'm [Name] from [Business], a [location]-based florist specialising in [detail]. I've recently come across your work in [field] and really love how you [specific detail/project].

I've had an idea for a collaboration that I think could be really interesting for both of us!

I'd love to explore how [specific trend/idea] could come to life through [your floral style], and I think your work would be a great fit. I'm imagining [specific idea – e.g. a sculptural, single-flower installation designed to interact with the space and photograph beautifully] and would love to create something we could both share with our audiences.

Would you be up for chatting about it? I'd love to hear what you think!

[Name]





Reach out to a past couple

Subject: We'd love to feature your wedding 💕

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Hi [Name]!

We've been looking back at some of our favourite wedding floral designs, and yours immediately came to mind – especially [specific detail/style/installation]. We absolutely loved [specific feature of their day or floral design].

We're putting together some inspiration for future couples planning their weddings with us, and we'd love to feature a few photos of the floral designs from your day across our [specify channels] channels.

Would you be happy for us to share them? We'd also love to tell a little of the story behind [specific floral detail or design choice], if you're up for sharing!

Thanks so much – we'd love to celebrate your day again and inspire other couples like you! 💕

[Name]



Turn trends into conversation starters

Trends can give you a useful starting point for guiding couples towards creative ideas they may not have considered and showing **what's possible through your floral design**.

Bring relevant trends into consultations, proposals and planning conversations as an expert perspective, then connect them back to the couple's venue ideas, aesthetic, priorities and the way they want their celebration to feel.

Try asking or suggesting:

- **When discussing the ceremony:** *"You don't necessarily need flowers everywhere to make an impact. We could concentrate the budget on one really strong installation that completely changes the feel of the ceremony space."*
- **When discussing the guest experience:** *"If you want guests to feel really immersed when they arrive, we could create something they actually move through or around, rather than having the flowers sit behind you as a backdrop. For example, we could frame the entrance with flowers or create an installation that leads guests into the reception."*
- **When discussing a specific flower:** *"Monofloral installations are really trending right now, so if you love hydrangeas, we could make them the hero flower and play with their size, shape, texture and movement to create something really impactful."*
- **When introducing something unexpected:** *"If you're open to something a little less predictable, we could introduce an unexpected flower, shape or color into the arrangements. It would give the design a bit more personality without changing the whole look."*





Make sure trend-setting couples can find you

Knowing what couples are looking for is one thing. **Making sure they can find you when they're searching for it is another.**

As discovery moves across search engines, marketplaces and AI tools, use what you know about emerging trends to keep your digital presence relevant, easy to understand and ready to be discovered.

Refresh your WeddingPro Storefront and Website:

*Your website and WeddingPro Storefront are often where couples go from “I love these flowers” to “I can see this florist designing our wedding.” Use the trends as a lens for your next refresh, making sure your digital presence shows not just **what your floral designs look like, but what makes your expertise and creative vision distinctive.***

Check your:

- **Photos:** Are you showing the full range of your approach – from bouquets and tablescapes to ceremony flowers, statement installations and unexpected floral details?
- **Real weddings:** Are you showcasing recent celebrations that demonstrate how your floral design works across a full wedding – from the ceremony and drinks reception to dinner, dancing and the smaller details in between?
- **Descriptions:** Does your copy capture your venue's POV and help couples understand the kinds of celebrations, styles and experiences they could create there?
- **Packages and offerings:** Are you highlighting the creative possibilities couples are increasingly looking for, such as statement, monofloral installations or immersive floral features?
- **Details:** Are your style, location, availability, services, pricing and other practical information accurate and up to date?

You don't need to overhaul everything at once. **Set a regular reminder** to refresh your website and Storefront, adding new imagery, recent weddings and updated offerings as your business evolves.

*Not advertising with WeddingPro yet? Get **30% off a placement on The Knot and WeddingWire** and get your venue seen (and booked!) by thousands of couples on our platforms. **Get started.***

Make your business easier to find with SEO + AI

Couples aren't only searching for “*wedding florists near me.*” They're searching for specific styles, experiences and needs – and increasingly using AI tools to discover and compare their options.

While you can't control exactly when your business appears in search results or AI recommendations, **you can make it easier for search engines and AI tools to understand what you offer, who it's for and when you might be relevant.**

Start with the language you use across your website and Storefront:

- **Be specific:** Clearly describe your location, floral style, services, wedding types and distinctive approaches or specialities. If you're known for large-scale installations, whimsical florals, seasonal flowers or a particular aesthetic, say so.
- **Use natural search language:** Think about the words a couple might actually type or ask – such as “*whimsical wedding florist in [location]*”, “*floral installation for a wedding ceremony*” or “*hydrangea wedding flowers*”. The subtrends within each trend in the full report can also help you spot the specific styles, techniques and aesthetics couples are also searching for.
- **Answer real questions:** Build useful content around what couples want to know, from “*How much do wedding flowers cost?*” to “*What flowers are in season for a [month] wedding?*” or “*How can I make my wedding venue feel more immersive?*”
- **Keep it consistent:** Make sure key information and the language you use to describe your floristry are accurate and aligned across your website, Storefront and other important online profiles.

Think of it this way: the clearer you are about what makes your photography distinctive and what you can offer, the easier it is for both couples and the technology helping them search to understand why you might be a great fit.



Use AI to inspire more ideas

Not sure how to bring a trend into your own business? Use AI as a brainstorming partner to explore how it could influence your content, guest experience, partnerships, packages or services.



Try these prompts:

Want to push your floral approach further?

"I'm a wedding florist in [location], and I want to explore how the 2027 trend [trend] could influence the way I approach floral design. Based on my style [describe style], suggest 10 distinctive ways I could interpret this trend through flower choice, colour, scale, shape, texture, movement, composition and placement. I don't want literal recreations of the trend. Prioritise ideas that would feel visually interesting, achievable for a real wedding and recognisably mine."

Looking to turn an installation into an experience?

"I'm designing a wedding floral installation featuring [describe flowers/installation/venue space]. Act as a creative director and suggest 10 ways I could make the flowers part of the guest experience, rather than simply something guests look at. Think about how people could move through, around or interact with the installation, as well as how it could shape the atmosphere of the space. Include a mix of subtle and more immersive ideas that would be practical for a real wedding."



Want to explore more possibilities from a single floral idea?

"I'm a wedding florist developing a concept around [describe flower, color palette, arrangement or idea]. Suggest 10 ways I could take this idea in different creative directions by changing the scale, shape, structure, density, color, texture and placement. Show me how the same starting point could work across different wedding aesthetics, from [example aesthetic] to [example aesthetic]. Avoid simply changing the flower choice—I want to explore what else I can do with the design."

Looking for the right creative partners?

"I run a wedding floristry business in [location] and want to bring the 2027 trend [trend] to life in a way that feels distinctive. Suggest 8 types of creative or wedding professionals I could collaborate with, beyond the obvious choices. For each, explain what they could bring to the idea and suggest one specific collaboration we could explore together. Prioritize unexpected but relevant partnerships that could create something genuinely interesting for couples and give both businesses strong content to share."



Want the full story?

Dive into the **The Knot x WeddingPro 2027 Wedding Trends Report** for the trends and insights shaping 2027 weddings—plus practical tools to turn them into action.



Photos: Nikki Daskalakis Photography; Nicole Aston Photography; Kir2Ben; Renee Hollingshead Photography; Amy Lombard; Danielle Veitch Photography; Lightfeels Wedding