

MARTHA  
and the  
*Meadow*



FLORAL & EVENT DESIGN  
Dorset & South West



I'm Emma Whicher, a wedding florist based in Dorset, working under Martha and the Meadow — a floral studio creating natural, garden-led flowers for weddings and special occasions across the South West.

My work is known for a refined, seasonal approach, where I design expressive floral compositions with a focus on texture, movement, and quiet detail. Each wedding is thoughtfully considered, balancing natural abundance with an understated sense of elegance.

I take a calm, collaborative approach to every enquiry, offering a supportive and considered experience from our first conversation through to your wedding day.

## YOUR INVESTMENT

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For many couples, understanding the cost of wedding flowers can feel unclear. Floral design varies widely depending on the scale of the celebration, the style of arrangements, and the level of detail involved.

At Martha and the Meadow, every wedding is approached individually. Floral design is guided by your setting, your vision, and the scale of your celebration, with each element thoughtfully considered in relation to the whole.

Because of this, investment naturally varies. It is influenced by factors such as the size of your wedding, the style and quantity of florals required, seasonal availability, and the level of installation involved. Larger or more complex elements, such as arches, hanging installations, and immersive floral designs, are always quoted individually based on scope.

Rather than a fixed price list, I work across three considered levels of floral design.

Each offers a clear starting point, allowing your flowers to be shaped and refined in a way that feels aligned, intentional, and personal to your day.



## FULL DESIGN

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.This is a fully bespoke, studio-led service, designed for couples who want flowers to play a defining role in their day.

An expansive, design-led approach, with scope for sculptural installations, ceremony pieces, abundant tablespaces, and considered focal moments, each designed in response to the scale and setting of your wedding.

For those who want flowers to do more than decorate, but to create atmosphere, depth, and a lasting sense of occasion.

Minimum Investment | £6,000.00

## SIGNATURE

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A beautifully balanced approach where flowers become an integral part of your wedding day.

Typically centred around personal flowers, ceremony focal pieces, and table arrangements, extending through to reception details. Without the inclusion of large-scale installations or structural designs.

Perfect for couples who want a wedding that feels elevated, harmonious, and effortlessly elegant, where every floral detail feels intentional and considered.

Minimum Investment | £3,600.00

## SIMPLY DESIGNED

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A thoughtfully composed collection of personal flowers and a small number of key designs, created to complement your day with ease and intention.

Focusing on the details that matter most, from bouquets, buttonholes, and a few carefully placed floral piece.

Perfect for intimate celebrations, or for those drawn to a refined, minimal floral presence.

Minimum Investment | £1,500.00



# FULL DESIGN

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This is a fully bespoke, studio-led service where I work closely with you from the very beginning, guiding every stage of your floral design journey. It is ideal for couples who want flowers to play a defining role in the overall atmosphere and vision of their wedding. I collaborate with you and, where required, your planner, stylist, or wider event team to create a cohesive floral concept that flows seamlessly through the day.

- Full correspondence with yourself, stylist, planner or event team when required throughout the lead up to your wedding.
- Consultation and bespoke design proposal.
- Site Visits available
- A dedicated Google Drive for all your floral correspondence.

## Investment

Full Design weddings begin from a minimum investment of £6,000.00

This service is available across Dorset, Somerset, Wiltshire, and the New Forest, or within a 90-minute drive from my studio.

# SIGNATURE

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A beautifully balanced approach where flowers become an integral part of your wedding day. I design a cohesive collection of florals that guide the flow of your celebration, from bridal flowers through to ceremony and reception details, including tablescapes and considered focal pieces. Working from a strong understanding of your colour palette and overall feel, each design is created in my signature natural, seasonal style, using the best of what the season offers, with a focus on movement, texture, and, where possible, British-grown flowers.

This approach offers a more relaxed and intuitive way of working, ideal for couples who are drawn to a refined, harmonious aesthetic and are happy to place their trust in a design-led process, rather than specifying individual flower varieties or bespoke installations. If you are considering large on site built installations such as archways, marquee installs etc then you will need to be considering our Full Design Service.

- Consultation and detailed design document on your colour and flower choices
- A dedicated Google Drive for all your floral correspondence

## Investment

Signature Wedding design begins from a minimum investment of £3,600.00

This service is available to all weddings within Dorset and South Wiltshire.

# SIMPLY DESIGNED

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A thoughtfully composed collection of personal flowers, created to complement your day with ease and intention. This service focuses on beautifully designed bridal florals, including bouquets, buttonholes, and optional finishing touches such as a focal arrangement for your ceremony. Each piece is created in the Martha and the Meadow signature style — natural, seasonal, and full of movement.

Working with your colour palette in mind, I source the best of what the season offers, selecting flowers for their quality, character, and ability to create a cohesive, considered look.

This is a simple and refined approach, ideal for those who are drawn to natural, garden-led flowers and are looking for a beautifully understated floral presence. Please note this service focuses on personal flowers and does not include table styling or larger installations

- Online Video consultation and design brief document on our proposed seasonal flower choice.
- A limited number of ‘Simply Designed’ Weddings are only taken on each year.

## Investment

Signature Wedding design begins from a minimum investment of £1,500.00

This service is available to all weddings within 12 mile radius from our Studio. Including venues like St Giles, Hinton St Mary & Abbots Court.

# ADDITIONAL INFORMATION

## HOLDING DEPOSITS

To secure your wedding date within the Martha and the Meadow diary, a holding deposit of £750 is required.

This confirms your booking and allows the design process to begin, ensuring your date is reserved and your floral plans can be developed in a calm and considered way.

## CONSULTATIONS

From the outset, I take a considered approach to every enquiry, allowing space to explore your wedding and floral vision properly. Consultations are typically held via Zoom, offering a calm and flexible way to begin the process. For full design-led weddings, I will often meet you at your venue to walk through the space and begin shaping a floral design in context.

A small number of studio consultations are available by arrangement, though these are less common and reserved where appropriate. I remain closely involved throughout the process, working with you and your wider team to ensure a cohesive and considered approach to your wedding flowers.

## SET UP & BREAKDOWN

Delivery and installation are quoted individually for each wedding, based on location, timing, scale of design, and the team required to bring your flowers to life. These services sit alongside your floral investment and are tailored to the specific requirements of your day.

For our full and signature services, a breakdown and collection service is also available. This includes returning after your celebration to carefully collect hire items and manage the de-rig of your florals and hire items.

As a guide, delivery, installation, and breakdown typically represent approximately 15–20% of your overall floral investment, depending on the level of service required.

# TESTIMONIALS

KIND WORDS FROM OUR CLIENTS



## Charlotte & Tom

"Emma... Thank you so very much!  
You and your team did a truly amazing job of the flowers they transformed the marquee and I was quite taken a back at how stunning they looked. You really did an amazing job so thank you so much."



## Sai & Jack

"Emma , I wanted to say the biggest thank you possible for the flowers of my absolute DREAMS. Honestly, I don't know what to say. They were just beyond perfect. They just exceeded everything we had hoped for. "



## Hugo & Charlotte

"Emma, I honestly cannot tell you how wonderful you were throughout the planning and execution of our wedding flowers. You absolutely got what I wanted in every thing you did on our wedding day. You did the most amazing job- thank you so much!"

## LET'S TALK

If you feel drawn to natural, seasonal florals and a considered, design-led approach, I would love to hear more about your plans.

Each wedding begins with a conversation, allowing us to understand your vision, your setting, and the atmosphere you would like to create.

From there, I will guide you through the process with care and clarity, ensuring your flowers feel cohesive, intentional, and true to your day. To begin, you are welcome to get in touch via email or through the enquiry form on my website.

I look forward to hearing from you.

*Emma x*





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