
LUXURY
weddings
FLORALS & FINE PAPER
ANAPHORA
FLORALS STATIONERY DESIGN



Welcome

I'm So Glad You're Here.

Whether you're just beginning to gather inspiration or already dreaming about every detail, thank you for trusting Anaphora with such an important part of your wedding.

This guide is here to walk you through what to expect over the coming months, how we'll work together, and how every floral and paper detail will come together to create a celebration that feels beautifully personal.

You'll find inspiration, helpful information, and a glimpse into the creative process we'll share together.

Most of all, I hope this guide reminds you to enjoy the journey. Your wedding should feel just as meaningful while planning it as it does when you finally celebrate.

Thank you for being here.

Adriane

With gratitude,

Adriane Schultz





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about

The Heart behind Anaphora

Every wedding begins with a relationship.

For more than fifteen years, I've had the privilege of designing weddings throughout Vermont and New England, creating lush floral installations, custom stationery, and original watercolor artwork inspired by each couple's story.

My background in both floral design and fine paper allows every detail to be considered together rather than separately. Instead of simply decorating a wedding, I love creating celebrations where flowers, paper, color, and thoughtful details feel naturally connected.

Just as important as beautiful design is the experience itself. My goal is for you to feel heard, supported, and genuinely excited throughout the planning process, making every step feel calm, collaborative, and enjoyable.



introduction

Designing Your Celebration

Every unforgettable wedding begins with a vision. At Anaphora, flowers and fine paper are designed together from the very beginning, creating a celebration where every detail feels intentional and beautifully connected. From your invitation suite to your bouquet, ceremony flowers, reception tables, and day-of stationery, each element is thoughtfully considered as part of one cohesive story.

Throughout this guide, you'll discover how we'll bring your ideas to life, what to expect during the planning process, and the thoughtful details that transform a beautiful wedding into an unforgettable experience.

Our hope is that this journey feels just as enjoyable as the celebration itself.





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philosophy

Every Detail Belongs Together

Beautiful weddings are remembered by the way they make people feel.

While every flower, invitation, and carefully chosen detail is beautiful on its own, it's the way they come together that creates something truly unforgettable. Color, texture, scale, and thoughtful design all work together to tell your story.

Rather than following trends, we design celebrations that feel timeless, personal, and deeply reflective of the people at the center of them. Every decision is made with intention, allowing your wedding to feel effortless, cohesive, and uniquely yours.

Our philosophy is simple: when every detail belongs together, your guests experience more than a beautiful wedding. They experience a celebration they'll remember long after the day is over.



communication

A Thoughtful Partnership

The best weddings are built on great communication.

From our first design conversation to the final days before your wedding, we'll guide you through each step with clear communication, thoughtful planning, and timely updates. You'll always know what comes next, when decisions need to be made, and where we are in the process.

Questions are always welcome. Whether you're choosing between floral varieties, reviewing invitation proofs, or sharing a new idea, we're here to offer guidance and help you make confident decisions along the way.

Our goal is for the planning process to feel organized, enjoyable, and just as memorable as the celebration itself.







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Thoughtfully Designed Details, Beautifully

Every wedding is unique, but our approach remains the same. We thoughtfully design every floral and paper element to create a celebration that feels cohesive, personal, and unmistakably yours. Whether you've entrusted us with florals, fine paper, custom artwork, or a combination of services, each detail is created with the same level of care, craftsmanship, and attention to your vision.



Floral Design

From bouquets and boutonnieres to ceremony installations, reception flowers, and lush floral moments throughout your celebration, every arrangement is thoughtfully designed to enhance your venue and reflect your personal style.



our services

Fine Paper

From save-the-dates and invitation suites to menus, place cards, escort displays, and other day-of stationery, every paper detail is carefully designed to complement your wedding and create a seamless guest experience.



Custom Artwork

Hand-painted watercolor illustrations add a uniquely personal touch to your celebration. Whether inspired by your venue, meaningful locations, beloved pets, family homes, or botanical elements, original artwork creates timeless keepsakes that become part of your wedding story. Together, these elements create a celebration where every detail feels intentional, beautifully connected, and uniquely yours.



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what to expect

Your Planning Journey

From the moment you reserve your date to the day we bring your vision to life, we'll guide you through each step with thoughtful planning, clear communication, and a collaborative approach. While every wedding is unique, here's what you can expect throughout our time together.

Reserve Your Date

Once your contract is signed and retainer is received, your wedding date is officially reserved. From there, we'll begin getting to know your vision, priorities, and the details that make your celebration uniquely yours.

Design & Inspiration

We'll gather inspiration, discuss your style, color palette, venue, and overall aesthetic. Together, we'll begin creating a cohesive design for your flowers, stationery, and any custom artwork you've chosen.

Refinement & Details

As your wedding plans come together, we'll refine the design, confirm selections, review invitation proofs (if applicable), and finalize floral quantities, timelines, and logistics. This is where every detail begins to take shape.

Wedding Week

Behind the scenes, every bouquet, arrangement, invitation detail, and finishing touch is carefully prepared with intention and care. We'll coordinate delivery and installation so everything is ready when your celebration begins.

Celebrate

When your wedding day arrives, it's time for you to be fully present. While you celebrate with your family and friends, we'll be busy bringing every floral and paper detail to life, ensuring your vision is beautifully realized from beginning to end.



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preparing for your design meeting

Gathering Inspiration Together

Your design meeting is where ideas begin to take shape. There's no need to have every detail decided before we meet. Our role is to help guide the conversation, refine your vision, and create a celebration that feels beautifully personal.

To make the most of our time together, it can be helpful to gather a few pieces of inspiration beforehand.

Bring Along...

- Pinterest boards or inspiration images that reflect your style
- Your venue information and ceremony or reception layout, if available
- Color palette ideas or wedding mood boards
- A preliminary guest count
- Any "must-have" flowers, meaningful details, or family traditions
- Inspiration for invitations, paper goods, or custom artwork
- Questions you'd like to discuss during our meeting

Most importantly, come with an open mind.

Together, we'll create a design that's uniquely yours.













The Barn at Smugglers' Notch
Summer Mountainside Wedding - Stowe, Vermont













Wintrop Carter House
Spring Wedding - New Hampshire

A Designer's Advice

After designing weddings throughout New England for more than eight years, we've learned that the most memorable celebrations have one thing in common. They feel authentic to the couple.

As you continue planning, here are a few suggestions that can make a meaningful difference.

Trust the Seasons

Seasonal flowers offer incredible beauty, movement, and value while allowing your design to feel natural and effortless.

Invest Where Memories Are Made

Focus your investment on the spaces where you'll spend the most time and where your photographer will capture the most meaningful moments.

Let Every Detail Tell the Same Story

When flowers, paper, color, and décor work together, your celebration feels cohesive and unforgettable.

Don't Stress the Small Things

Your guests won't remember every individual flower or perfectly folded napkin. They'll remember how your wedding made them feel.















The Barn at Smugglers' Notch
Summer Wedding - Stowe, Vermont

From Vision to Celebration

Every wedding is unique, but our approach is always intentional, collaborative, and thoughtfully guided.

Together, we'll transform your ideas into a cohesive design that reflects your style, your story, and the atmosphere you want your guests to experience. Along the way, we'll refine details, explore creative possibilities, and make thoughtful decisions that bring your vision to life with confidence.

As your wedding day approaches, every floral element, paper detail, and finishing touch is carefully prepared behind the scenes, allowing you to relax and fully enjoy the celebration you've been dreaming about.

From our first conversation to the final installation, our goal is simple: to create an experience





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Thoughtfully Designed Naturally Beautiful

Flowers have the power to transform a space, set the mood, and create moments your guests will remember long after the celebration ends.

Together, we'll design florals that reflect your style, complement your venue, and embrace the beauty of the season. From personal flowers and ceremony installations to reception centerpieces and finishing touches, every arrangement is thoughtfully crafted to feel cohesive and effortless.

Throughout the design process, we'll explore color palettes, textures, flower varieties, and overall scale, ensuring each element works beautifully with the others. While seasonal availability may influence specific blooms, the overall vision always remains at the heart of every design decision.

On your wedding day, every arrangement is carefully prepared, delivered, and professionally installed so you can simply arrive, take it all in, and enjoy every moment.











The Inn at Essex Farmhouse
Spring Wedding - Essex, Vermont

















Ralph Lauren inspired wedding invitations
Winthop Carter House, New Hampshire

The First Impression of Your Celebration

Long before your wedding day arrives, your invitation suite becomes your guests' first glimpse into the celebration you're creating. It sets the tone, builds anticipation, and offers a meaningful introduction to the experience that awaits.

Whether we're designing save-the-dates, invitations, day-of stationery, or every paper detail in between, each piece is thoughtfully created to complement your floral design and reflect your unique style.

From custom artwork and elegant typography to carefully selected papers and finishes, every element is chosen with intention.

Throughout the process, you'll receive digital proofs, have opportunities to review and refine the design, and feel confident before anything goes to print.

We'll guide you through wording, etiquette, timelines, and finishing details, making the experience enjoyable and stress-free.

The result is more than beautiful stationery. It's a collection of meaningful keepsakes that become part of your wedding story for years to come.





custom artwork

Art Just for You

Some of the most meaningful details are the ones created just for you.

Original watercolor artwork offers an opportunity to incorporate a truly personal touch into your wedding, whether it's a hand-painted venue illustration, a beloved home, a family crest, your pets, or custom botanical elements inspired by your celebration. These one-of-a-kind pieces can become part of your invitation suite, day-of stationery, keepsake gifts, or framed artwork to enjoy long after your wedding day.

Every illustration is thoughtfully painted by hand and designed to complement your overall aesthetic, creating another layer of connection between your flowers, paper, and personal story.

It's a timeless way to celebrate not only your wedding day, but everything that makes it uniquely yours.







common questions

Floral

What is the minimum investment for flowers?

Our full-service floral collections begin at $6,000, with most couples investing between $8,500 and $16,000+ depending on guest count, floral selections, and overall design.

How do I get started?

The best way to begin is to contact us through our inquiry form. We learn more about your wedding and guide you through the next steps when you book your consultation.

Can I request specific flowers?

Absolutely. We'll always incorporate your favorite blooms whenever seasonally available and recommend beautiful alternatives when needed. However, there are times we need to substitute.

Can ceremony flowers be reused?

Often, yes. Many ceremony arrangements can be thoughtfully repurposed throughout your reception to maximize your floral investment.

Do you work with my planner and venue?

Yes. We coordinate with your planner, venue, photographer, and other vendors to ensure your floral installation is seamless and everything comes together beautifully.

What makes your floral design different?

Our approach is in creating a feeling, not just arranging flowers. Every design is intentional, layered, and tailored to your wedding so that it feels personal, refined, and fully cohesive from start to finish.

Stationery

When should we order invitations?

Ideally six to eight months before your wedding, allowing plenty of time for design, printing, assembly, and mailing.

When should invitations be mailed?

Most invitations are mailed approximately eight to ten weeks before the wedding. Save-the-dates are typically sent six to eight months in advance for local weddings and even earlier for destination celebrations.

What is the investment for custom stationery?

Every wedding is unique, and your stationery can be as simple or as comprehensive as you'd like. Custom invitation suites begin at $3,500, with most couples investing $5,000–$9,000+ depending on printing methods, custom illustrations, embellishments, guest count, and level of customization.

Can we add stationery after booking flowers?

Absolutely. Many floral clients choose to add invitations or day-of stationery as their wedding plans come together. Whether you're looking for a complete paper collection or a few finishing touches, we'll create designs that complement your floral vision and feel beautifully cohesive.

Can we add matching day-of stationery later?

Absolutely. Many couples begin with invitations or florals and decide to add day-of stationery later. Menus, place cards, table numbers, seating displays, welcome signs, and other details can all be designed to complement your wedding beautifully.



floral design



fine paper

looking ahead

Let's Begin Your Story

Planning a wedding is filled with exciting decisions, thoughtful details, and sometimes a few unexpected questions along the way. No matter where you are in the process, we're here to guide you with creativity, experience, and genuine care.

Whether you need advice on floral selections, invitation etiquette, timeline planning, or simply want to share a new idea, never hesitate to reach out.

We believe the best celebrations are created through open communication and a collaborative partnership.

Thank you for inviting us to be part of such a meaningful season in your lives. It is truly an honor to create something beautiful together, and we can't wait to bring your vision to life.

ANAPHORA

FLORALS STATIONERY DESIGN

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kind words

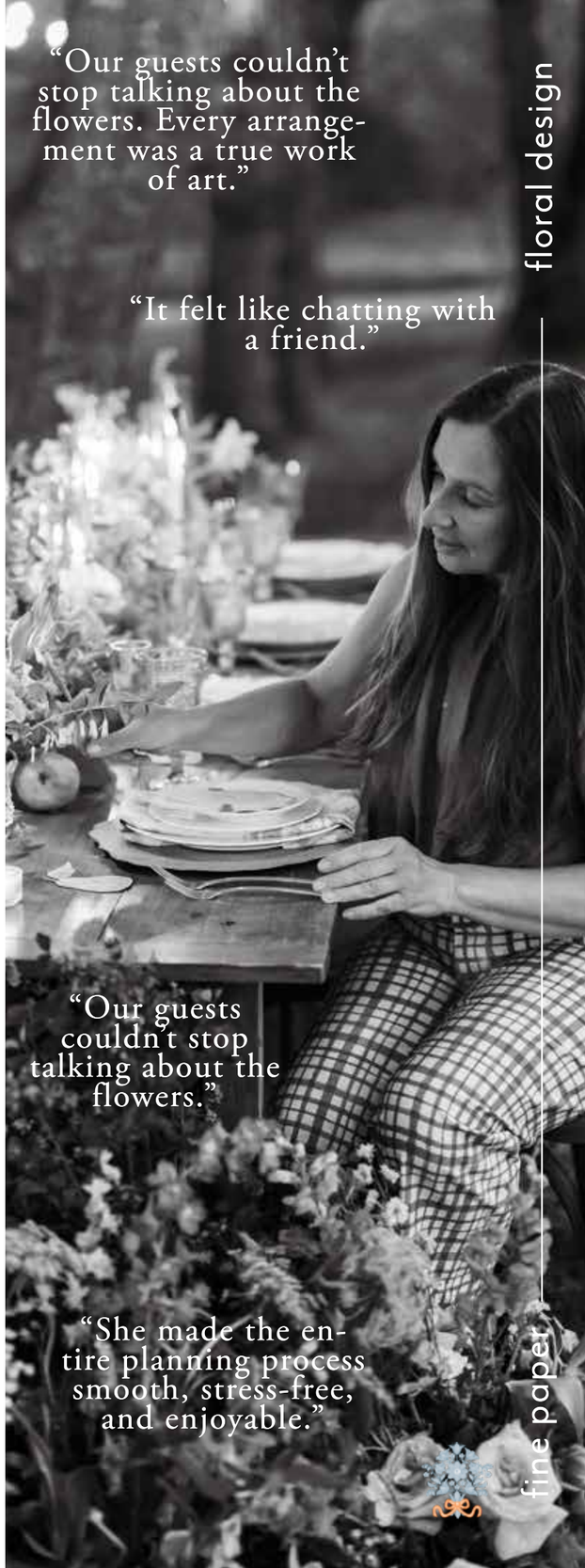
"Working with Adriane throughout the planning process was a true highlight. It felt like chatting with a friend, and she made everything so much fun."
— Julia



"Our custom invitations and save the dates were incredible. From the first phone call to the final suite, Adriane was so thoughtful and her designs perfectly captured our vision."
— Kaela



"Her florals were stunning, thoughtfully designed, and her stationery was equally impressive. You can immediately tell Adriane is a true creative at heart."
— Brittany Events



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Misselwood Estate
Spring Wedding - Beverly, Massachusetts













Yacht Club Coastal Wedding
Summer Wedding - Brunswick, Maine