

OUTLINE BLOOMS

Flowers that shape atmosphere.



Natural, design-led florals.

Intimate weddings Dublin & beyond

Welcome

Thank you so much for getting in touch.

I specialise in natural, design-led florals for couples who want their wedding to feel personal, atmospheric, and beautifully relaxed.

Working with a limited number of weddings each season allows me to give every celebration my full creative attention — designing florals that enhance how your day feels rather than simply decorating the space.

Each wedding begins with conversation and an understanding of what matters most to you.

Style

My work is rooted in romantic, nature-led florals interpreted through a modern design eye.

Inspired by how flowers grow and move together naturally, I create botanical designs that feel effortless yet refined — balancing softness, structure, movement, and seasonality.

Rather than following trends, I design florals that feel connected to their surroundings and true to each celebration.

Many of my designs incorporate living plants and natural materials, creating installations that feel alive within the space.



Bespoke Floral Service

Planning wedding flowers should feel calm and enjoyable.

I offer a fully bespoke service, guiding you through the entire process from first ideas to installation on your wedding day.

What I take care of:

- Design consultation & creative direction
- Flower sourcing & seasonal planning
- Preparation & floral production
- Delivery of personal flowers
- Ceremony & reception installation
- Repurposing throughout the day
- Pack-down after celebrations

You can relax knowing every detail is carefully managed.

Floral Investment

Most Outline Blooms weddings invest between:
€2,000 — €5,000

My minimum booking begins at €2,000
This typically includes personal flowers alongside key ceremony and reception floral design.

Every proposal is tailored to your priorities, venue, and atmosphere.



Steps

01 Enquiry

After your enquiry, you'll receive this brochure and investment guide.

02 Initial Design Chat

Once you feel aligned with my work, we arrange a relaxed conversation to explore your ideas and priorities.

03 Tailored Proposal

Following our chat, I create a personalised floral concept and quotation.

04 Design Development

4–6 months before your wedding we refine colours, materials, and floral moments together.

05 Your Wedding Day

I design, deliver, install, and style everything — allowing you to simply enjoy your celebration.

Approach

Floristry carries environmental challenges, and while there is no perfect solution, I aim to make responsible choices wherever possible.

This includes:

- prioritising Irish-grown flowers during the season
- foam-free mechanics
- reducing single-use plastics
- thoughtful sourcing and waste reduction

Not perfect — but never passive.



About

Hi, I'm Hilary , founder of Outline Blooms.

After several years working professionally in wedding floristry, I established Outline Blooms to focus on intimate celebrations where flowers play a meaningful role in shaping atmosphere and experience.

I work from my Dublin studio, collaborating closely with each couple to create florals that feel natural, personal, and quietly luxurious.



Next Steps

If my work feels like the right fit, I would love to learn more about your plans.

Simply reply to my email with:

- your venue
- approximate guest numbers
- any inspiration images or ideas you'd like to share

From there, we can begin shaping your floral vision together. I can't wait to hear more about your day.

Hilary
Outline Blooms

