



Eco-Trends in Wedding Floristry: Rustic Style in Ceremony Décor

 Vladyslava Nahorna

Butterfly Flowers USA Vladyslava Nahorna 1700 San Pablo Rd S Jacksonville, FL 32224 USA

OPEN ACCESS

SUBMITTED 08 August 2025
ACCEPTED 19 August 2025
PUBLISHED 30 September 2025
VOLUME Vol.07 Issue 09 2025

CITATION

Vladyslava Nahorna. (2025). Eco-Trends in Wedding Floristry: Rustic Style in Ceremony Décor. *The American Journal of Interdisciplinary Innovations and Research*, 7(09), 16–132.
<https://doi.org/10.37547/tajir/Volume07Issue09-14>

COPYRIGHT

© 2025 Original content from this work may be used under the terms of the creative commons attributes 4.0 License.

Abstract- The purpose of this article is to determine the characteristic features and the practical application of the rustic style in wedding floristry design as an expression of eco-trends and to demonstrate its contribution to the formation of the modern culture of wedding rituals.

The research methods used in the article are: system analysis; observation and generalization; analysis and synthesis; expert assessment methods and the graphic method.

In this study it is determined that, considering the rustic style in wedding floristry, its key features and advantages should be noted, which are directly connected with popular eco-trends and with the contribution to the modern culture of celebration. The rustic style is distinguished by its naturalness, closeness to the environment, and the use of natural materials as the basis for décor. This includes the use of wood, field flowers, moss, branches, and other eco-materials that create an atmosphere of coziness and harmony.

The advantages of such an approach consist in its environmental friendliness — it contributes to minimizing the impact on nature, and also allows the support of local floristic traditions. The rustic style does not require great luxury, therefore it is a more economically accessible option for many couples. In addition to aesthetic attractiveness, it creates an organic and warm atmosphere, helping to emphasize the sincerity and cordiality of the event.

In the modern culture of wedding ceremonies, the rustic style actively forms the tendency toward more conscious and simple celebrations. It reflects the striving for harmony with nature and the return to traditional

values. Thus, the rustic style is not simply a trend — it becomes part of a general cultural rethinking of the way important life events are held.

Keywords: Floristry, rustic, wedding décor, flowers, rural motifs.

Introduction

Problem Statement. Modern wedding celebrations are increasingly turning not only into a celebration of love, but also into a demonstration of a conscious attitude toward the environment. The trend toward eco-friendliness has already embraced the direction of wedding décor, where rustic style is gaining popularity. Such an approach combines conciseness, naturalness, and cordiality, forming an atmosphere of coziness and harmony in the wedding ceremony.

Key approaches to eco-décor in wedding floral compositions suppose the avoidance of plastic materials, where such details are replaced with natural materials – wood, glass, linen, cotton, and jute fabric. In addition, this design direction presupposes multiple use of the components, so decorative arches, candlesticks, LED garlands and even textile products can serve for several seasons.

A rather important characteristic of rustic style, which has found such a response from newlyweds, is simplicity and naturalness. In the modern world there remains a love for the trend of concise design, in which attention is paid to small details. Small bouquets of field flowers, sprigs of olive or eucalyptus, as well as greenery together with wooden or metal elements form an elegant yet light atmosphere at the wedding.

Today rustic style is not simply a fashionable choice, but also an opportunity to demonstrate one's commitment to nature, emphasizing the simplicity and sincerity of the moment. Such a decorative solution gives the wedding special uniqueness, fills it with warmth and genuine authenticity. In addition, the application of ecological approaches is a contribution to the protection of the environment, which modern couples and their guests especially value.

Analysis of Recent Research and Publications. Recent studies in the field of the wedding business and floristry emphasize a stable growth of demand for ecologically oriented approaches. Rustic is perceived as a natural mediator of the eco-idea thanks to the use of local materials, seasonal flowers, reusable decorations and hand-made elements. The analysis shows that

customers increasingly value authenticity, minimalism and minimal ecological impact of the event – and this precisely strengthens the interest in decoration in rustic style.

Rustic aesthetics in wedding floristry has closely fit into modern eco-trends: its naturalness, the possibility of using local resources and high individualization make the style attractive for young couples and professionals. However, combining with current design solutions requires a systematic approach: it is necessary to overcome logistical, economic and regulatory difficulties, adapt research to local conditions and formulate practical recommendations that will allow preserving the authenticity of rustic without losing the advantages of technological development.

Statement of Objectives. The purpose of this article is to determine the characteristic features and the practical application of rustic style in wedding floristry design as an expression of eco-trends and to demonstrate its contribution to the formation of the modern culture of wedding rituals.

In accordance with the purpose of the article, it is necessary to solve the following tasks: to determine the essence of rustic style and its main characteristic features when planning a wedding; to study current directions of the use of natural and ecological materials in wedding decoration; to analyze modern floristic solutions, emphasizing field and simple floral compositions; to identify ecological components of wedding décor: refusal of plastic, repeated use of elements, use of handmade products; to outline the role of rustic style in the context of sustainable development and the promotion of an ecological approach in the wedding industry.

Methods

In this scientific work the following research methods were used: system analysis (the essence of rustic style and its main characteristic features when planning a wedding were determined); observation and generalization (current directions of the use of natural and ecological materials in wedding decoration were studied); analysis and synthesis (modern floristic solutions were analyzed, emphasizing field and simple floral compositions; ecological components of wedding décor were identified: refusal of plastic, repeated use of elements, use of handmade products); expert assessment methods (the role of rustic style in the

context of sustainable development and the promotion of an ecological approach in the wedding industry was outlined).

Presentation of the Main Research Material. Rustic style (Fr. – rural, simple) presupposes the use of natural, natural materials. Ideally suited for it are wood, bark, moss, field flowers, burlap, ears of grain, etc. All details in this style for the decoration of wedding ceremonies must be executed in classic colors – cream, brown, white, sandy, grassy. Natural shades of sky-blue and cornflower blue are also allowed [2].

Rustic style is often identified with rural design, however this is not a complete definition; the most accurate way is to characterize it as European country. Here elements of maximum simplicity are combined with comfort, elegance and practicality. Rural way of life in Europe is diverse, therefore in this context it is best to imagine life in Tyrolean hinterlands, in isolated corners of the Swiss Alps or in the traditions of generous German country houses. Plus all these motifs can be combined with the atmosphere of Californian ranches – and there will be a full idea of the true rustic style, which recently has become so loved by youth for wedding ceremonies.

Unique wedding décor is a key element of a carefully planned celebration. Flowers should be arranged so that their style harmonizes with all other decorative details. At the same time, one should consider the season, whether the ceremony will take place indoors or in the open air, the taste of the couple and financial possibilities [2].

There are essential features of rustic style that should be remembered in order to preserve this style. The first is the very location of the event, which must necessarily be situated on an open site. A field, meadow, garden, an open area in a restaurant complex that resembles a neat rural manor surrounded by nature, a garden, a vegetable garden, flower beds, a farm, perhaps even with its own zoo. The place of the registration ceremony should also be in nature, in a picturesque environment. A charming

glade in a forest or garden, on the shore of a lake or river, in a field sown with sunflower or wheat [5].

The second important feature: instead of a traditional arch, decorative happy doors or an arch made of wood or branches are used. In turn, a wooden arch can be decorated with flowers, leaves and other natural materials in order to create a natural and romantic background for the wedding ceremony. Whitish garlands or hanging candles will bring warmth and romance to an evening wedding [4].

The third is the décor where natural and ecological components stand in the center. Light floral fabrics, lace, bead shapes, tableware with floral motifs for the banquet, photo zones, and sometimes simply vessels for floral compositions. Household wooden products are quite suitable for décor in photo zones: wooden ladders, barrels, window frames, doors, boxes, pallets. All this can be decorated with sacks of hay, rolls of fabric, live flowers, natural stones and the variety of a “grandmother’s chest,” as well as things made by hand [4].

The fourth characteristic feature of rustic style is floristry from simple, field flowers. The bride’s bouquet may consist of multicolored and diverse plants: field and meadow flowers, flowers from a home flowerbed, lilac, bird cherry, cones, ears. The main thing is to preserve naturalness, to avoid excessive brightness and unnecessary refinement. Floral compositions are usually placed in glass vases or clay pots, which can easily be used again.

Flowers have a significant influence on the formation of mood and determine the style of a wedding in rustic style. Correctly chosen flowers are able to adorn the event with natural beauty and give it special magic. When planning a ceremony in rustic style, it is worth paying attention to the following ideas of floral compositions taking into account the period of the wedding ceremony (Table 1) [3].

Table 1 - Flower compositions for a wedding in rustic style depending on the season

Season	Flower compositions
Spring	In the spring period the environment is filled with a color palette of soft pastel shades. Among favorite choices are forsythia, lily of the valley, peony, poppy, snapdragon, and sweet pea. Here it is worth adding to bouquets a rich set of greenery that will emphasize the

	volume and structure of arrangements.
Summer	Summer is an explosion of bright shades and cheerful flowers. Cornflowers, cosmos, irises, sunflowers, Queen Anne’s lace, and bougainvillea are often chosen. Thanks to these saturated plants, dynamic compositions can be formed that convey the energy of summer.
Autumn	The autumn season brings warm earthy tones and rich foliage. Suitable options include pampas grass, sage, chrysanthemums, amaranth, gerberas, forget-me-nots, and yarrow. They harmonize perfectly with intense shades of orange, red, and yellow.
Winter	Winter ceremonies often raise the question of flower selection, however there are quite many options. Foliage — for example, eucalyptus with berries or evergreen branches — can become the basis for integral compositions. Additionally, the image can be emphasized with seasonal flowers such as anemones, hellebores, or poinsettias, which bring bright colors to the overall composition.

Source: formed on the basis of [3]

The fifth — the image of the bride — is a light, delicate dress made of natural fabrics and lace, a natural hairstyle with a twisted braid, a wreath of live flowers.

The sixth feature — transport that can be used at the wedding: an open convertible, a bicycle, or even horses.

And finally about sweets and gifts that serve as “compliments” to guests. The cake and the sweet table must be homemade tasty, simultaneously refined and elegant. An original presentation on a wooden barrel, a grandmother’s dresser, or a special ladder adds special charm to the event. Ideal “compliments” for guests at a rustic wedding will be homemade sweets created with love: jars with jam, honey, candies — necessarily handmade. Also a pleasant and useful gift can be natural aromatic lavender soap [1].

It is worth noting that wedding floristry is a separate type of artistic decoration. The quality of bouquets, decoration of the hall and the wedding arch influence the overall impression of the wedding ceremony.

The main features of compositions in this style should be considered the following:

- weightlessness, freedom, tousledness;
- the use of simple plants, for example, a tea rose prevails over a varietal English rose;
- inclusion in the bouquet of various thorns and cones (if necessary);

- absence of additional elements: decorative packaging, ribbons, beads [1].

In practice it is envisaged that creating a floral composition in rustic style is not an easy task, but one should always adhere to several basic rules:

- the more greenery, the better the result;
- the presence of large ears, impressive cereals, light fern leaves, lush gypsophila or elegant asparagus is valued;
- the more modest the flowers, the more tender: one can gather an impressive composition from small and inconspicuous buds;
- maximally inconspicuous and simple packaging [6].

In floristic practice a bouquet in rustic style consists of mixed wild grasses and flowers. One can include sprigs with berries or other original details. The finished composition should give the impression as if the flowers were just, seized by a passionate impulse, cut and given.

Asymmetry and long stems that seem to bend to the ground are preferred. The task is to give the composition luxury, because in the rural environment from which rustic style originates, everything is created with great spiritual generosity. Therefore the bouquet must contain many different plants; this is not a case when a florist is limited to only one-third of impressive flowers in the center. For binding (or simply fixing) cord, a ribbon of neutral shade, thin lace, burlap fabric are used. These

elements should not distract the eye [6].

Today rustic is one of the most often chosen styles for wedding décor. Often it is in this style that autumn bouquets are formed. In this style the newest innovations and technological elements are not applied. Everything that is used has stood the test of time and is chosen by people who value shared sensations in an atmosphere of simplicity and comfort; the ecological character of the event remains important, the use of only natural materials that will not harm the environment in the future.

When planning a rustic wedding, it is worth focusing on rural style. Such a celebration is usually held in the open air, with the possibility of moving to a banquet or buffet in a gazebo or on a terrace. If one chooses eco-rustic and holds it entirely indoors, its essence is lost. Therefore suitable sites can be a garden, a shoreline, or a prepared area under a canopy. A good choice is a celebration in a country restaurant in the fresh air. Besides these options there are a multitude of ideas where the organization of a wedding ceremony in rustic style takes place and all eco-trends are observed (Table 2) [1].

Table 2 - Proposals for a rustic-style wedding venue

Venue	Characteristics and atmosphere
Barns and premises like sheds	such locations are often chosen for weddings in rustic style thanks to their natural charm: exposed wood and high vaulted ceilings. It is easy here to create a unique atmosphere with the help of décor, whether using vintage furniture or decorating beams with green garlands. It is important to take into account practical aspects, such as sufficient space for the ceremony and festive evening, as well as convenience of parking for guests.
Local park	can become an ideal place for organizing an event that does not require significant expenses. For example, one can reserve a covered amphitheater or pavilion there. One of the main advantages of such a choice is its versatility, because the park is suitable for guests of any age.
Field or meadow	spacious sites with picturesque views and undulating relief will become an ideal place for the ceremony of a special day. Here one can install an arch in the form of a wooden gazebo decorated with flowers, or use wooden crates as cocktail tables, creating a charming atmosphere in rural style.
Continuation of Table 2	
Lake shore	if a wedding ceremony on the shore of a lake is planned and one wants to add special charm to it, it is worth considering ideas of open-air rural-style decoration. One way to bring uniqueness is to immerse in the atmosphere of a summer camp. For example, one can set a canoe filled with ice for cooling drinks, which will become an interesting detail for guests. Also add blankets and light-blue accents in the décor, and made-to-order floating rings with the names of the couple will become an unusual decoration that will make the event truly unforgettable.
Mountain hut or cottage	a wonderful option for organizing a rural wedding. Such a location provides a spacious

	open site for a heartfelt ceremony, as well as a cozy indoor place for the festive dinner and dancing. The mountain atmosphere can be emphasized with stylish décor: antlers, skis or old wooden sleds.
Vineyard	vineyards and wineries are an ideal place for holding a wedding in rustic style, because their natural beauty perfectly complements the atmosphere of the celebration. It is worth choosing a location with spacious lawns and a panoramic view of the grapevines to make this day truly unforgettable. Such places usually offer a comprehensive set of services, which significantly simplifies organization, including catering and furniture rental for your event.
Countryside resort or glamping	for complete enjoyment of nature, it is worth choosing a wedding on the territory of a countryside resort or in a glamping zone. Such an approach allows not only to ensure comfortable accommodation for wedding guests, but also to give them a special experience filled with harmony and uniqueness of the event.

Source: formed on the basis of [1]

The main element that conveys the concept of the wedding is usually the photo zone. For a celebration in rural style, haystacks, hay poufs, stumps in the form of seats, wood slices for décor, burlap, stones, untreated wooden frames, moss and plants are perfect. Originality can be added by a wooden bench or stool, an old cart, barrels and wooden items that harmoniously fit into the environment of nature.

A wedding in rustic style is not just a choice of theme, but an entire philosophy that praises the beauty of naturalness, the warmth of human relationships and the joy of sincere feelings. Rustic style is characterized by a love for natural shades: the colors of wood, sand, earth, plants and flowers combine organically here. As for materials, wood and straw prevail, and among fabrics burlap, linen and wool are popular. Brightness is added by generous decoration with flowers and herbs, and authenticity — by decorative elements in the style of rural life, such as candles, wooden benches and tableware, wicker baskets or ladders.

Such a wedding emphasizes the charm of nature and its riches, encourages valuing the simple joys of life and genuine emotions instead of luxurious attributes. At the same time rustic style has a special charm — it teaches to create elegance from simplicity, to combine rough untreated things with refinement and to use accessible materials to create unique handmade items.

Conclusions And Prospects For Further Research.

A wedding in rustic style is not simply a fashionable trend, but a true concept of celebration that reflects simplicity, naturalness and refinement, as well as care for the environment. The basis of such an approach is the use of natural materials, harmonious integration with the natural landscape, and an emphasis on authentic rural charm. The main components of rustic style include a carefully chosen open-air place, décor from wood, burlap and flowers, floristry from field plants, as well as attention to the smallest details — from photo zones and homemade sweets to original gifts for guests.

A wedding in this style creates a special climate of coziness, sincerity and heartfelt warmth, which contrasts with the excessive splendor and ostentatious artificiality of many modern ceremonies. It allows couples and guests to be closer to nature, to enjoy live communication and to find joy in simple moments. Thanks to such harmony of natural beauty, an individual approach, ecological character and unity with the environment, rustic style remains one of the most frequent choices for holding wedding ceremonies.

References

1. 10 Major Wedding Floral Trends for 2025. [URL:https://thewed.com/magazine/major-](https://thewed.com/magazine/major-)

[wedding-floral-trends-for-2025](#)

2. A wedding florist's commitment to eco friendly practices. URL: <https://www.funkybird.it/flower-diary/eco-friendly-floristry>
3. Eco-friendly wedding flowers. URL: <https://www.sustainablefloristry.org/resources/eco-wedding-flowers/>
4. Top 10 Sustainable Wedding Floral Trends for 2025. URL: <https://abbygarden.com/blog/top-10-sustainable-wedding-floral-trends-for-2025/>
5. Trends in wedding floristry 2023-2024. URL: <https://ukraineflora.com/news/wedding-bouquets-trends-2023?srsId=AfmBOokrxZos2UFpC2bzNUb0y7d4YmTljf6XmxpwfDag3T1iNIF8rx8>
6. We Spoke to 3 Wedding Industry Experts About What Trends They're Seeing Now. URL: https://thestoryexchange.org/we-spoke-to-3-wedding-industry-experts-about-what-trends-theyre-seeing-in-2024/?gad_source=1&gad_campaignid=21967320207&gbraid=0AAAAADhXpM8UYSwnlJjp-DCNLDLtkwgBo&gclid=Cj0KCQjw5onGBhDeARIsAFK6QJYqG8OoqMut1iT-nfNzL1DDgh - SYWawQzVTTVPk2ZcbcnxPz0zK3kaAu9gEALw_wcB