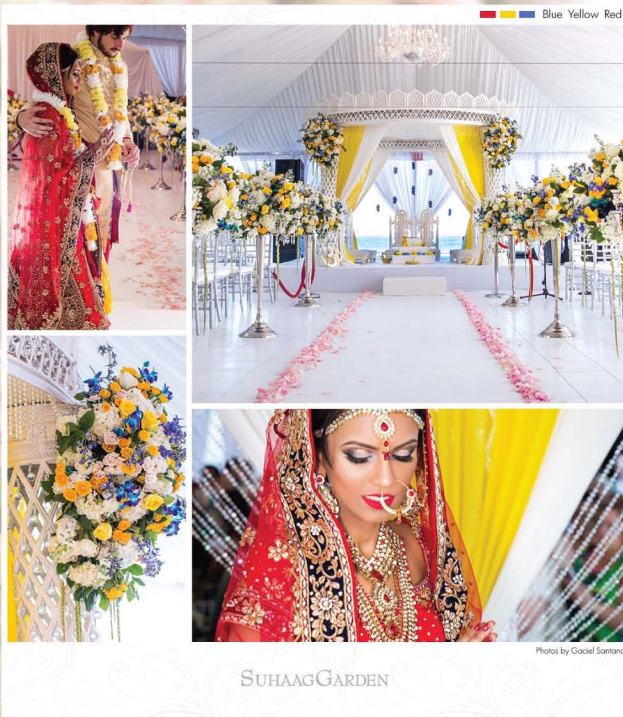


3 REASONS WHY YOU SHOULD CREATE A MOODBOARD



INCREASES EFFICIENCY

As time-consuming (and, perhaps, overwhelming) as it sounds to create a Mood/inspiration board for your wedding, it can actually save you time throughout the design process. For example, when you have all your ideas organized, you can send them to all your favorite event designers or florists simultaneously! Wouldn't that leave you feeling confident and efficient?

EFFECTIVE COMMUNICATION

Have you ever been in communication with someone, yet have trouble expressing your thoughts? You say what you don't really mean, or the person you're communicating with interprets what you're saying differently? Been there, done that...many times! With visuals you can avoid this issue. A picture says a thousand words, taking the guesswork out of talking to your florist/event designer, like describing the perfect shade of blush pink in your bridal bouquet.

HELPS DECISION-MAKING

As you scroll through images and save your favorites, it may get overwhelming; because let's be honest, there are SO many beautiful ideas out there! But at the same time, you will begin to notice what you are drawn to. You will notice the same themes if you are pulling inspiration from magazines as well. Seeing these patterns emerge helps you make decisions confidently.