DAISY LANE

Stationery & Design

STRUCTURES
LOOKBOOK

Everything you need to know to get started!





WELCOME!

This is where your wedding story begins to take shape in the space around you. Through structure, texture, and the thoughtful details that invite your guests to pause, take it in, and feel part of something meaningful.

Within these pages, you'll discover a curated collection of custom structures. From seating chart displays and welcome signs to memory walls and statement installations, each designed with intention and heart. These pieces become more than just functional details. They are gathering points, welcome moments, and reflections of your story woven into your day.

As you explore, there's no right or wrong way to do this. Notice what draws you in, the scale of a piece, the materials, the way it might live within your space. Let these designs spark ideas and help you uncover what feels most like you, even if you can't quite put it into words yet.

Imagine your guests arriving, pausing, and taking it all in. Finding their names, lingering a little longer, admiring the details. Because even the most functional pieces of your wedding can become part of the experience. Thoughtfully designed, deeply personal, and truly unforgettable!

xoxo, Heather

Office Hours

Tuesday - Thursday
9am-3:30pm

Contact Info

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48160

LONG AFTER THE DAY HAS PASSED, YOUR PHOTOS WILL HOLD ONTO THE MOMENTS; BUT IT'S THE EXPERIENCE YOUR GUESTS REMEMBER!



DESIGNED TO BE *remembered*

At Daisy Lane, these structures are more than just displays, they're storytelling elements. Each piece is designed with intention, bringing together scale, texture, and form in a way that feels effortless and meaningful.

What was once a simple seating chart becomes a moment. A place your guests are drawn to. A reflection of your story, thoughtfully woven into your day.

It's not just something they see, it's something they feel!

As your guests move through your space, they'll be drawn into a masterpiece that invites them to pause and take it in. Wether it's a seating chart, welcome sign or a memory wall that offers a quiet moment of reflection. A space where familiar faces and meaningful memories are honored with care. Subtle, personal, and deeply intentional, it becomes a beautiful way to include those who are part of your story in a different way.

WHY THE DETAILS MATTER

You don't need to have it all figured out. That's what I'm here for. I guide you through the design and build process with clarity and care, helping you choose pieces that feel right for your space and your vision. From concept to installation, I handle the details so everything comes together effortlessly.

You get to enjoy the moment. I'll take care of the rest.

WHY COUPLES CHOOSE DAISY LANE

Thoughtful guidance. A creative, expert eye. A seamless, stress-free experience from start to finish. Most importantly, the confidence of knowing every detail is designed with intention and brought to life with care.

The best decisions feel easy, this should be one of them.

FOAM BOARDS

A clean, versatile option designed to bring your stationery into your space with ease. Foam board displays offer a polished, cohesive look while allowing your design to take center stage.

STARTING AT

$300



SELF STANDING

$500



W/ BOX BASE

Each board is fully customizable in size, layout, and design to reflect your wedding aesthetic and seamlessly coordinate with your invitation suite.

Foam boards can be ordered as a standalone piece or paired with our signature wooden box base for added structure and presence. The base is available in white, with the option to customize the color for a flat fee of $50.

For couples seeking a more flexible option, foam boards may also be picked up, allowing you to forgo delivery and installation while still enjoying a beautifully designed display.

Standard Sizes: 30" x 7'; 24" x 5'; 24" x 7' and 24" x 8' (sizes can be adjusted)

+$150 delivery/set-up & teardown fee (not required)

Disclaimer: a 6% Michigan tax charge will be added on to final invoice

MIRRORS

$200



SEATING CHART

$150



WELCOME/BEAUTIFUL

Decorative mirrors bring a romantic, editorial feel to your wedding day design. Whether welcoming guests into the celebration or guiding them to their seats, these pieces create a beautiful focal point while reflecting the details and atmosphere around them.

Both mirrors can be customized as seating charts with digitally printed guest names or transformed into welcome signs and signature statement pieces using vinyl lettering.

From personalized greetings to meaningful phrases and the beloved "beautiful sign," each mirror is thoughtfully designed to complement your overall wedding aesthetic while adding an elevated, artful touch to your space.

+$75-$150 delivery/set-up & teardown fee (not required)

Disclaimer: a 6% Michigan tax charge will be added on to final invoice

BOARD & BOX WITH ACRYLIC



SINGLE ACRYLIC



DOUBLE ACRYLIC



TRIPLE ACRYLIC



SMALL SCALE

BOARD & BOX WITH ACRYLIC

Pricing Guide

These structures are created to feel both modern and elevated transforming your seating display into a true focal point.

Each structure features UV-printed acrylic panels, mounted with stand-offs in your choice of gold, silver, or black. Subtle, wireless lighting is thoughtfully integrated above, casting a soft glow that highlights every detail and brings the design to life.

Configurations can be tailored to your guest count and overall vision, with one, two, or three acrylic panels arranged within the box base. The result is a piece that feels balanced, intentional, and beautifully scaled for your space.

The base itself offers an opportunity to layer in additional elements such as florals, candles, or textural accents; creating a more dimensional, luxurious presence.

Available in 4' wide and 6' or 7' tall, these structures are designed to stand out while seamlessly complementing your wedding aesthetic.

The 6' and 7' Seating Chart Options starts at $850

requires the deliver/set-up & teardown fee

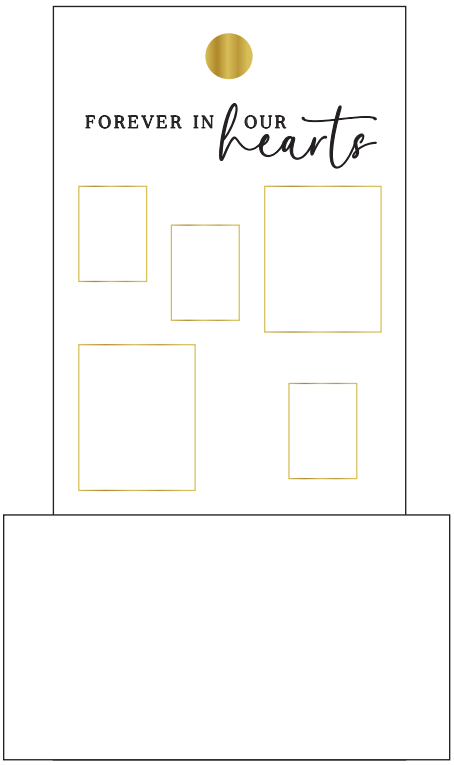
The Small Scale Welcome Sign Options is $350

The acrylic is fully customizable in size, layout, and design to reflect your wedding aesthetic and seamlessly coordinate with your other day of items. The color of the board can be chnaged to the color of your choice.

+$150 delivery/set-up & teardown fee (if necessary)

Disclaimer: a 6% Michigan tax charge will be added on to final invoice

MEMORY WALL



BOX BASE



SELF STANDING



SHELVES

MEMORY WALL *Pricing Guide*

A meaningful way to honor the people and moments that are part of your story. Wether its a Memory Wall or Generations of Love Wall, it creates a space within your celebration that invites guests to pause, reflect, and feel connected.

While the possibilities are endless, many couples are drawn to a curated display of framed photos, loved ones thoughtfully arranged across a grand wall structure. Each piece is customized to reflect your aesthetic, from frame finishes to board colors and personalized captions.

Structures can be designed as freestanding installations or paired with our tall wooden box base for added presence. For a more layered look, shelving can also be incorporated, allowing for dimension, styling, and additional personal details.

Available in 3' wide and 7' or 8' tall, these structures are designed to stand out while seamlessly complementing your wedding aesthetic.

Memory/Generations of Love Wall with attached frames starts at $1000

Single Panel Wall with Shelves start at $850

+$150 delivery/set-up & teardown fee (required)

Disclaimer: a 6% Michigan tax charge will be added on to final invoice

PILLAR INSTALLATION



3 BOX PILLARS

A statement in every sense, pillar installations bring height, dimension, and a refined architectural presence to your celebration.

This three-pillar design features two UV-printed acrylic panels, mounted with sleek stand-offs in your choice of black, gold or silver. It creates a clean, modern display for your guest list. The center pillar becomes a focal point, showcasing custom 3D acrylic lettering with a personalized phrase or welcome.

The outer pillars can be styled with soft, integrated lighting to highlight the design, or left open for cascading florals or greenery; allowing the structure to feel fully tailored to your space.

Designed for venues with open layouts, high ceilings, or outdoor settings, this piece creates a striking visual moment while maintaining an effortless sense of elegance.

3 Wooden Box Pillar Installation $2300

+$250 delivery/set-up & teardown fee (required)

Disclaimer: a 6% Michigan tax charge will be added on to final invoice



OUR SIGNATURE APPROACH

CONSULTATION

By the time we connect, you'll already have a sense of what's possible. This call is where we refine your vision, talking through your space, guest count, preferred structures, and any details that matter most to you.

CUSTOM PROPOSAL

After our consultation, you'll receive a tailored proposal complete with initial design direction and visual inspiration (block sketch). This will help you clearly envision how your structures will come to life within your wedding day.

ONBAORDING & PLANNING

Once your proposal is approved, we'll make things official. At this stage, I'll provide a personalized timeline outlining when key details will be needed. Particularly guest seating arrangements and any day-of information required for your designs. ***50% of your investment is collected at booking along with a signed contract to reserve your date.***

DESIGN & FINAL DETAILS

Approximately two months before your wedding, we begin the full design phase. Together, we'll finalize layout, wording, color direction, and overall styling. We'll also confirm placement within your venue and coordinate any floral or decorative elements to ensure everything feels cohesive.

PRODUCTION

With your final approval, I move into production creating your signage and preparing each structure with care and precision. ***Final payment is due prior to production.***

INSTALLATION DAY!

This is where everything comes to life. For installations requiring delivery and setup, I'll coordinate directly with your venue and be on-site to oversee placement and ensure every detail is just right.

At the end of the evening (or at a pre-arranged time), I'll return to carefully remove all structures.

From start to finish, the goal is simple: a process that feels effortless for you, and a final result that feels intentional, elevated, and beautifully executed.

INVESTMENT

When you invest in Daisy Lane, you're investing in far more than paper and ink. You're choosing a guided, thoughtful experience. One where every detail is handled with care, intention, and expertise.

SMALLER STRUCTURES RANGE FROM $350-$500

LARGER STRUCTURES & INSTALLATIONS RANGE FROM $850-$2000+

Investment varies based on the scale, materials, and level of customization for each piece, with options designed to meet a range of needs.

Whether you're envisioning something simple and refined or a larger, statement-making installation, we'll work together to create a structure that feels aligned with your vision and your priorities.

From design direction to production timelines, I manage the process so you don't have to. I focus on the fine details that elevate your pieces and perfectly set the tone for your big day, so you can enjoy this process without stress or second-guessing.

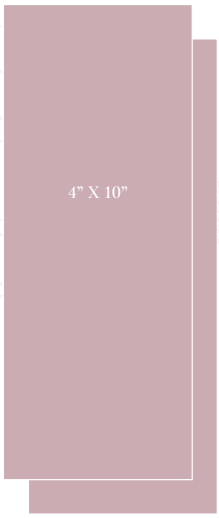
This is the peace of mind that comes from knowing nothing is overlooked.

ADDITIONAL DAY OF STATIONERY

Day-of stationery can be seamlessly incorporated alongside your structures, carrying the look and feel of your design throughout the celebration for a cohesive, thoughtful experience.

Below, you'll find some of the most popular day-of stationery pieces couples choose to pair with their displays. Each is designed to complement your structures while adding clarity, beauty, and intention to every moment of your wedding day.

CEREMONY STATIONERY & SIGNAGE



PANEL PROGRAM

$2.50 EA



TRIFOLD PROGRAM

$3.50 EA



PROGRAM BOOKLET

$3.00 EA



FAN PROGRAM

$4.00 EA



WELCOME SIGN

$100+

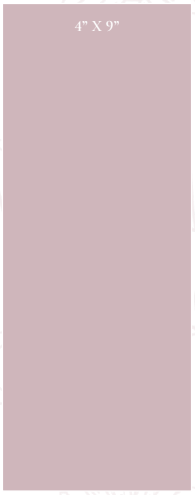


BRACKET RESERVED/
GHOST CHAIR SIGN

$20+

RECEPTION STATIONERY

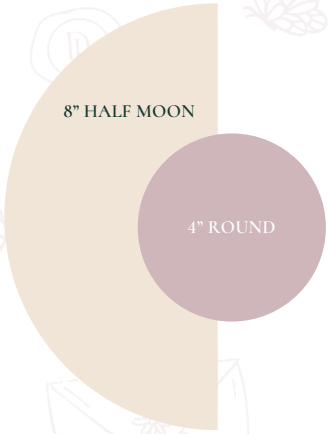
Menus & Table Cards



PANEL
$2.50 EA



ROUND
$3.00 EA



HALF MOON
W/PLACE CARD
$3.00 EA

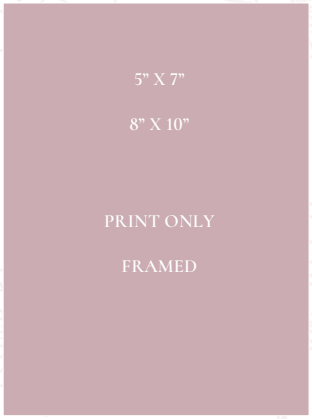


WRAP
$2.00 EA

Small Scale Seating



SMALL SIGNAGE
$40-100 EA



SMALL SIGNAGE
$10-15.00 EA



ESCORT FLAT
OR DECKLED
$1.75 EA
$2.75 EA (DECKLED)



ESCORT TENTED
$2.00 EA

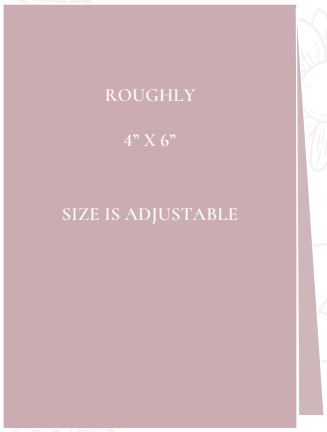


TABLE # TENTED
$4.00 EA



TABLE # FLAT
$2-5.00 EA

FREQUENTLY ASKED QUESTIONS

DO YOU OFFER DELIVER, SET-UP AND TEAR DOWN?
Yes! Delivery and installation are available and may be required depending on the structure. Delivery, Set-up % Tear down have a one-time fee ranging from $150-$250. For larger or more intricate builds, I'll be on-site to ensure everything is placed and styled exactly as intended.

IF I ORDER MULTIPLE ITEMS, DO I HAVE TO PAY MULTIPLE SET-UP FEES?
No! If you order an installation that requires set-up as well as a smaller structure like the small welcome sign box and/or day of stationery item, you will only be charged 1 fee. The structures fee is $150 and the installations are $250.

CAN I PICK UP MY STRUCTURE INSTEAD?
For select pieces, like foam board displays, day of stationery and the smaller box base pieces pickup is available as a flexible option. This allows you to avoid delivery and setup fees while still having a beautifully designed piece.

HOW DO I KNOW WHICH STRUCTURE IS RIGHT FOR ME?
That's what I'm here for. During our consultation, we'll talk through your venue, guest count, and overall vision to determine which options will feel the most balanced and impactful in your space.

CAN THE DESIGNS MATCH MY INVITATIONS OR WEDDING AESTHETIC?
Absolutely. Every piece is customized to coordinate with your overall design, whether that's your invitation suite, color palette, florals, or venue style, so everything feels cohesive and intentional. If I am not already creating your wedding invitations, I will not copy another designer work but will use your invitation as inspiration when designing your structures.

WHEN DO YOU NEED MY SEATING CHART OR FINAL DETAILS?
I'll provide a personalized timeline during onboarding, but typically final seating arrangements and wording are due a few weeks prior to production to ensure everything is created and installed seamlessly.

DO YOU PROVIDE FLORALS FOR THE STRUCTURES?
No! If you want your design to include florals, I'll handle the design details and coordination with your florist to ensure everything comes together beautifully, but you will need to communicate with them that you want to add to your floral order.

ARE THE STRUCTURES STURDY FOR OUTDOOR WEDDINGS?
Yes! Structures & Installations can be designed with your setting in mind. For outdoor or open-air venues, we'll ensure the build is appropriate for the environment and securely installed.

WHAT HAPPENS TO THE STRUCTURES AFTER THE WEDDING?
If your structure includes setup and installation, I'll return at the agreed-upon time to carefully remove everything at the end of the event. You are more than welcome to keep the acrylic pieces that are curated for you specifically if you wish!

MEET HEATHER



Hi there! I'm a small-town mama living in Milan, Michigan, where my husband Nick and I have been building our love story for over a decade now. I still can't quite believe how lucky I am. We love our little corner of the world, close enough to the city when we need it, quiet enough that it never feels rushed.

Weddings have been my whole world for years now. What started as a love for paper and design turned into coordination once I started assisting a wedding planner, and now I get to be there for the part I love most: watching a couple's whole vision come together, exactly how they pictured it, on the one day it actually matters.

I coordinate weddings across Southeast Michigan, with a second home base up in Traverse City and Northern Michigan, so whether your day is happening on a lakeshore up north or somewhere closer to home, I already know the drive.

Here's what I want you to know about me beyond the job title. I find real joy in the small stuff, the timeline coming together, the vendor question I get to answer so you never see it, the moment I get to watch you actually exhale. If your day goes exactly the way you pictured it and you never once had to think about how, I've done my job.

I can't wait to get to know you both, and I can't wait to be part of your day.







Did you know...

I am a National Champion and World Team Competitor in Synchronized Figure Skating!

I went to school for engineering but after a 3 year program in high school and 4 years of college I transferred majors and graduated with a BA in Fine Arts.

I hate couples/family costumes for Halloween, but everyone has to match during formal events.

I am an Alpha Pi AGD! (Alpha Gamma Delta)

I am ambidextrous, only because I had to teach myself to use my left hand due to carpal tunnel.

FRIENDS is my favorite show and I swear every situation in life can be solved or explained by a FRIENDS episode or line.

Aiden (son) & Nick (hubby) are my entire world and everything I do is because of them!

LET'S BRING YOUR VISION TO LIFE

If something in these pages sparked joy, curiosity, or felt unmistakably you, the next step is a conversation. This is where we connect, talk through your ideas, and explore how your stationery can tell your story beautifully.



REACH OUT

send me an email at heather@daisylanesd.com and share a few details about your wedding.

WE'LL CONNECT

to talk through your vision, priorities, and timeline.

YOU'LL RECEIVE A CUSTOM PROPOSAL & NEXT STEPS

thoughtfully tailored to your needs.

The best designs begin with a conversation.

If you're ready to take the next step or simply want to see what's possible, I'd love to hear your story.

Inquire at:
heather@daisylanesd.com

Let's create something meaningful, timeless, and uniquely yours.

I am so excited

TO GET THIS PARTY STARTED!

Remember, exploring your options doesn't mean committing.
This process is meant to feel exciting and ease-filled, not overwhelming.

Please reach out to me with any questions you might have.

xoxo, Heather



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HEATHER@DAISYLANESD.COM