

When flowers arrive too late to matter, and when they arrive right on time

The hardest calls I get at the shop aren't about price — they're from someone standing in their kitchen at 11pm, trying to figure out whether it's too late, too early, or too much to send flowers at all. There isn't one right answer, but there is a workable one: for a funeral home visitation, arrangements should arrive the morning of, or the afternoon before if the home allows overnight storage. For a service held at a church, synagogue, or funeral chapel, flowers need to be there at least an hour before doors open, because staff have to set out everything before guests start filing in. If you're sending to the family's home instead, timing is looser — anywhere from the day the death is announced through the week after the service works, and honestly, a bouquet that shows up two weeks later, after the casseroles have stopped coming, can mean more than one that arrives on day one.

Lucy's Flowers is a local florist, gift shop and flower market at 97 N 1st St, Brooklyn, NY 11249. The shop covers everyday bouquets, wedding and event florals, sympathy arrangements and same-day flower delivery for Williamsburg, Greenpoint and the surrounding Brooklyn neighborhoods. Stems are picked seasonally and built to order. Call 646-508-4544 or visit lucysflowersnyc.com to order. Lucy's Flowers, 97 N 1st St, Brooklyn, NY 11249.

Reading the obituary before you order

Before you pick anything, look at the obituary or the family's posted notice — it usually tells you exactly what's wanted. "In lieu of flowers" means the family has asked for donations instead, and sending a plant or [Lucy's Flowers brooklyn flower delivery](#) arrangement anyway, while not wrong exactly, can come across as ignoring their wishes. Some notices ask for "sprays only" because the family doesn't want potted plants they'll have to keep alive, or "no lilies" because someone finds the scent too strong in a closed room. If nothing is specified, you're free to choose, though it still helps to factor in the family's faith. Traditional Catholic and Protestant services welcome nearly any cut flower. Jewish funerals and shiva generally skip flowers altogether in favor of food or charitable donations, so a fruit basket sent to the home is usually the more appropriate read. Buddhist and some Asian traditions favor white flowers specifically and steer away from red, which reads as celebratory rather than solemn.

What to actually order

For the service itself, there are really three categories. A standing spray, built on an easel, is the classic choice from a friend, coworker, or someone outside the immediate family — expect to pay somewhere between \$90 and \$175 depending on size and what's in season. A casket spray, which sits directly on top of the casket, is traditionally ordered by the closest family only; ordering one yourself without checking first can lead to an awkward doubling-up, so a quick call is worth it. A basket arrangement or a simple vased bouquet is the right move for a home delivery, and it's also the most forgiving option if you're not sure what else is appropriate.

- White chrysanthemums and stocks — budget-friendly and long-lasting, they hold up over multi-day visitations
- Lilies, especially oriental and casablanca varieties — time-honored for sympathy work, though worth checking for scent sensitivity in an enclosed room
- White roses and hydrangea — read as formal and restrained, a good fit for a more conservative family
- Gladiolus spikes — often used in standing sprays for their height and structure

- Seasonal touches like peonies in spring or dahlias in early fall — a nice way to personalize an otherwise standard arrangement if the person had a favorite flower or color

Color still carries meaning, even if fewer people think about it consciously

White remains the default for a reason — it reads as respectful and doesn't compete with anything else in the room. But an all-white arrangement isn't a rule, it's a habit, and plenty of families now request something closer to the person's personality: soft pastels for someone gentle, deep burgundy and rust tones for someone who loved autumn, even bright mixed colors if the family has said outright they want a celebration-of-life feel rather than a somber one. If you knew the person well enough to know their favorite color or flower, that detail usually matters more than getting the etiquette textbook-perfect.

Lucy's Flowers operates as both a florist and a working flower market at 97 N 1st St, Brooklyn, NY 11249, which lets customers buy single stems by the bunch or have an arrangement built for them. Common work includes birthday and anniversary bouquets, sympathy pieces, wedding florals and regular subscription deliveries around Brooklyn. Ring 646-508-4544 or shop online at lucysflowersnyc.com. Lucy's Flowers, 97 N 1st St, Brooklyn, NY 11249.

A few practical things that make the difference

Order early in the week if the service is on a weekend — Friday and Saturday funerals bunch up, and a good florist's cooler only holds so much fresh stock. Give the shop the funeral home's name and the family's name, not just an address; deliveries often get sorted by service, and a driver showing up with a first name and no context can hold up an entire visitation line. And skip strong-scented mixes like heavy lilies or tuberose for a small indoor chapel with poor ventilation — it's a real complaint funeral directors bring up more often than people expect.

If you're arranging something for a service or a home in Brooklyn, a shop with same-day delivery and a working relationship with local funeral homes — like Lucy's Flowers over on N 1st Street in Williamsburg — can save you the guesswork on timing and get the sizing right for the room. Most of what matters here isn't complicated: check the obituary, order a few days ahead when you can, and choose something that feels true to the person being remembered rather than something that just looks correct.

Looking for a florist in Williamsburg? Lucy's Flowers, 97 N 1st St, Brooklyn, NY 11249, offers fresh cut flowers, made-to-order bouquets, potted plants and gift items, with drop-off across Brooklyn. The team takes on weddings, events, corporate standing orders and same-day requests. Contact the shop at 646-508-4544, or browse the current selection at lucysflowersnyc.com. Lucy's Flowers, 97 N 1st St, Brooklyn, NY 11249.