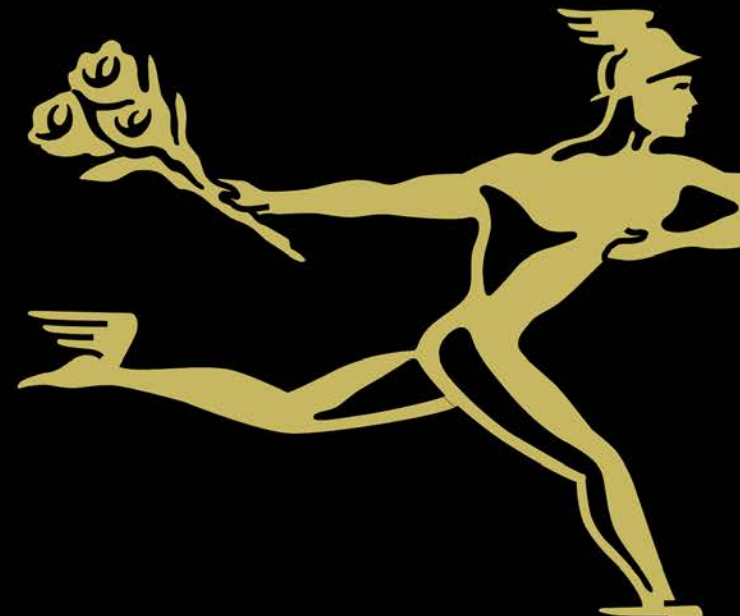


# American Floral Trends Forecast 2016-2017

J. Keith White AIFD CFD

February 23, 2016



## Florists' Review

J. Keith White AIFD CFD – Creative Director

### Sponsors

California Cut Flower Commission

Design Master Color Tool, Inc.

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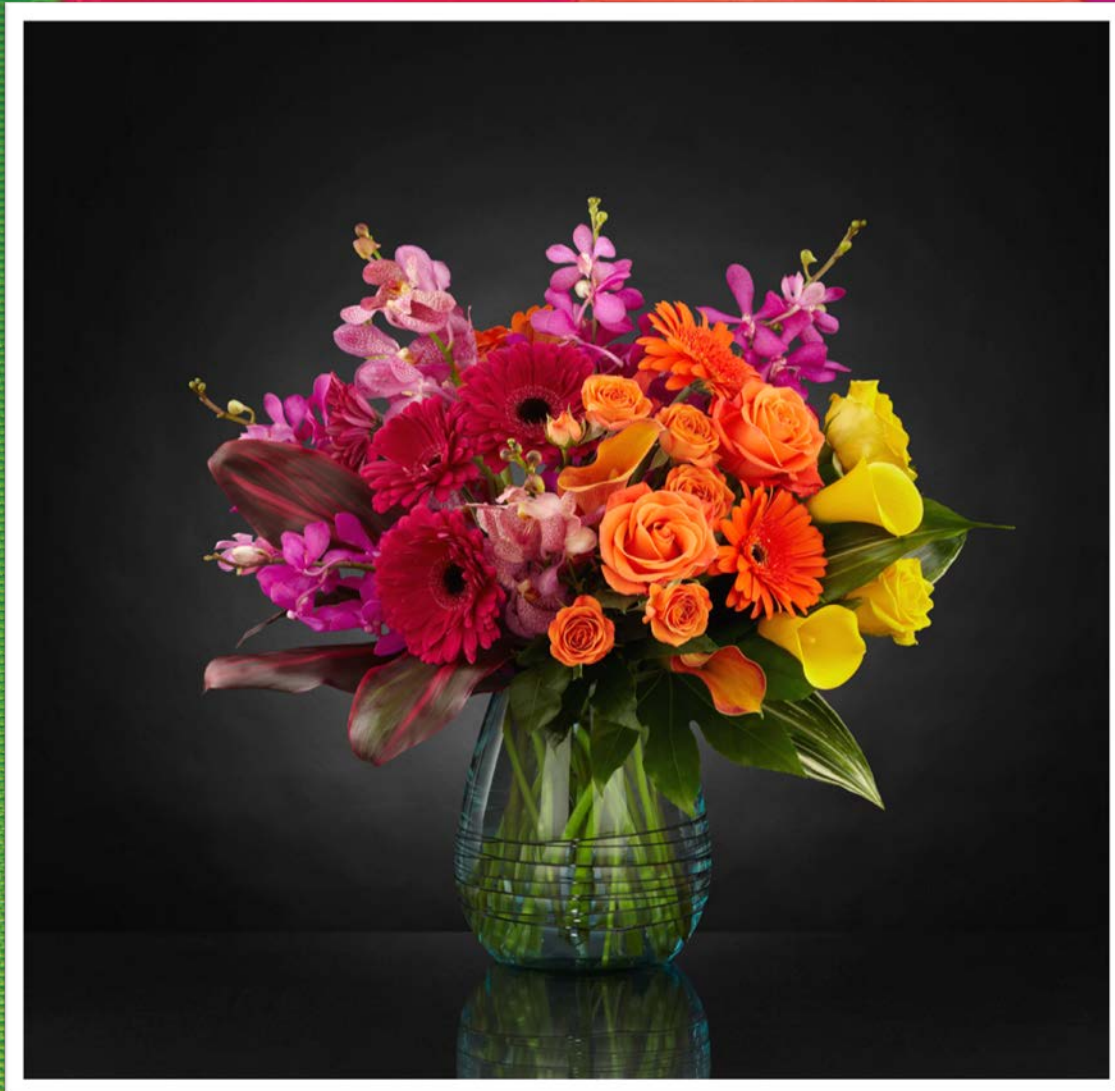
Napco

Smithers-Oasis Company



# LUXE AVENUE

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# COLORS

Raspberry 766

Peony 550

Salmon 552

Mango 532

Violet 715

Spring Green 753



# Botanicals

Artisan Roses

Dahlias

Cushion Gerberas

Hydrangeas

Miniature Callas

Phalaenopsis

Orchids

Pincushion

Bupleurum

Boxwood



# Elements

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# Elements

Modern Forms

Classic Motifs

Textured Patterns

Gold Metallics

Lacquered Furniture

Asian Accents



# Luxe Avenue - Lifestyle



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# Luxe Avenue - FTD Exclusives



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# Star Power – Grammys 2016 – Taylor Swift



# Park Manor



# Colors

Beach 559

Lake 556

Sprout 554

Flat White 726

Light Ochre 553

Antique Gold 746



# Botanicals

Hybrid Delphinium

Oriental Lilies

Tulips

Sunflowers

Antique Hydrangea

Ornamental Grasses

Produce

Garden Roses

Orchids



# Elements

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# Elements

Classical Prints  
Woven Fabrics  
Natural Woods  
Cork  
Stained Glass  
Iron & Bronze  
Matte Finishes



# Park Manor - Lifestyle





# Park Manor – FTD Exclusives



# Pearl Lane



# Colors

Mist 555

Chartreuse 534

Perfect Pink 780

Prairie Grass 752

Blue Sky 751

Aspen Yellow 791



# Botanicals

Hybrid Lilies

Parrot Tulips

Hydrangeas

Stocks

Roses Garden

Roses Spray

Gerberas

Dusty Miller



# Elements

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# Elements

Textured Stone &  
Quartz  
Hammered Metals  
Midcentury  
Ceramics  
Frosted &  
Translucent Glass  
Linen & Lace  
Pearls & Crystals



# Pearl Lane - Lifestyle



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# Pearl Lane - FTD Exclusives





# Bridal Fashion Statements



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# Casa Tropicana



# Colors

Wisteria 557

Radish 551

Bluegrass 562

Ink 561

Holiday Red 714

Ice Blue 704



# Botanicals

Gerberas

Zinnias

Orchids

Sunflowers

Hybrid Tea Roses

Succulents

Mini Callas

Stock



# Elements

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# Elements

Floral Prints  
Embossed Tin  
Recycled Glass  
Eco-Friendly  
Feathers  
Aged Metals



# Casa Tropicana - Lifestyle



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# Casa Tropicana - FTD Exclusives







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Michelle Bolchune - Lion Ribbon Company

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Lynn Lary McLean AIFD CFD AAF PFCI

Cort Schawnebeck – Acres Home & Garden

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Jacque Sir Louis – Smithers Oasis Company

Matt Wood AIFD CFD – Winward International



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## Questions

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