

# **AMERICAN FLORAL TRENDS FORECAST 2018 - 2019 Turning Trends Into Traffic**

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# TREND IDENTIFICATION INDUSTRY-LEADING CONSULTANTS TREND APPLICATIONS

# TREND APPLICATIONS

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- PURCHASING & PLANNING
- VISUAL DISPLAY
- SEASONAL DESIGNS
- WEBSITE & SOCIAL MEDIA
- WEDDINGS
- EVENTS





# HANAMI

# HANAMI

- FLOWER VIEWING - THE TRANSIENT BEAUTY OF FLOWERS



# HANAMI: COLORS



MAROON  
PEONY  
HUNTER GREEN  
CARNATION RED  
CORAL  
PACIFIC BLUE



# HANAMI: INFLUENCES



JEWEL ACCENTS  
CELEDON  
VINTAGE BROCADE  
JAPANESE MOTIFS  
LAYERED GOLDS



# HANAMI: TRANSLATION



BOLD STATEMENTS  
ACCENTS OF PACIFIC BLUE VESSELS  
DETAILED ELEMENTS  
BLOOMING BRANCHES  
GOLD & CHAMPAGNE OVERLAY





# HANAMI: THE FLOWERS



PEONY  
ORIENTAL LILY  
GARDEN ROSES  
STOCK  
DAHLIA

PINCUSHION  
SMOKE BUSH  
JAPANESE YEW  
CHERRY BLOSSOMS  
WILLOW EUCALYPTUS





# CRESCENDO

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- LOW AND HIGH NOTES – SUBDUED COLORS INFUSED



# CRESCENDO: COLORS



BASIL  
ROBIN'S EGG  
RASPBERRY  
BEACH  
BLUSH  
HYACINTH



# CRESCENDO: ELEMENTS



LAYERED METALS  
MATTE COLORED GLASS  
WATERCOLOR RIBBONS  
MODEREN EARTHENWARE  
ROBIN'S EGG ACCENTS



# CRESCENDO: TRANSLATION



VINTAGE THAT  
DANCES WITH  
NATURE



AS IF A GARDNER IS  
CONDUCTING THE  
COLOR PALETTE.



# CRESCENDO: WEDDING



RASPBERRY  
HIGH NOTES



LAVENDER  
PURPLE



SUBDUED  
INDIVIDUAL



# CRESCENDO: THE FLOWERS



EUCALYPTUS  
CAROLINA SAPPHIRE  
OLIVE



ROSELILY  
PEONY  
GARDEN ROSES  
LISIANTHUS  
GARDEN CUTS

HYDRANGEA  
STOCK  
WAXFLOWER  
SPRAY ROSES







# KALEIDOSCOPE

# KALEIDOSCOPE

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- EMBRACING AN “ANYTHING GOES” VIBE
- 1950’s FORM AND 1970’s POP ART REINVENTED



# KALEIDOSCOPE: THE COLORS



SPRING GREEN  
TEAL BLUE  
FUCHSIA  
TANGERINE  
LAKE  
SPROUT



# KALEIDOSCOPE: INFLUENCES



ARTISTIC RETRO  
MOSAIC TILE  
INK BLACK  
MADE FOR ME  
NEOCLASSICISM



# KALEIDOSCOPE: TRANSLATION



TEXTURAL ART

YARN  
PRODUCE  
ORCHIDS  
SUCCULENTS



# KALEIDOSCOPE: TRANSLATION



COLOR SPECIFIC SELECTION



CONCRETE  
ALUMINIUM  
GLASS



# KALEIDOSCOPE: THE FLOWERS



GERBERA  
BERZELIA  
PINCUSHION



MARIGOLD  
RANUNCULUS  
TULIP  
ZINNIA  
LILY





# WILDROOT



# WILDROOT

MODERN FARMHOUSE

BACK TO ONE'S ROOTS



# WILDROOT: THE COLORS

MIST  
GRAY FLANNEL  
LAVENDER  
RADDISH  
SALMON  
LIGHT OCHRE



# WILDROOT: INFLUENCES



AGED COPPER  
HANDCRAFTED  
GRAY WASHED  
JUTE & MUSLIN  
RECLAIMED WOOD  
STONE



# WILDROOT: TRANSLATION



STILL LIFE PAINTINGS  
GRAY WASHED CONTAINERS  
SPECIALTY BLOOMS  
CULTIVATED GARDEN



# WILDROOT: TRANSLATION



COLLECTIONS  
EUROPEAN  
CRAFTED  
FORGED IRON  
GRANITE BLACK  
TEXTURE LAYERS



# WILDROOT: THE FLOWERS

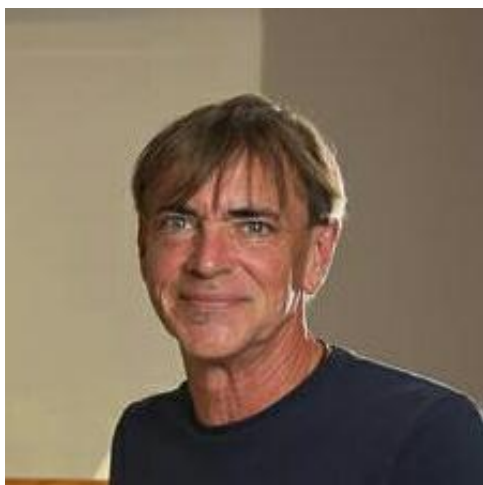


BANKSIA  
LEUCADENDRON  
PROTEA  
GARDEN ROSES  
LILY  
GERRONDO  
KALE  
GREVILLEA  
BAYLEAF  
GARDEN CUTS



# TREND APPLICATIONS

- PLAN AND SET GOALS
- APPLY COLORS AND THEMES TO VISUALS
- CREATE TREND THEMED FLORAL DESIGNS
- UPDATE WEBSITE
- USE TREND COLORS IN SOCIAL MEDIA
- WEDDING PORTFOLIO
- EVENT PORTFOLIO





# AMERICAN FLORAL TRENDS FORECAST 2018 – 2019

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**Questions?**

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