

AMERICAN FLORAL TRENDS FORECAST

Written by Julia Marie Schmitt, AIFD, EMC
Busy Bee Floral & Gifts and Pualeiaii Floral Expressions

Principal photography by Cherie Wasson
Hidden Rock Ranch Photography

2018-2019

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WELCOME

FLORISTS' REVIEW is proud to present "The American Floral Trends Forecast 2018-2019," the preeminent style report developed exclusively for the floral industry. This is the eighth edition of this biennial trends forecast, which premiered in 2004.

Our Methodology

To identify the strongest and most prominent trends, our consultants evaluate a variety of forces, including pervasive styles in the interior design, fashion design and textile industries; global cultures and regional styles; and social and cultural issues and movements, as well as the stylings of influential floral designers and new and trending flower types and varieties. Lesser influences include pop culture, including the entertainment industry; print, broadcast and social media; and major national and international social and sporting events. All of these factors influence consumers' buying behaviors, and it is consumers' product and style preferences that determine the longevity of a prevailing mode, which is what defines a trend and differentiates it from a fad.

New To This Forecast

J. Keith White, AIFD, led our team of eight industry-leading trend consultants to help us develop this report. He then selected 10 floral designers (some from our panel of consultants) to contribute compositions that illustrate their interpretations of the trends, providing a broader explanation and understanding of each.

This coming year, Keith and his team will share practical applications of these trends in various types of floral design work on a quarterly basis, beginning with weddings in our April issue, holidays in our July issue, and parties and events in our October issue.

By interpreting the trends throughout the year and through various business segments, we can update you on the latest evolutions in the trends. We want to make this report a living, breathing tool that assists you in navigating the changing landscape of floral design.

TRENDS CONSULTANTS

We also are indebted to our industry colleagues who, with their expert input, feedback and generous support, helped us compile this trends forecast.



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HANAMI

Timeless Japanese motifs are subtly blended with the artistic layering of metallic gold and champagne along with exquisite textural detailing of antique appliques and ribbons in the “Hanami” trend. The literal translation of the word “hanami” is flower viewing, but it refers to the traditional Japanese custom of enjoying the transient beauty of flowers — specifically those of cherry or, less frequently, plum trees.

This Asian-influenced trend emphasizes the richness of the red hue, and maroon, peony and coral are embraced. Bold statements are punctuated by complementing the strong colors with dark green foliage, accents of Pacific blue and celadon vessels with detailed elements.

Design by Hitomi Gilliam, AIFD, EMC
Photo by Colin Gilliam



DESIGN MASTER COLORS

Hunter Green 760 (CMYK: 93, 0, 82, 52) / Maroon 712 (CMYK: 57, 100, 67, 27)
Coral 777 (CMYK: 0, 56, 42, 0) / Pacific Blue 690 (CMYK: 100, 30, 34, 2)
Peony 550 (CMYK: 28, 100, 48, 13) / Carnation Red 716 (CMYK: 0, 100, 80, 20)





Design by Laura Dowling
Photo by Kevin Allen Photography



Design by Laura Dowling
Photo by Georgianna Lane



Ares - Gold
Lion Ribbon Company

GOLD & CHAMPAGNE / JEWEL ACCENTS / CELADON VESSELS /
VINTAGE BROCADE / JAPANESE MOTIFS / BLOOMING BRANCHES



Design by Laura Dowling
Photo by Sunni Cook, SKC Photography





Design by J. Keith White, AIFD
Photo by Cherie Wasson; Hidden Rock Ranch Photography



Photo courtesy of Accent Décor



Design by Mandy Majerik, AIFD, PFCI

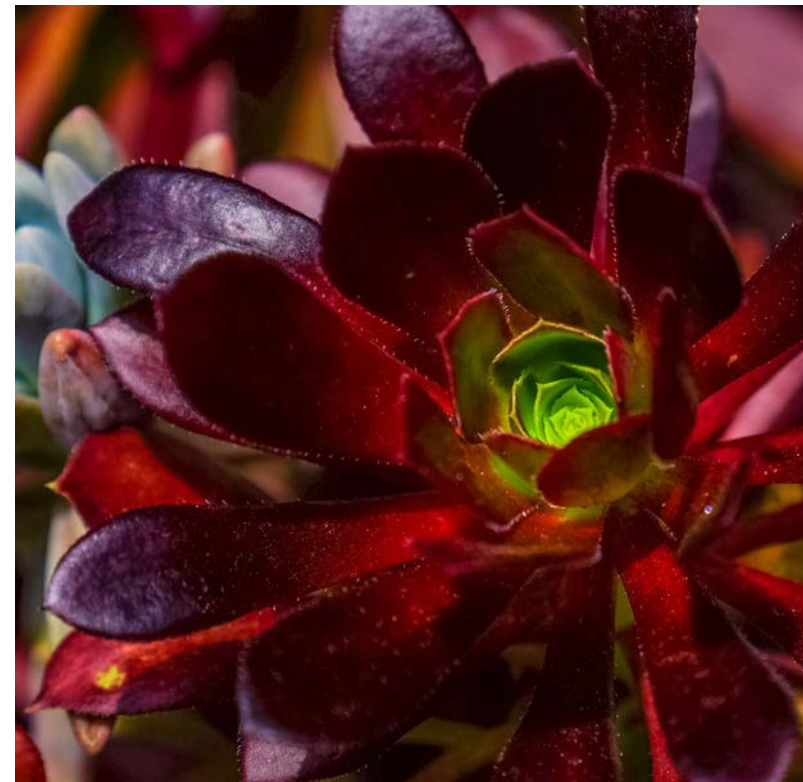
the flowers

- Peony 'Paul Mitchell Wild'
- Peony 'Coral Charm'
- Oriental lily 'Sumatra'
- Garden rose 'Darcy'
- Garden rose 'Piano'
- Pincushion flower (*Scabiosa*)
- Apricot stock (*Matthiola*)
- Dahlia
- Cherry blossom branches (*Prunus*)
- Smokebush (*Cotinus*)
- Japanese yew (*Podocarpus*)
- Willow *Eucalyptus*





Photo courtesy of Design Master Color Tool



CRESCENDO

Melodically romantic, the "Crescendo" trend touches both the low and high notes of a very subdued color palette infused with gray-lavender. With a hint of vintage that dances with nature, organic and loose styling plays to the softer watercolor ribbons and light wood tones bringing this trend into a natural harmony.

As if a gardener is conducting the color palette, the perennial blush is accompanied by raspberry pinks and intensified with lavender hyacinth. The herbal tones are introduced with the muted greens of basil and the earthiness of beach. Robin's egg blue is a key element in this trend along with a layering of metallic antique gold and rose gold.



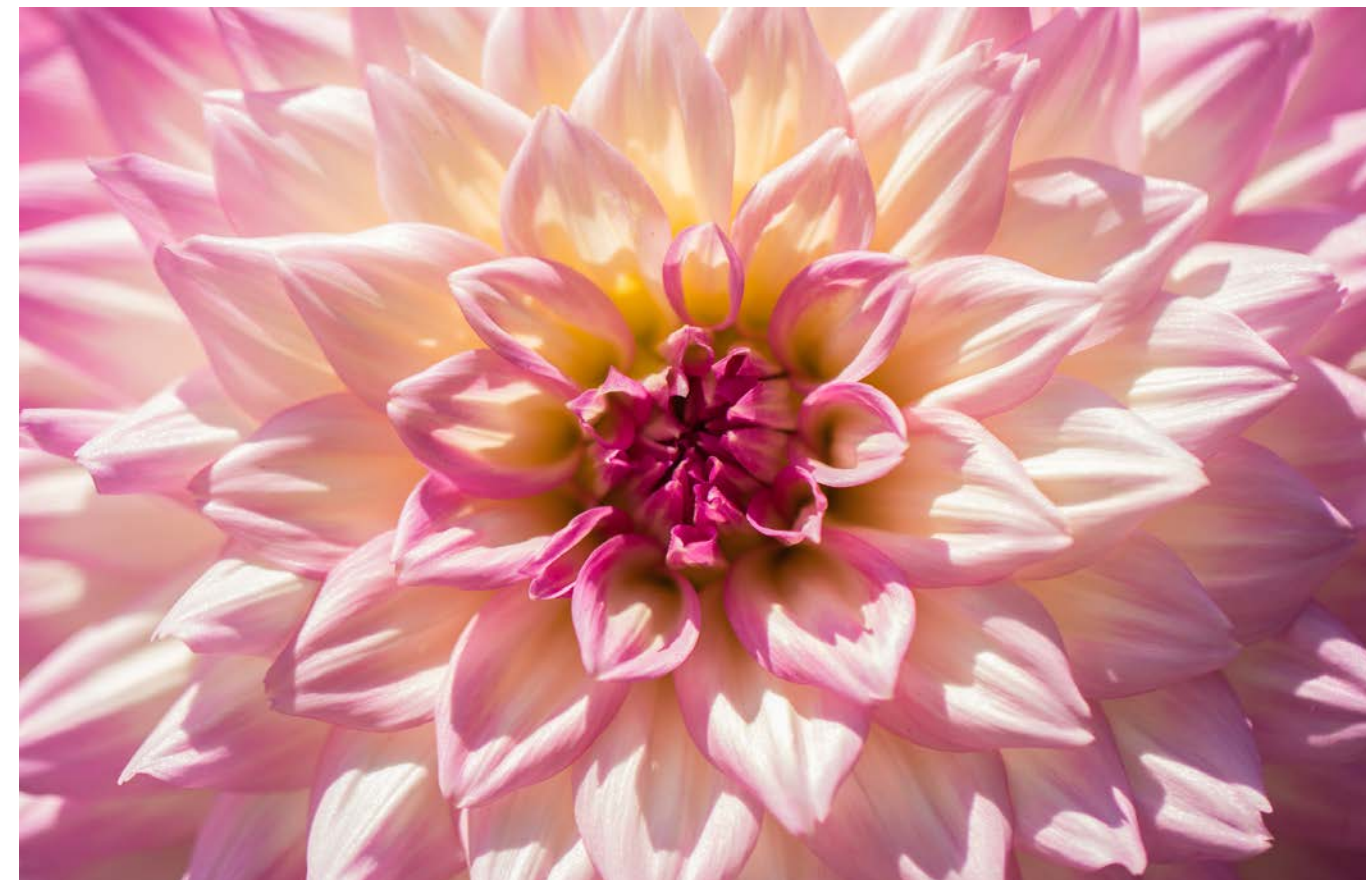
elements

ROSE GOLD & ANTIQUE GOLD / MATTE-COLORED GLASS / WATER-COLOR RIBBONS / LIGHT WOOD TONES / MODERN EARTHENWARE / ROBIN'S EGG FINISHES



DESIGN MASTER COLORS

Basil 676 (CMYK: 40, 0, 86, 43) / Robin's Egg 792 (CMYK: 44, 0, 18, 0)
 Raspberry 766 (CMYK: 0, 98, 0, 5) / Beach 559 (CMYK: 2, 3, 13, 0)
 Blush 781 (CMYK: 0, 12, 5, 0) / Hyacinth 762 (CMYK: 33, 35, 0, 0)





the flowers

- Roselily
- Peony (*Paeonia*)
- Windflower (*Anemone*)
- Rose 'Menta'
- Rose 'Sahara'
- Garden rose 'Sterling Sensation'
- Stock (*Matthiola*)
- Spray rose 'Lady Bombastic'
- Brown prairie gentian (*Lisianthus/Eustoma*)
- Silver-dollar *Eucalyptus*
- Arizona cypress 'Carolina Sapphire' (*Cupressus arizonica*)
- Russian olive, Oleaster (*Elaeagnus*)



Taj - Gem Mega Wristlet
Lion Ribbon Company



Design by J. Keith White, AIFD
Photo by Cherie Wasson; Hidden Rock Ranch Photography



Design by Holly Heider Chapple
Photo by Theo Milo Photography



Design by Holly Heider Chapple
Photo by Elizabeth Fogarty Photography



Design by Holly Heider Chapple
Photo by Theo Milo Photography



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Double Face Satin
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Design by J. Keith White, AIFD
Photo by Cherie Wasson; Hidden Rock Ranch Photography



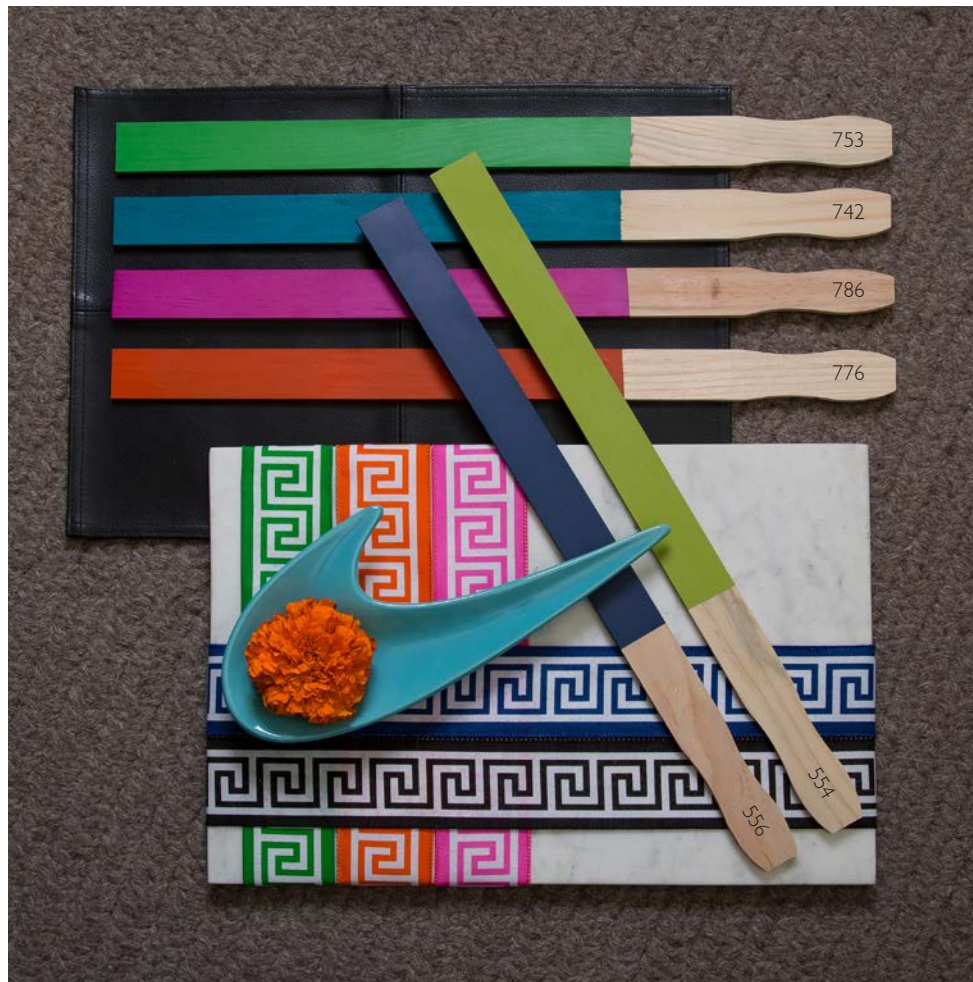
KALEIDOSCOPE

Reminiscent of the 1950s form and line and 1970s Pop Art bold colors, "Kaleidoscope" reinvents classic geometric patterns in a contemporary styling. Embracing an "anything goes" vibe, natural texturing of yarns, marble and concrete fuse seamlessly with modern mosaic tiles. Artistic retro cues complement the bright and intense hues present in this trend.

Combinations of greens and blues burst from the "Kaleidoscope" color palette. The strong contrast of tangerine makes its present felt as the dominant accent. An updated neoclassicism is tangible with the inclusion of ink and flat black with aluminum accents.



Design by J. Keith White, AIFD
Photo by Cherie Wasson; Hidden Rock Ranch Photography



DESIGN MASTER COLORS

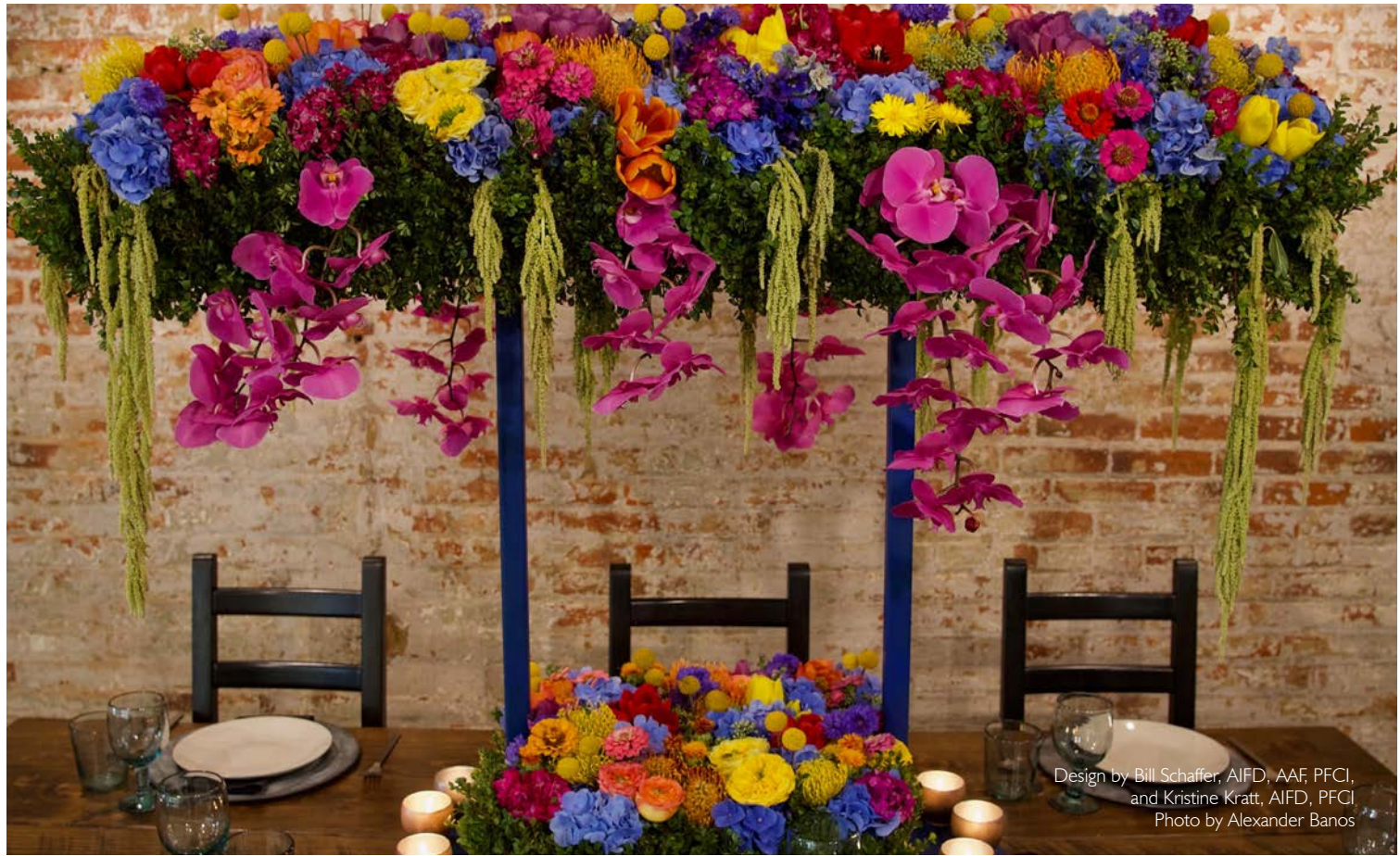
Spring Green 753 (CMYK: 70, 4, 90, 0) / Teal Blue 742 (CMYK: 100, 12, 27, 24)
Fuchsia 786 (CMYK: 22, 95, 0, 0) / Tangerine 776 (CMYK: 0, 78, 80, 0)
Lake 556 (CMYK: 100, 50, 10, 62) / Sprout 554 (CMYK: 41, 9, 100, 3)



elements



INK & FLAT BLACK / CARRARA MARBLE / CLASSIC UPDATED MOTIFS
MOSAIC TILE / ARTISTIC RETRO CUES / CONCRETE



Design by Bill Schaffer, AIFD, AAF, PFCI,
and Kristine Kratt, AIFD, PFCI
Photo by Alexander Banos



the flowers

- Marigold (*Tagetes*)
- Pincushion (*Leucospermum*)
- Persian buttercup (*Ranunculus*)
- Tulip (*Tulipa*)
- Stock (*Matthiola*)
- Rose 'Gold Strike'
- Rose 'Naranga'
- Zinnia
- Cushion Gerbera
(Gerrondo, Pomponi)
- Berzelia
- Israeli Ruscus
- Woollybush (*Adenanthos*)



April - Colorbyte
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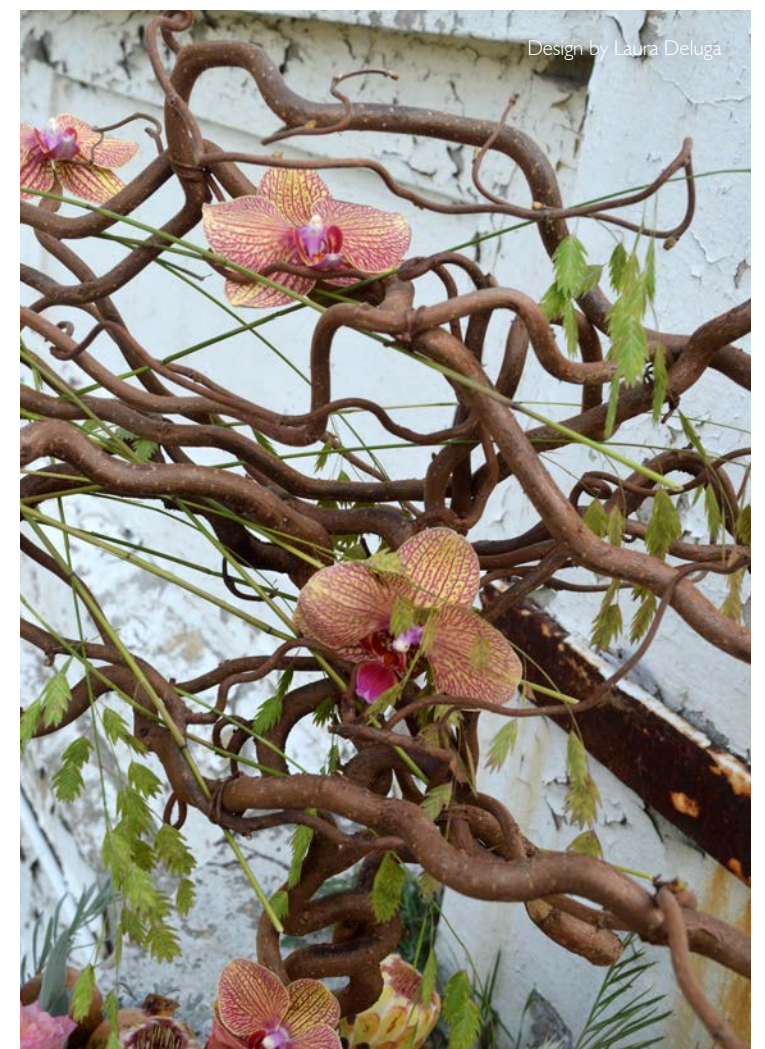
Design by Michael McCarthy, AIFD
Photo by Niki Gregg Photography



WILDROOT

Drawing upon the simplicity of going “back to one’s roots,” the modern farmhouse, with its reclaimed wood, aged vessels, and handcrafted elements of woven yarns and hand-forged iron exemplifies the “Wild Root” trend. Muted gray undertones and washes found in the foliage of dusty miller and *Eucalyptus* intermingle with field-grown flowers and an abundance of American grown specialty blooms. Wooden elements of ribbon and containers break through the surface of this trend. As burlap fades into the distance, jute and natural texturing of materials such as aged copper and layered paints emerge.

The softer shades of grays found in gray flannel and lavender are prevalent in the “Wild Root” color palette, with granite being represented as a black detailing element. Radish makes a contrasting statement, with salmon highlighted by metallic copper.



the flowers

- Banksia*
- Leucadendron*
- Protea*
- Garden rose ‘Quatre Coeurs’
- Lily ‘Tango Sunburst’
- Lily ‘Sunset’
- Tulip (*Tulipa*)
- Cushion Gerbera
(Gerrondo, Pomponi)
- Ornamental kale (*Brassica*)
- Mint (*Mentha*)
- Grevillea* foliage
- Bayleaf (*Laurus*)



DESIGN MASTER COLORS

Mist 555 (CMYK: 25, 10, 16, 0) / Gray Flannel 798 (CMYK: 13, 4, 4, 57)
 Lavender 708 (CMYK: 29, 54, 0, 0) / Radish 551 (CMYK: 30, 100, 80, 8)
 Salmon 552 (CMYK: 6, 82, 69, 9) / Light Ochre 553 (CMYK: 13, 19, 68, 0)



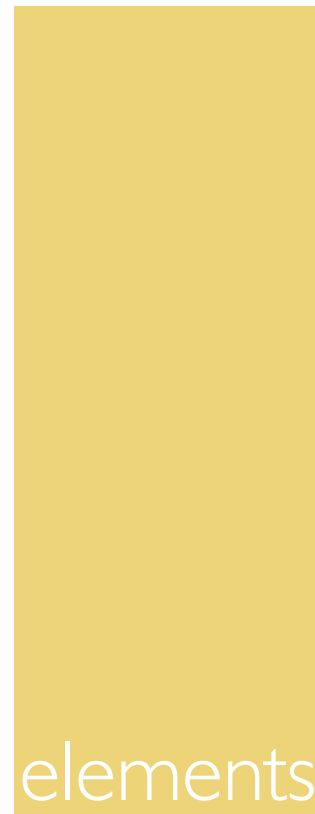
Design by J. Keith White, AIFD
Photo by Cherie Wasson; Hidden Rock Ranch Photography



Anisha - Wired Edge
Lion Ribbon Company



Design by J. Keith White, AIFD
Photo by Cherie Wasson; Hidden Rock Ranch Photography



elements



Photo courtesy of Accent Décor

AGED COPPER / HANDCRAFTED ITEMS / GRAY-WASHED JUTE & MUSLIN
/ RECLAIMED WOOD / STONE



Photo courtesy of Park Hill Collection

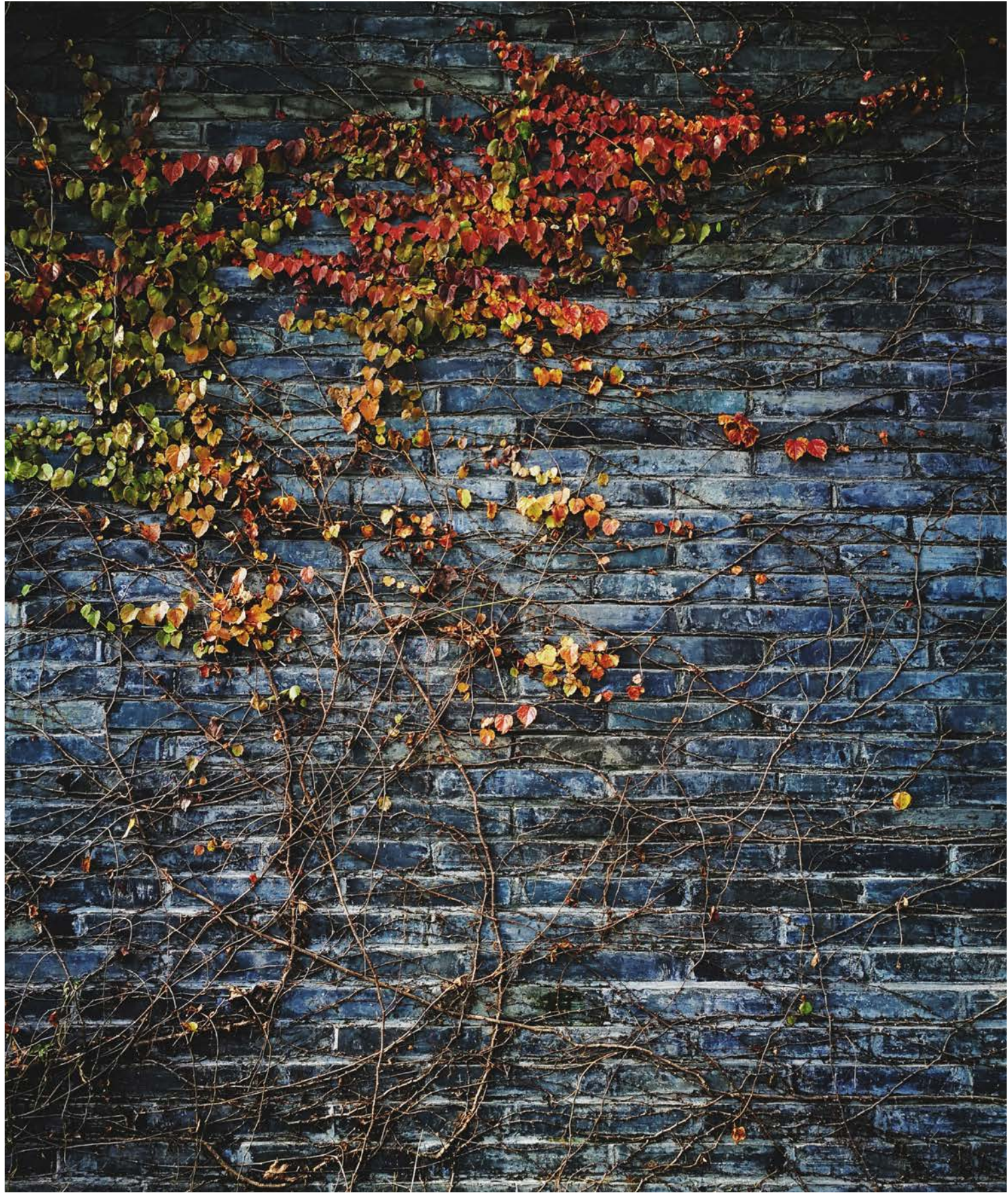


Photo courtesy of Park Hill Collection



Franisha - Silver & Red
Lion Ribbon Company





Design by John Regan, Ph.D.

— WILDRÖOT — AMERICAN FLORAL TRENDS FORECAST 2018-2019



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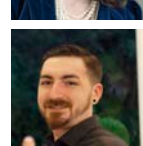
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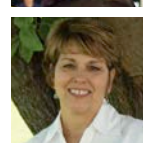
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