



2020/21

AMERICAN FLORAL
TRENDS FORECAST

J. Keith White, AIFD; Creative Director
Text by Marti Boone, CFD

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WELCOME

FORESIGHT 20/20

As we embark on a new year and decade, *Florists' Review* is pleased to present its ninth edition of "**American Floral Trends Forecast**," the floral industry's leading report on U.S. floral design trends. Launched in 2004, this biennial trends forecast continues to expand its platform as an information resource and inspiration wellspring for designers and the industry at large by anticipating consumer style preferences and buying behaviors.

FORECAST APPROACH

To maintain the momentum and success of previous forecasts, AFTF consultants analyze the creative forces shaping and intersecting emerging trends across key verticals of fashion, interior design, chromatics, pop culture, world events, social media, music, technology, fine arts, entertainment, sports and travel. These observations and influences, when thoughtfully combined with changes and innovations in floral design and product supply, establish the foreseeable conditions and indicators that predict floral trends on the horizon.

On these pages, you will be introduced to the four leading floral trends for 2020-2021: "**Metropolitan**," "**Promenade**," "**Exploration**" and "**Territory**." Each trend encompasses a solid foundational story of specific botanical materials, color palettes and design elements that articulate a distinct style and implied applications.

The trend report and design interpretations are expertly curated by **J. Keith White, AIFD** and his team of trends consultants, and it is generously sponsored by the industry-leading companies listed at the bottom of this page. Read more about them on Page 28.

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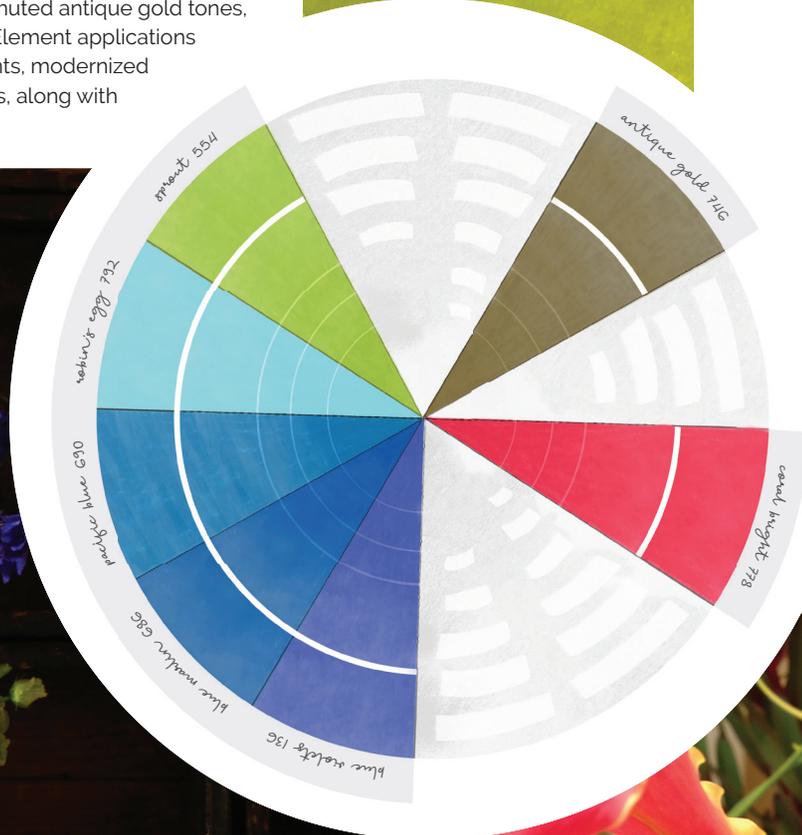
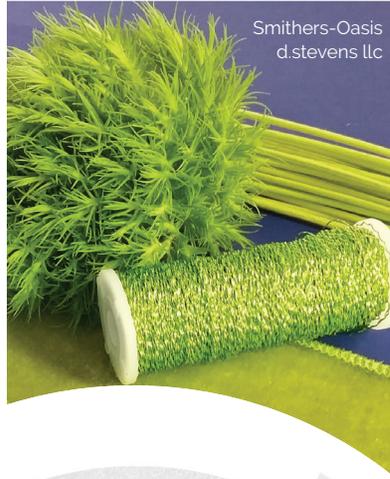


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METROPOLITAN

Nouveau Thinking The distinct bloom forms and rich hues of *Iris*, *Delphinium* and coral peonies denote the flourishing trend of "Metropolitan." Strongly inspired by the Art Nouveau decorative style (1890-1910), which was characterized by dramatic curved lines, asymmetrical forms, intense colors and inspiration from natural elements such as flowers and insects, this modern-day aesthetic reimagines and energizes a new decade of floral design. Its trend personality and design signatures are uniquely distinguished by strong lines and sinuous curves, sumptuous textures, intricate details and notable cool color combinations.

The key florals and foliage of "Metropolitan," with its powerful hues of blue and contrasting colors of bright green and coral, signal expressions of vibrant and upbeat city life. The trend's color palette also includes muted antique gold tones, which elevate its sophisticated styling. Element applications burgeon with ornamental embellishments, modernized Art Nouveau patterns and metal accents, along with flowery and organic tendril-like lines.



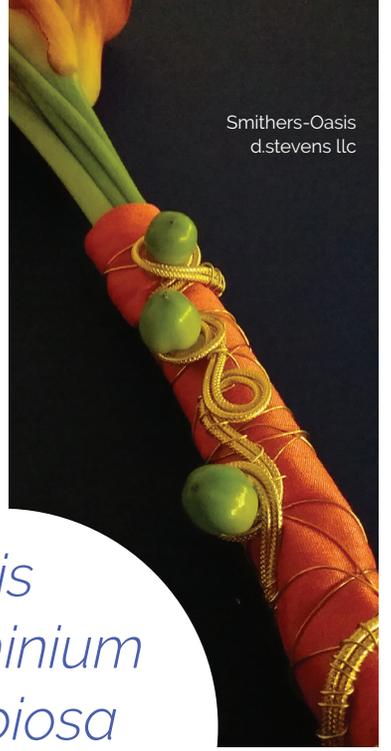
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Peonies
Spray roses
Ranunculus
Israeli *Ruscus*



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Iris
Delphinium
Scabiosa
Tulips
OT lilies

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Design by Laura Dowling



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Sweet peas
Viburnum
Weeping *Podocarpus*
Podocarpus nagi
Plumosa fern



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PROMENADE

Curating Legacies A leisure stroll from the past into the present sparks a revival of floral design sense and sensibilities with stirring new applications previously associated with the late 1800s and early 1900s. Soft color palettes and subtle and graceful design elements reminiscent of Great Britain's Edwardian Era (1901-1910) and France's Beaux-Arts architecture (characterized by order, formality, grandiosity and elaborate ornamentation) are reinterpreted for today's modern era, making "Promenade" compositions relevant, new and ageless.

This trend's color narrative tells a story of light pastels and golden honey hues that cast warmth with colors dominated by peach, blush, taupe and sand. With colorations and key botanicals, such as Wabara Garden Roses' 'Miyabi' variety and fringed tulips, this trend conveys messages of new beginnings and timeless décor. "Promenade" blends the relaxed, unstructured and feminine details of the Edwardian Era – such as flowing ribbons, ruffles and lace – with lush and textural flowers to create exuberant and luxurious floral compositions, from garden style to majestic.



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Photo by Shannon Beauclair Photography



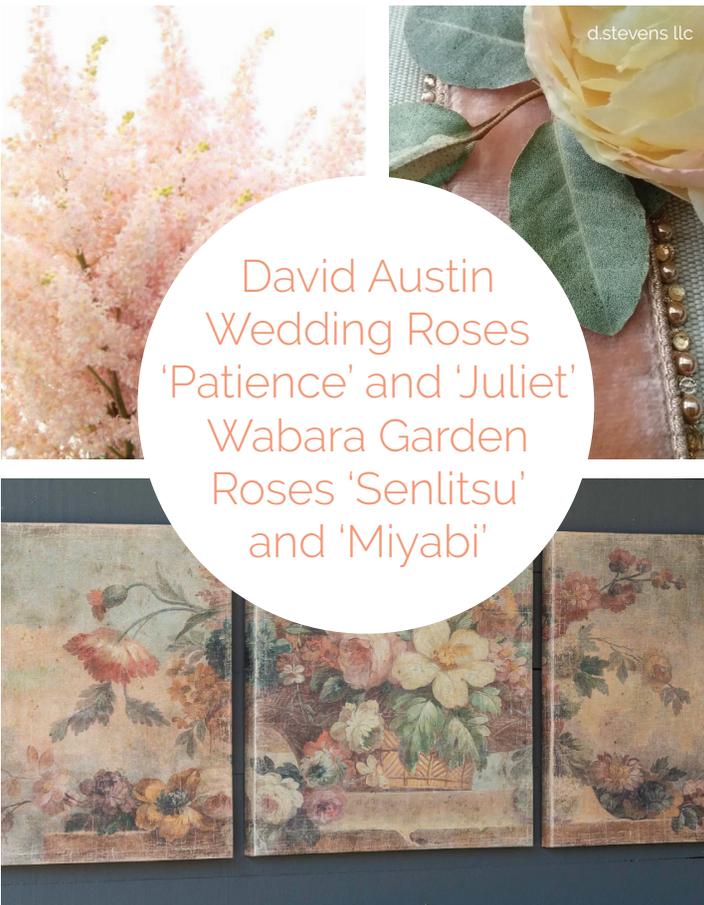
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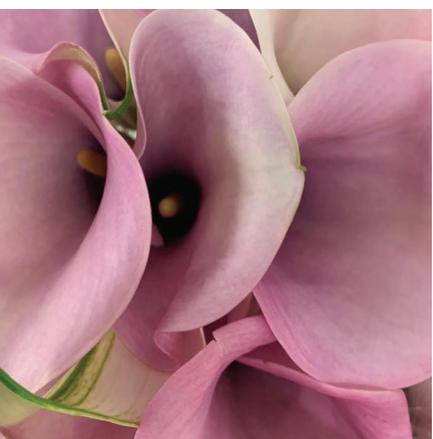


David Austin
Wedding Roses
'Patience' and 'Juliet'
Wabara Garden
Roses 'Senlitsu'
and 'Miyabi'



Design by Holly Heider Chapple





Princess Japanese
 Garden Roses
 'Princess Maya'
 'Koko Loco'
 floribunda roses
 Peonies
 Eucalyptus
 Bottlebrush

Design and photo by
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Park Hill Collection



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PROMENADE AMERICAN FLORAL TRENDS FORECAST 2020/21





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Park Hill Collection



Design by Tobey Nelson
Photo by Suzanne Rothmeyer



Design by Christopher Norwood, AIFD, AAF, PFCI



'Honey Dijon' hybrid
tea/grandiflora roses
Foxgloves
OT lilies
Rose lilies
Lisianthus
Grevillea
Cotinus
Basil



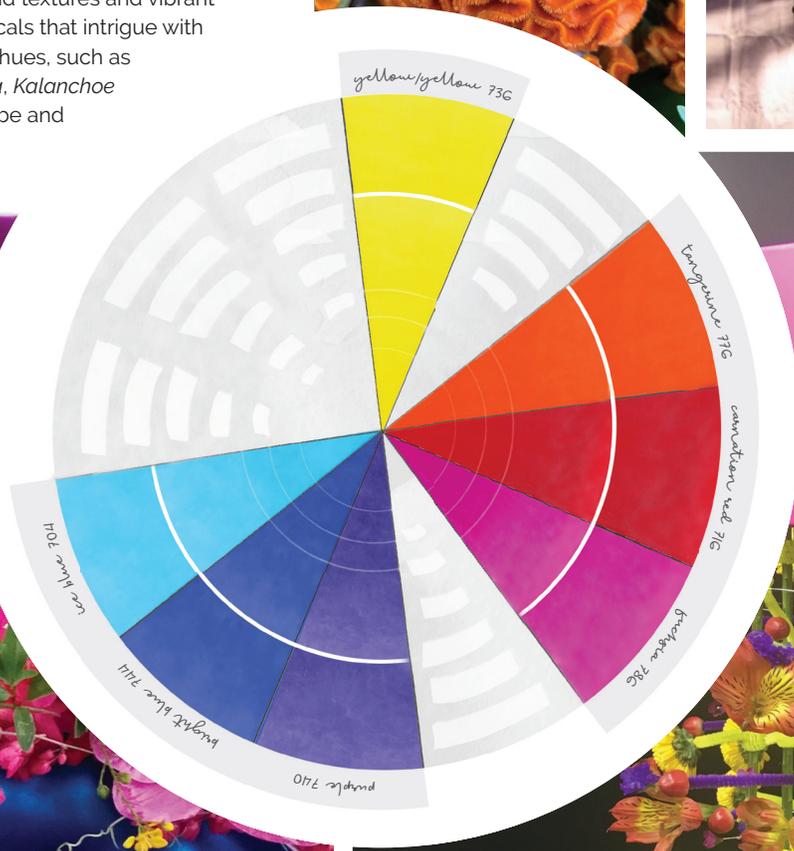
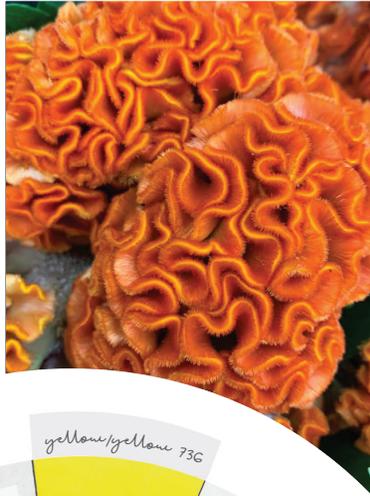
American Crown
Field to Vase Dinner



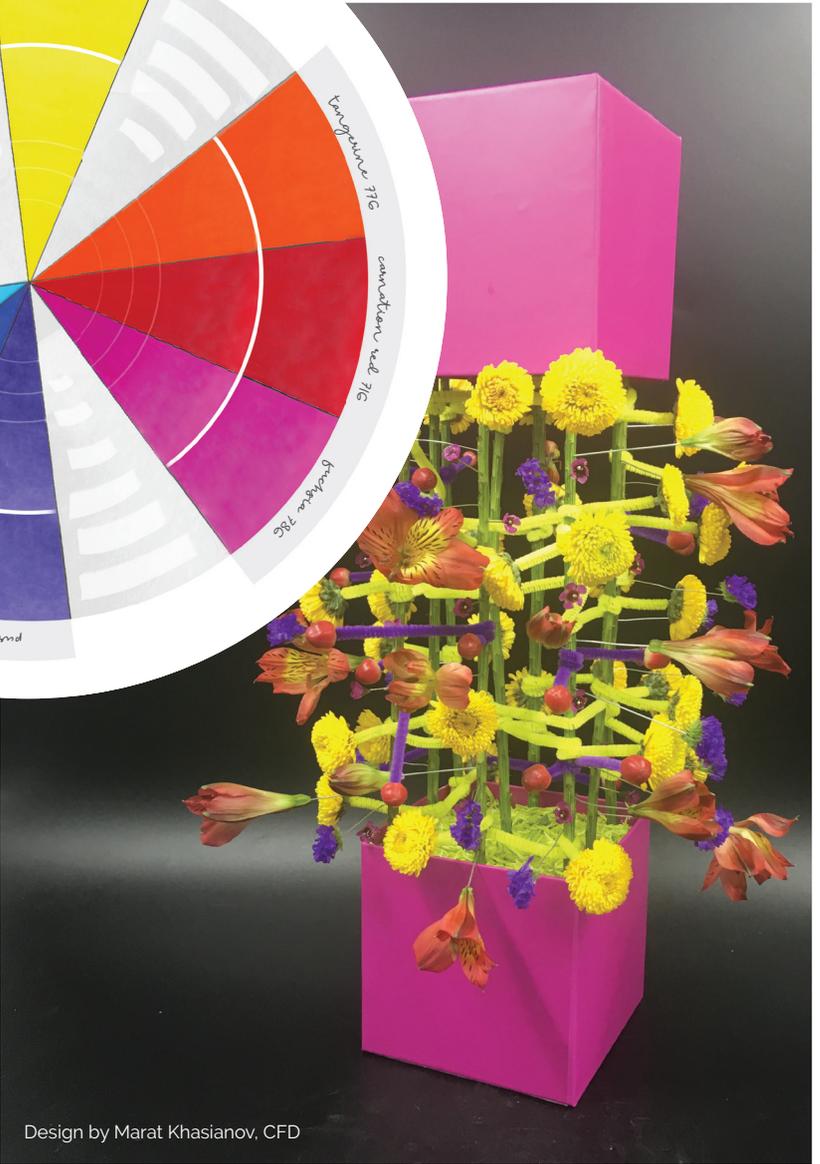
EXPLORATION

Creative Mining Emboldened to experiment and chart new approaches to color theory, floral varieties and the creative unknown, "Exploration" is an adventure into the eclectic and fast-moving world powered by innovation and visual design trailblazers. Where avant-garde fashion, extreme games and pop culture intersect with uncharted creativity, this aesthetic embraces the celebration of self-expression and next-gen thinking. It harnesses the spaces, literally and figuratively, where creative thrill-seekers feel they must go.

"Exploration" tells its story best in asymmetrical and floating compositions that utilize dynamic color applications of vibrant yellow and tangerine, iced-blue and fuchsia along with bold reds. The curious and chic forms and textures and vibrant color spectrum reflected by botanicals that intrigue with nontraditional blooms, shapes and hues, such as *Craspedia*, *Celosia*, cushion *Gerbera*, *Kalanchoe* and *Aralia*, spark an ultramodern vibe and cutting-edge designs.



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Design by Marat Khasianov, CFD



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Design by Laura Dowling



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Zinnia
Cushion Gerbera
Tulips
Lisianthus
Craspedia
Gomphrena
Aspidistra





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Photo by Colin Gilliam



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*Dahlia
Gerbera
Anemone
Leucospermum
Aralia
Equisetum
Monstera
Sword fern*



Smithers-Oasis



TERRATORY

Fields to Florists All things earthy and organic culminate in a bucolic aesthetic that turns the page on a new chapter of design influenced by the American Grown and locally grown flower movements. This trend advances innate desires to emulate, and sometimes exaggerate, the plethora of designs already found in nature. It firmly reiterates the important connection between Mother Nature and mankind, and it nurtures a vast array of emotions for those drawn to a natural aesthetic and its creative possibilities.

True to its nature-inspired name, the "**Terratory**" earthy color palette exudes natural colorations found in freshly exposed red clay, fields of *Protea*, green variations from just-picked herbs, and dark contrasting navy and maroon. Additionally, textural cues and layered petal formations from species and varieties of *Dahlia*, *Zinnia*, *Hydrangea*, *Banksia*, *Leucadendron* and cottage yarrow send subtle reminders of these botanicals' natural terrain in all manner of floral designs, from garden-inspired headpieces and ribbon-bound hand-tied bouquets to wreaths, compositions in fruit-encased vessels and more.



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Dahlia
OT lilies
Antique Zinnia
Tree fern
Olive



Park Hill Collection



Design by Tobey Nelson
Photo by Suzanne Rothmeyer





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Leucadendron
Peonies
Kale
Magnolia



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Protea Growers



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Kalanchoe
Banksia
Cottage yarrow
Matricaria
Eucalyptus
Fruit branches



Park Hill Collection



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