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Syndicate sales inc.  The logo for Syndicate sales inc. features the word "Syndicate" in a green, sans-serif font and "sales inc." in a smaller, lighter green font below it. To the right is a stylized pink rose with green leaves and a small square icon containing the letters "SS".

Patrician®  The logo for Patrician features the word "Patrician" in a cursive, black font. To the right is a stylized, black and white illustration of a flower or leaf.

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# 2017 Floral Trends Preview

# 2017



## Color & Design Trends

An eye for design

Consumer Goods \* Interior Designs \* Fashion \* Floral Trends



# The importance of staying current with trends:

## Inspire Consumers

The way to grow your business is to understand today's consumer needs, desires, and expectations. Knowing the trend is an important step in connecting with consumers.

## Inform and Educate Consumers

## Gain New Customers and Increase Sales

Inspire and capture the attention of consumers with updated contemporary designs using today's trends and grow a profitable everyday business with distinctive bouquets.

# The Trend Goal

Evolve with the ever changing market and consumer lifestyles.

Inspire Employees

- Whether you are a florist, grower or manufacturer, it is important to be able to spot a trend, interpret the trend and make it your own.

“Just because something is a trend does not mean it is good design”



- Set up a “Trend Watch” tab or add a tile on your website homepage. Track the traffic to this site.
- Know your customer demographics and grow your customer base by expanding your offerings of the latest trends.
- Watch what women are purchasing. Women are key spenders when it comes to floral products.
- Hire a professional trend forecaster and color expert to provide you with up to date trend information.
- Put your own twist on trends and interpret them according to your regional location.

# Quick Tips to Success

## How and where to discover new trends?

### Trend Organizations:

Color Marketing Group -CMG  
IFD - International Floral Distributors  
SAF - Society of American Florist  
AIFD  
WGSN - Lifestyle & Interior  
Trend Council  
Pantone  
Fashion Snoops - Fashion Trend Tracking  
The Fashion Group International Inc.  
Trend Stop - Apparel and Fashion  
CCFC - Calif Cut Flower Commission  
Flower Council Holland

### Trade Shows:

Atlanta's Mart  
Maison & Objet  
SAF Conventions  
Royal Flora Holland  
Las Vegas Market  
New York Gift Show  
AIFD Symposium  
JKC Jewelry Show  
Highpoint Show  
Ambiente - Frankfurt Show  
WFFSA  
Special Events

# Quick Tips to Success

How and where to discover new trends?

## Trade Publications:

Florists' Review  
Architectural Digest  
Floral Management  
Istdibs  
Elle Decor  
Vogue  
House Beautiful  
Martha Stewart Weddings  
Grace Ormond Weddings  
Real Simple  
Metropolitan Home  
Better Homes and Gardens  
Flowers&

## Retail Watch:

West Elm  
William-Sonoma  
Crate & Barrel  
Pottery Barn  
Target  
Nordstrom  
Forever 21  
Neiman Marcus  
Bergdorf  
Vera Wang Wedding  
Sophia Tolli - Australia  
Dot & Bo

# Some of My Favorite Things



*Istdibs*



# Pay attention to what your customers!

## Why Market to Millennial?

### Millennials also known as the Y Generation or Gen Y

Ages 18-34 (2015) and born between 1981-1997

Now number 75.4 million

Surpassing the 74.9 million Baby Boomers

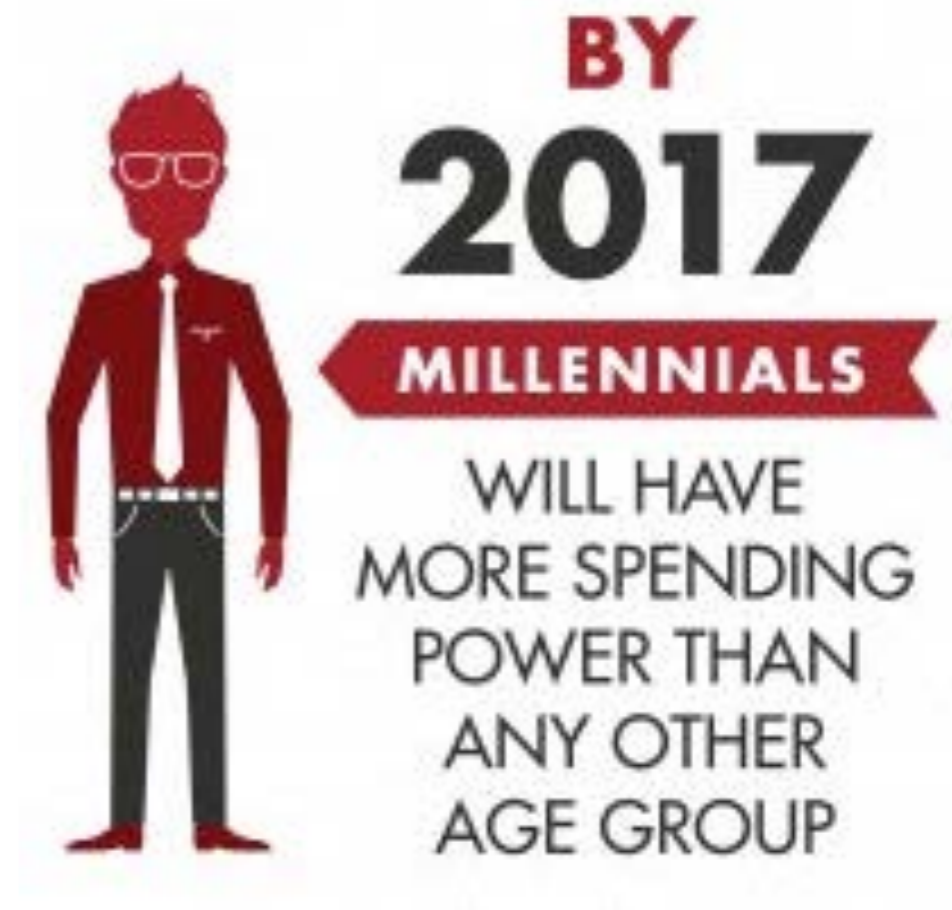
### Generation X

Ages 35-50 (2015) and born between 1965 to 1980

is projected to pass the Boomers in population by 2028

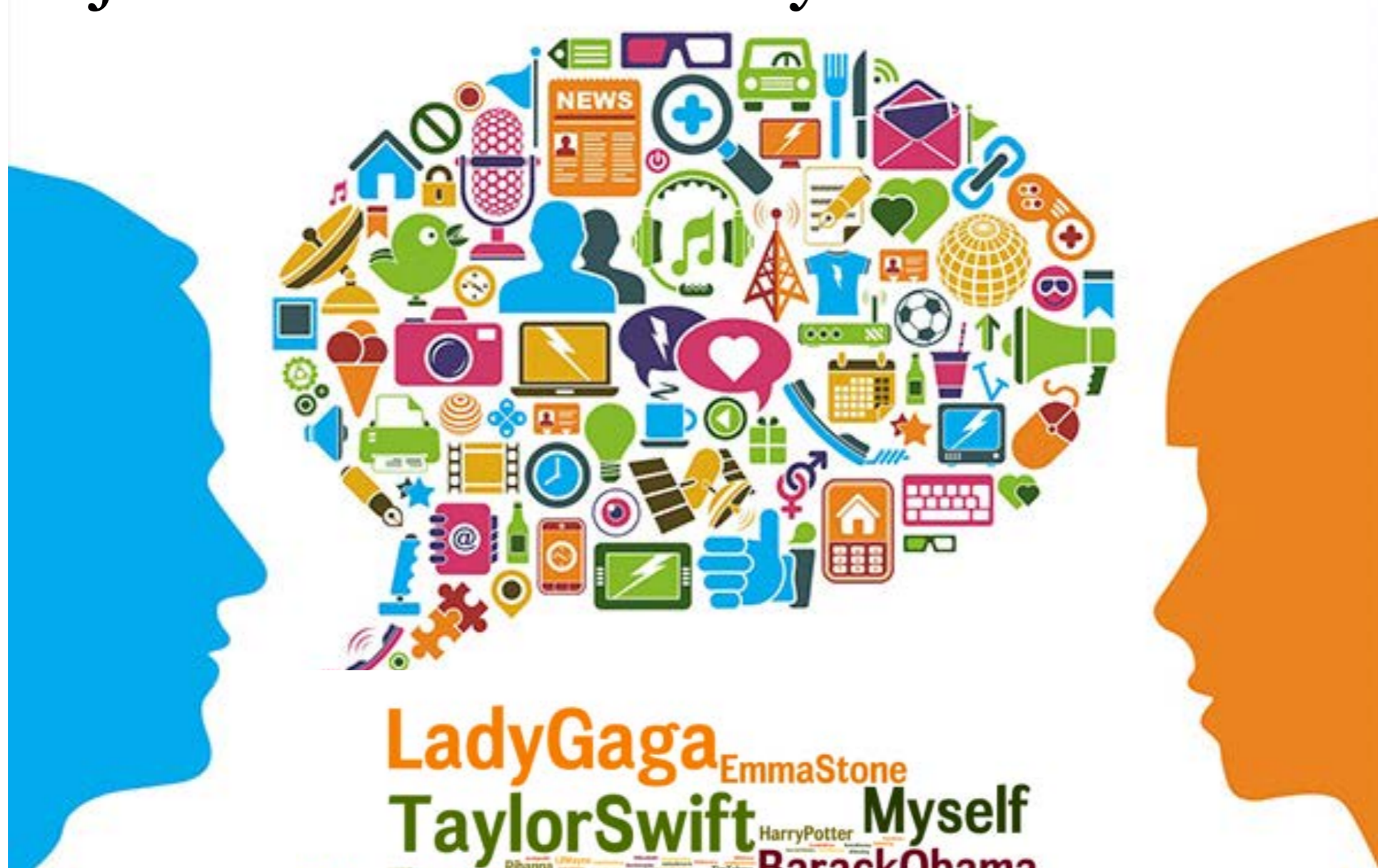
### Baby Boomers

Ages 51-69 (2015) and born 1946-1964 .



# Trending

*New generation of customers....Millennials!*  
A major influence on today's trends and design



LadyGaga EmmaStone  
TaylorSwift HarryPotter Myself  
MarkZuckerberg BarackObama  
Beyonce JustinBieber MileyCyrus  
SelenaGomez DemiLovato  
SteveJobs KatyPerry  
MichaelJackson

# Trending

## KEY WORDS & PHRASES FOR TODAY'S MILLENNIALS

*DELIGHT IN THE BEAUTY OF SIMPLE THINGS. FIND BALANCE.*

*PERSONALIZATION. HEALTHY LIVING.*

*SPEND TIME WITH PEOPLE YOU ADMIRE. ENVISION YOUR PERFECT LIFE.*

*NURTURE YOUR SOUL. GAIN A NEW PERSPECTIVE. THINK KIND THOUGHTS.*

*ENGAGE IN MEANINGFUL CONVERSATION. BE VULNERABLE.*

*BE HAPPY.*

Are we connected or what?  
Connection overload!



# Millennials As Consumers



**84%**  
report that  
user-generated  
content on  
company websites  
has at least some  
influence on what  
they buy.



**43%**  
check for coupons  
or promotions on  
their smartphones  
while in a store.



**52%**  
use their  
mobile devices  
on social media  
to note they like  
a brand.

- Be mobile accessible
- Easy to shop
- Up to date on website look and feel
- SEO - Maximize your Search engine optimization



# The French Connection

- Escape to France to experience the romance of cobblestone streets, country cottages, and the stuff of life that never goes out of style. This movement brings us away from bold in your face geometric patterns and enchants us with intimate floral prints, rustic handmade ceramics and the charm that makes us fall in love with French style and cuisine. That certain “je ne sais quoi” we never can truly resist:
  - **Style** - Aged and elegant, refined charm
  - **Element** - Micro floral prints, accent pieces and opulent textiles
  - **Vessel** - Pedestal vases, ceramics and refined aged metallic pieces
  - **Flowers** - Luxurious mute-petaled blooms, textural berries, antique hydrangeas and vintage colored roses

# The French Connection

Fall in love with France all over again! A romantic new look for today's lifestyle  
Small Botanical Prints & Romantic Blooms for 2017



# The French Connection

## Red-a-licious!

Softer side of red seen for 2017 is an intricate color in the next generation of a red. Touched with a bit of orange and chocolate this softer red still has a rich bold presence and draws the eye in. Multi-cultural this color is found throughout the world in textiles, spices, and manufactured home goods

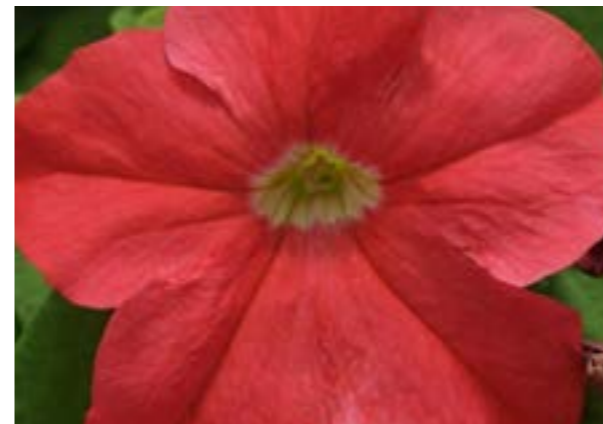
**SENSUOUS.....**

**SEDUCTIVE...**

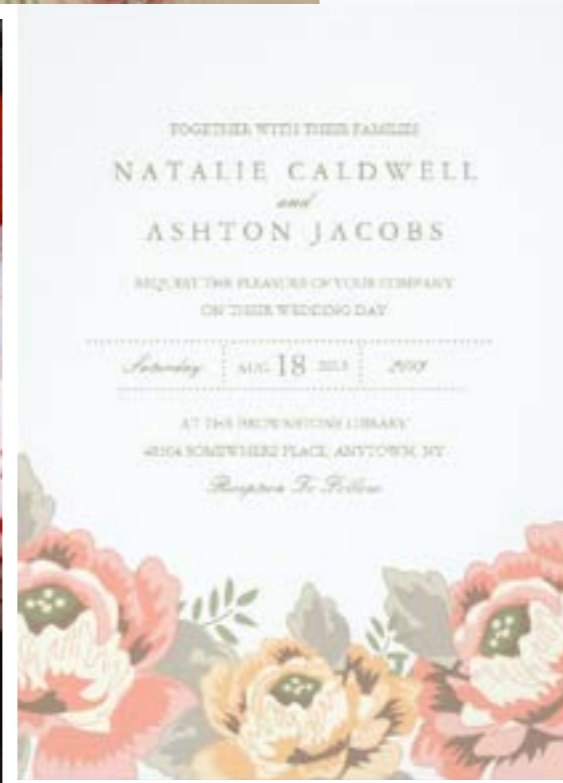
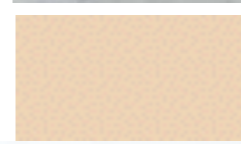
**PASSIONATE.....**

**STIMULATING....**

**BOLD**



# The French Connection



# The French Connection



Luxurious ribbons

Luxurious blooms



“PARIS IS ALWAYS A GOOD IDEA.”



# The French Connection

## Flower Fashion Gallery - Flower Trends



# The French Connections

## Design Trends

### **Abundant Luxury Blooms**

Whether we speak of the French country style or the more formal Parisian design, this collection has sophistication and luxuriousness along with overabundant romantic blooms .



# The French Connection

SENSUOUS.....SEDUCTIVE...



Photography by David Kesler  
Design by Michael Skaff

PASSIONATE.....STIMULATING.





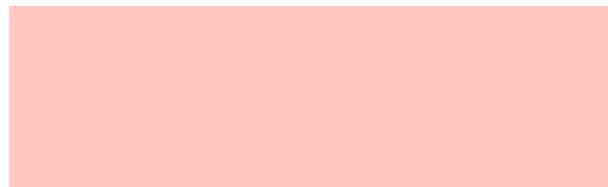
Photography by David Kesler  
Design by Michael Skaff

# The French Connection Weddings

Floral appliqué & lace overlays  
Shades of cream, blush, gray  
Adoring soft blooms with ruffled petals



# The French Connection Weddings



Romantic multi-petaled blooms  
The details in the dress  
appliqué, fur, ruffles





Photography by David Kesler  
Design by Michael Skaff

# Force of Nature

- Let your breath slow to a steady, peaceful rhythm as you tune into the beat of your own heart. Connecting us to nature, this movement pays homage to the sky above, the land below and the water that moves so effortlessly from place to place.
  - **Style** - Calming, influenced by the sea and sky, casual, textural and free form
  - **Element** - Tie-dyed, nautical themes and accent pieces such as seashells and sea glass
  - **Vessel** - Frosted glass, white and blue ceramics, blown glass to mimic moving water and sand finishes
  - **Flowers** - Blues, greens, bright whites, stem dyed flowers. Hydrangea, Delphinium, Veronica, Grape Hyacinth, Dianthus, and Bells of Ireland.

# Force of Nature

Discovering the secrets and wonders that nature brings to man

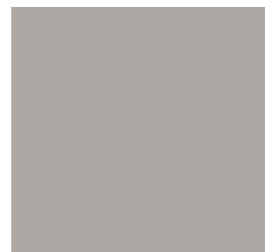
We have an on going love affair and fascination with the various serene shades of blue and the tranquil sounds of water. Blues surround us in our daily life from the sky to the ocean, these colors calm, relax and bring soothing peace to our souls. For 2017, blues, greens, whites and neutrals take center stage. Consumers strive to bring nature into their lives. Nautical themes take hold in 2017 and transport us to a different place in our minds. Collections of nature's beautiful shells and shell decor provide us with unique one of a kind designs.



PANTONE®  
318 C



PANTONE®  
534 C



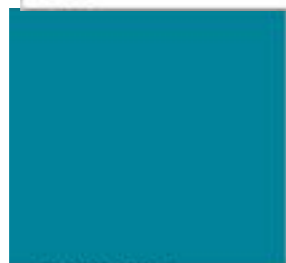
PANTONE®  
2331 C



PANTONE®  
PMS Cool Gray 1  
Don't forget to check the color  
and use the correct color name



PANTONE®  
7466 C



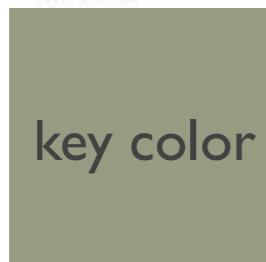
PANTONE®  
7712 C



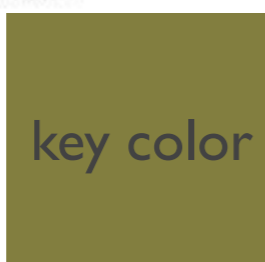
PANTONE®  
7535 C



PANTONE®  
551 C



key color



key color

Green Monster!



# The Force of Nature

## Green Monster!

Once again we see nature take control and inspire us with this fresh green color. Touched with a drop of yellow this green is found throughout nature in mosses and vegetations. Green or shades of, has become a standard in our quest to healthier living. With today's busy lifestyles consumers are drawn more than ever to adding organic natural materials and calming colors such as this fresh green color into their homes.

REVIVE....

FRESH....

ALIVE....

LIVING WELL....

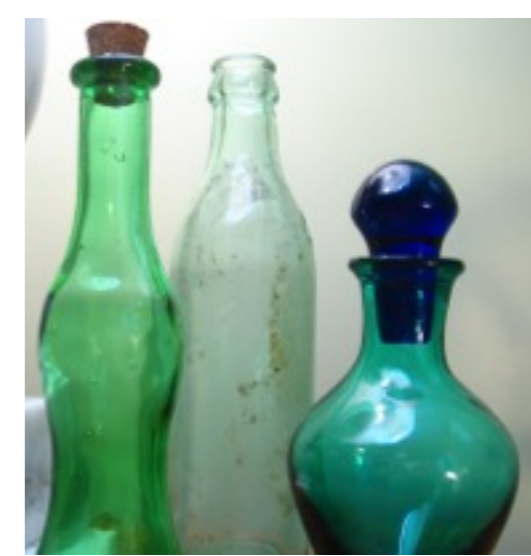
NATURE'S NEUTRAL....

REBIRTH



# Force of Nature

## Inspiration from Nature





# Force of Nature

TREND COUNCIL  
SS 17 GLOBAL COLOR

GREEN

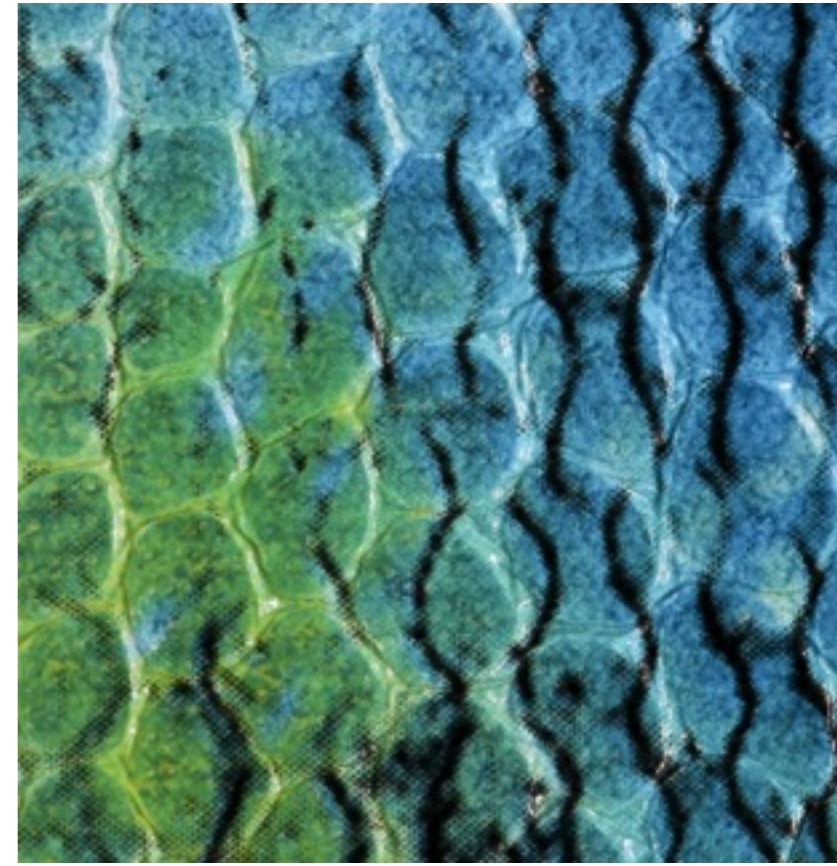


TREND COUNCIL  
SS 17 GLOBAL COLOR

AQUA



TREND COUNCIL



# Force of Nature

*Trending 2017 ti-dye .....cool and a bit more refined than the 60's versions*



# Force of Nature

**Greens and blues - symbolizing growth and serenity**

**The power of blue remains a classic color for consumers.**

**Micro-Geometric patterns in blue, teal, greens**

Softer blue patterns on aged metallic finishes.

Unique artesian glass and simple flared vases.

Frosted floral graphics on glass creating a subtle pattern.



## Harmony & Well Being



# The Force of Nature

## Flower Fashion Gallery - Flower Trends

Heirloom floral varieties

Textural Pods - Scabiosa and Nigella

Hold on - Ferns of every kind create interest and texture

Variegated foliage and antique hydrangea

Stem dyed flowers inspire consumers

The succulent craze continues



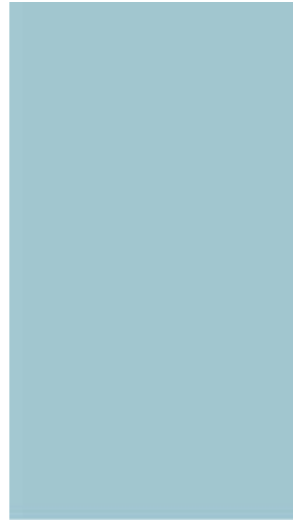
# Force of Nature

## Design Trends

Free form, casual, textural and overabundant with gathered garden wonders  
Natures irregularities and perfect imperfections



# The Force of Nature Weddings



# The Force of Nature Weddings



# The Force of Nature Weddings



Photography by David Kesler  
Design by Michael Skaff





Photography by David Kesler  
Design by Michael Skaff

# The Modern Wonders

With the thought that great pieces never go out of style, this movement blends modern sophisticated lines with pieces from other cultures and past generations to create an overall new look. For the world travelers collecting items to make their living spaces replete with memories and meaning, to consumers that love to find an antique that inspires them with its nod to another time, this style unites young and old with a fresh approach.

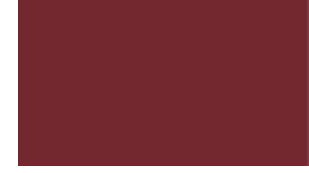
- **Style - clean lines blending today's modern look and lifestyle with unique pieces of antiquity**
- **Element - copper, artifacts, surface structures, crafted textures**
- **Vessel - metallic, clean lines, modern appeal with natural elements**
- **Flowers - graphic flowers in bold oranges, muted purples, earth tones and uniquely shaped focal flowers**

# The Modern Wonders

Simple chic clean lines of the modern style blended with centuries old Asian.

Living in today's technological world, one strives for and brings simplicity into the home by using natural elements along with unique items collected and curated from around the globe

The evolution of earths metals and natures elements



# The Modern Wonders

## Mineral Copper

Copper colors are a force to be reckoned with in 2017. This internationally acclaimed color is strong and bold yet warm in evoking power. Copper compliments natural wood finishes and grey-toned finishes. Look for textured finished giving copper product more dimension and interest.



**BOLD...**  
**STRONG & POWERFUL...**  
**WARM METALLIC...**  
**GLISTENING...**  
**EARTHY...**



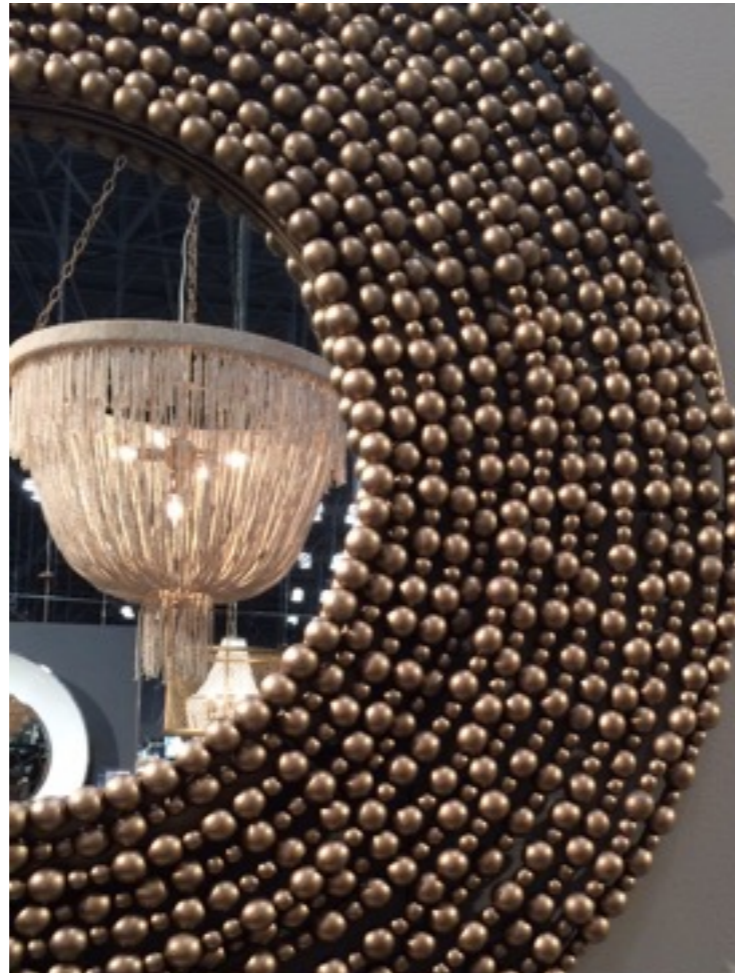
# The Modern Wonders

## Simple...Clean...Chic



# The Modern Wonders

Trending  
Paper flower wall sculptures  
Beaded accents  
Shell anything!  
Snake skin patterns  
Small irregular geometric patterns

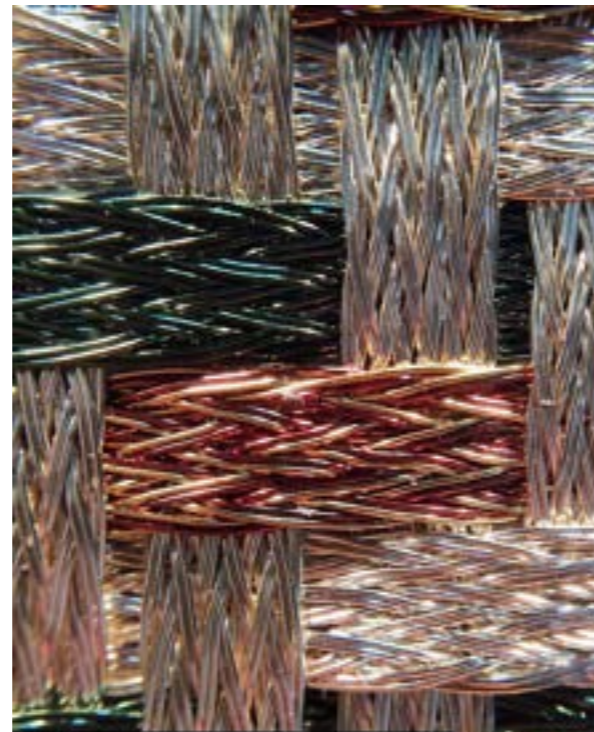


# The Modern Wonders

Surface structures and crafted textures



FUTURE FW  
MR ROBOT 17/18



# The Modern Wonders

## Flower Fashion Gallery - Flower Trends

Unique flowers varieties  
graphic flowers  
tropicals



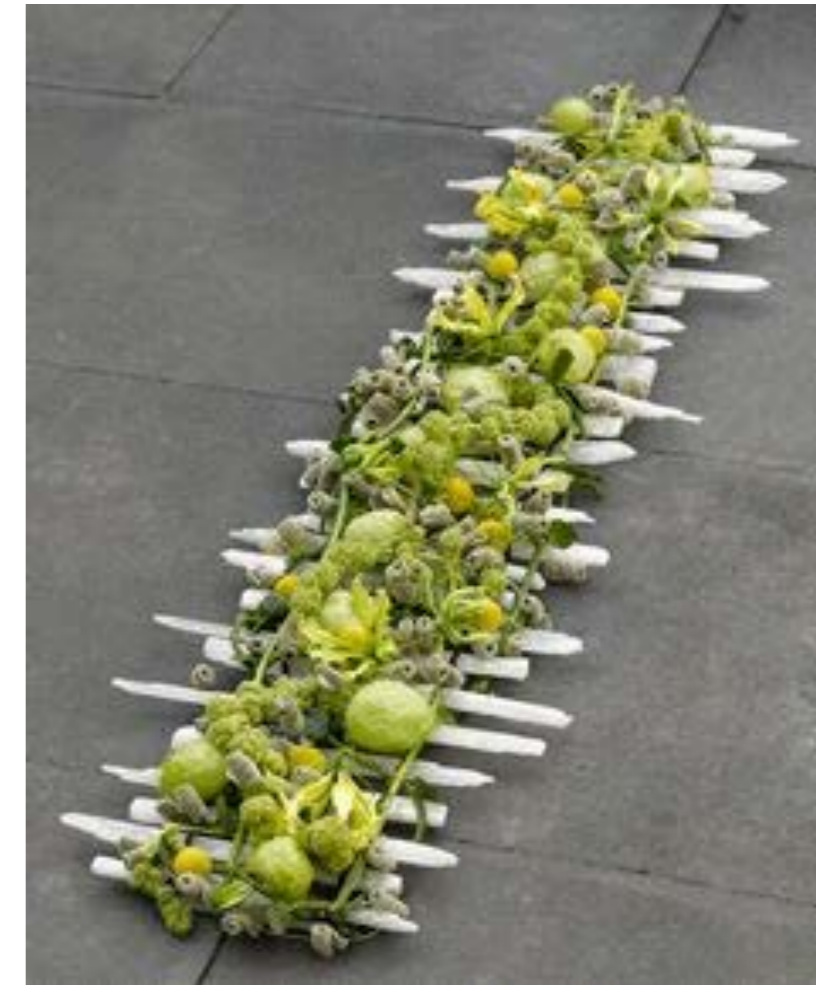


# The Modern Wonders

## Design Trends



FTD  
Design by Michael Skaff





Photography by David Kesler  
Design by Michael Skaff



Photography by David Kesler  
Design by Michael Skaff

# The Modern Wonders Weddings

Simple lined wedding dresses with peak-a-boo cut outs

Couture ruffles

Layered florals with strong lined materials

Graphic design



FTD

Design by Michael Skaff



FTD

Design by Michael Skaff



# The Modern Wonders Weddings



Photography by David Kesler  
Design by Michael Skaff



FTD  
Design by Michael Skaff



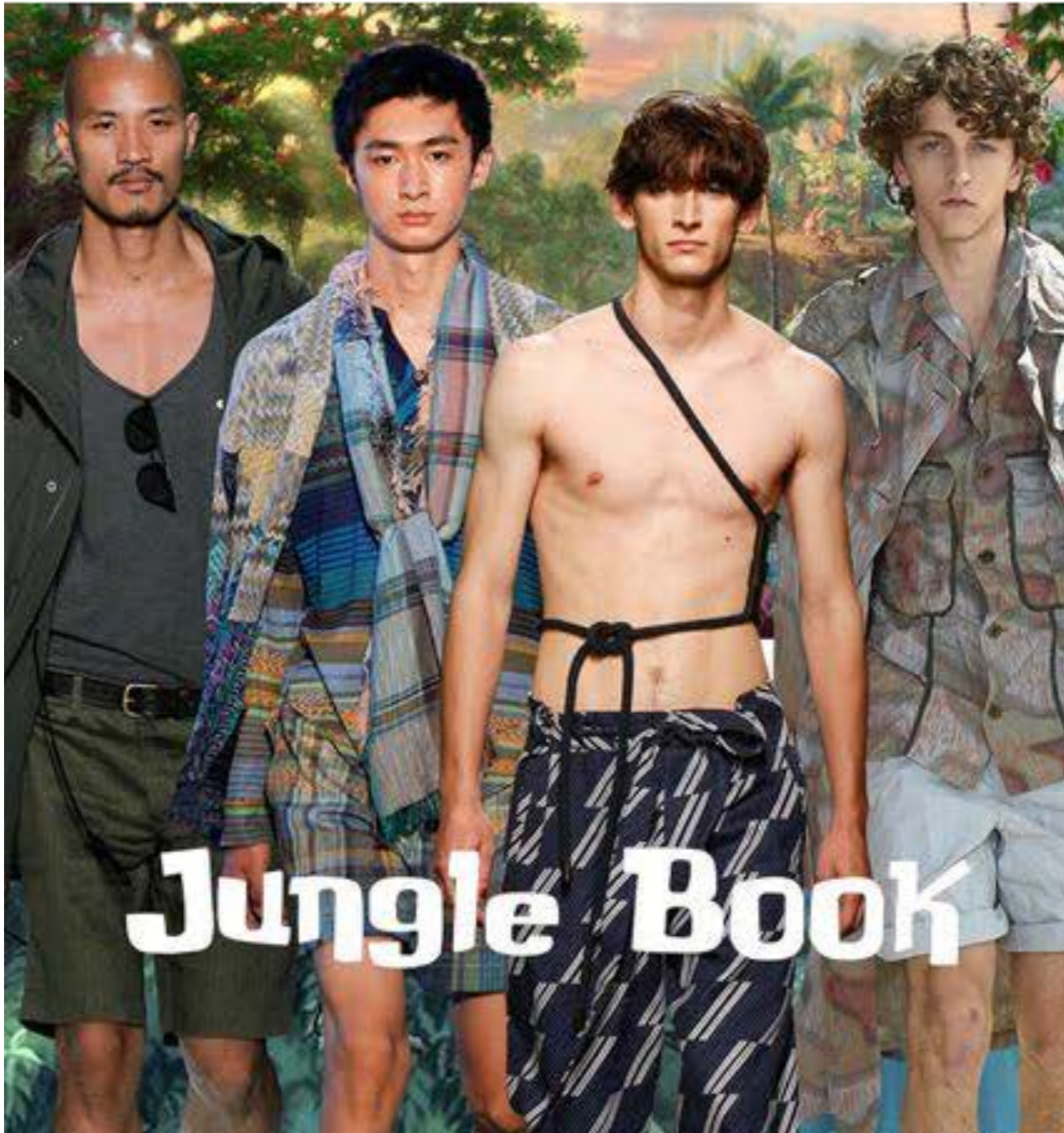
# Into the Jungle

- This movement is a departure from the mundane that has us craving for exotic prints; the call of the wild; and brilliant tones set against the mysterious hues of the jungle. Beckoning to new adventures, this style is taking hold with its warm, sunlit golden backdrops that make you lean in a little closer and breathe even deeper.
  - **Style** - earthy, colors having a grey tone set against sunny yellows and oranges make these stand out
  - **Element** - exotic, texturally unique
  - **Vessel** - earthy, woven baskets, hand-crafted and unique
  - **Flowers** - tropicals, oranges, yellows, reds and tropical leaves and palms as well as mosses, vines, bamboos and cork



# Into the Jungle

## Color Camouflage



CMG  
key colors

PANTONE 2331



# Into the Jungle

## Gold Glow!

One of the forecasted colors from Into the Jungle collection.

Earthy toned - Gold Glow is a complex color with a primary yellow base touched with a hint of green and soft grey. The allure of this refreshing soft golden touched color reminds one of a warm summer tropical rain. This versatile color has a tranquil yet organic quality that is sought after and can be observed in natural environments.

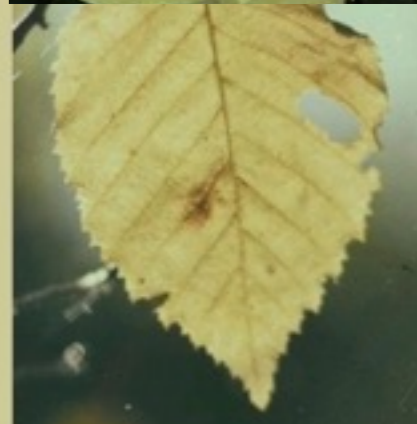
**SUN-KISSED...**

**ETHEREAL...**

**GLISTENING....**

**EARTHY...**

key color  
2017





# Into the Jungle

Flowers and foliages, their colors and textures as found in the jungle inspire this collection for 2017. Mixed with muted earth tones these create a perfect balance. Wild and exotic prints in muted shades are key for fashion, fabrics and home decor as found in consumer trends in 2017.



# Into the Jungle

## Flower Fashion Gallery - Floral Trends

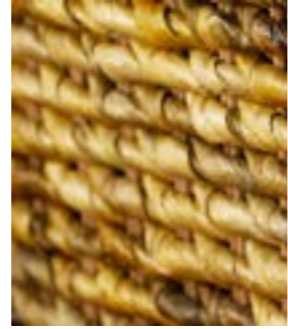
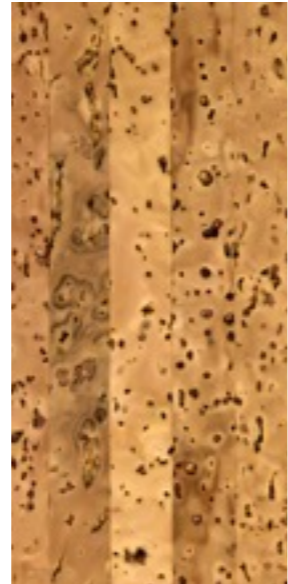


# Into the Jungle

## Design Trends



Photography by David Kesler  
Design by Michael Skaff





Photography by David Kesler  
Design by Michael Skaff

# Into the Jungle Weddings

Fun, Flowing, sheer, jungle flower and leaf prints  
Menswear is casual and comfortable



FTD

Design by Michael Skaff

FTD

Design by Michael Skaff

# Into the Jungle Weddings



Photography by David Kesler  
Design by Michael Skaff

# Thank you to our models!

**Loann Burke, AAF, AIFD, PFCI**

Furst Florist, Dayton, OH

**Tim Caires**

Four Seasons Resort Maui; Town and Country, Wailea, HI

**Tricia Cox**

Brigham Young University Idaho, Rexburg, ID

**David Daneshgar**

BloomNation, Santa Monica, CA

**Joshua Glass**

Peoples Flower Shops, Albuquerque, NM

**Paul Giguere**

Michael J. Skaff Displays, Savannah, GA

**Tara Lei**

Four Seasons Resort Maui; Town and Country, Wailea, HI

**Derek Woodruff AIFD, PFCI**

Floral Underground, Traverse City, MI

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