

the american floral
trends forecast
2014-2015

nature's bounty

Florists' Review is proud to present **The American Floral Trends Forecast 2014-2015**, the sixth biennial trend forecast developed specifically for floral professionals. Perfectly aligning with our industry, this edition emphasizes the natural world and its multiple variations—from organic materials to natural elements expressed in modern fabrications—as seen through the eyes of today's consumers.

The four themes, which were developed after considerable research by a team of design experts, are complete with examples of relevant cut flowers, floral arrangements, containers, accessory items and color palettes. These details provide a deeper understanding of each trend while also helping to guide and inspire floral professionals to develop cutting-edge floral designs, merchandising strategies, retail atmospheres, and wedding and event themes over the next two years.

We are indebted to our industry colleagues who, with their expert guidance and generous support, enabled us to complete this extensive project. A tremendous thanks to our corporate sponsors: **California Cut Flower Commission, Design Master Color Tool, Napco, Offray** and **Smithers-Oasis Company**.

trend committee

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special thanks to these California flower growers

California Pajaroza Floral
Watsonville, Calif.

Glad-A-Way Gardens
Santa Maria, Calif.

Green Valley Floral
Salinas, Calif.

Mellano & Company
Oceanside, Calif.

Ocean View Flowers
Lompoc, Calif.

Resendiz Brothers Protea Growers
Fallbrook, Calif.

The Sun Valley Group
Arcata, Calif.

florists' review

on the cover

Photo of bride by Natalie J Watts/Natalie J
Weddings. www.nataliejweddings.com
and www.nataliejwatts.com



poetic nature

Photo by Natalie J Watts/
Natalie J Weddings

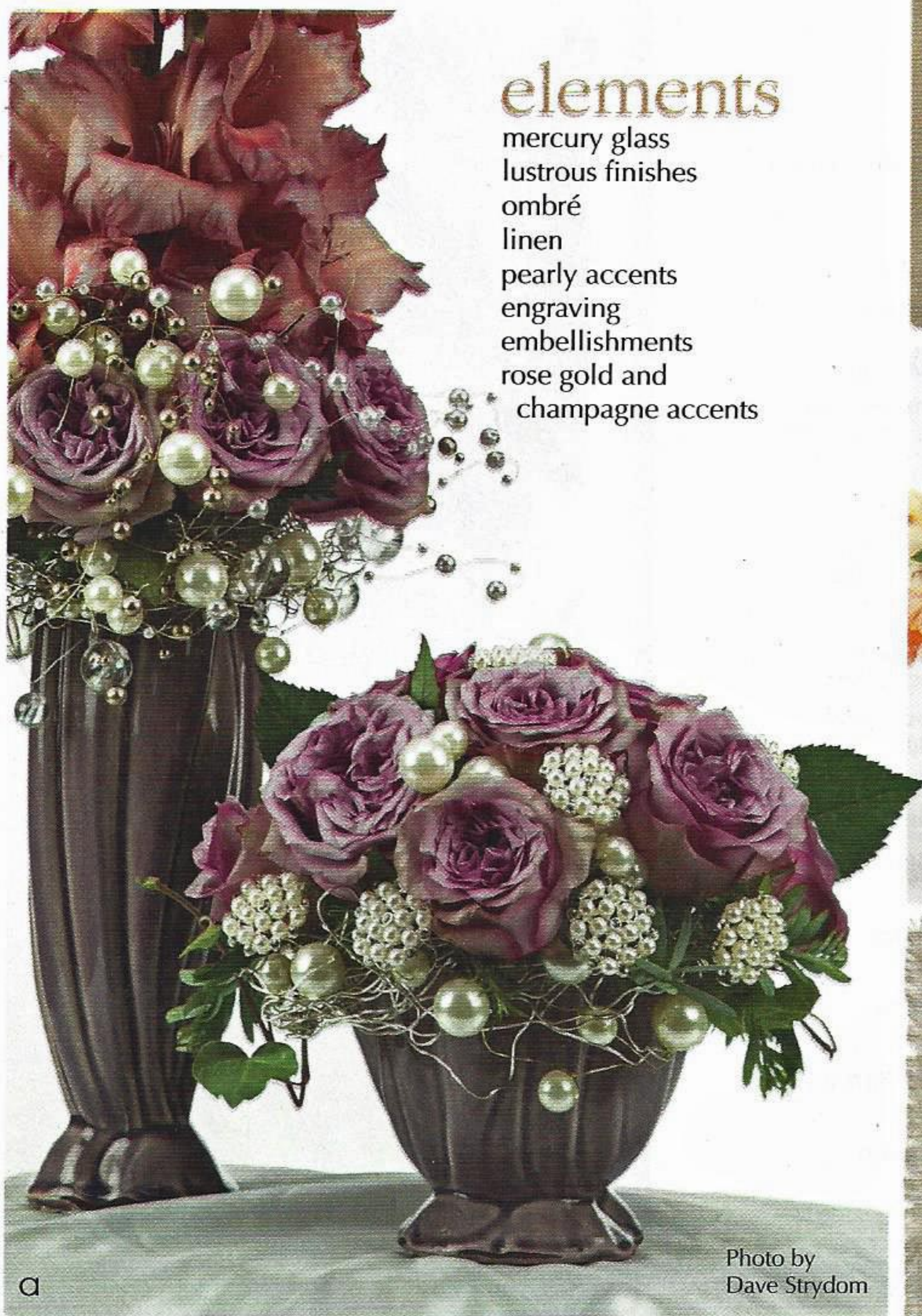
concept

This expressive style is romantic with a subtle vintage flair. Textural diversity among the organic elements is important. For example, natural fibers, such as linen and burlap, are juxtaposed against pearls and gems, and ruffly blossoms, such as garden roses and peonies, mingle with downy foliages.



elements

mercury glass
lustrous finishes
ombré
linen
pearly accents
engraving
embellishments
rose gold and
champagne accents



a. Pearls accent blossoms in this pair of scallop vessels from Napco.

b. Matte vases from Napco have a subtle luster and are accessorized with Oasis Brooches, Oasis Aluminum Wire and a braided sash of Oasis Raw Muslin.

c. Specimen blossoms displayed on linen.

d. Mercurial owl filled with Dahlias.

Photo by
Dave Strydom

fluid nature

concept

Consumers are no longer satisfied with simply consuming goods that meet a basic need. Instead, we are drawn to products that promise to enhance our lives and offer extra wellness benefits beyond the primary need that the product fulfills. With our focus on emotional well-being and physical health, this theme demonstrates a soothing "spa" influence.



elements

herbs
birds
cloches
lattice

fluid, moving patterns
such as chevron
cut-out geometrics
blue and aqua glass



a. Fresh rosemary bundled with Oasis Raw Muslin. Research suggests that the fragrance of rosemary enhances brain function and boosts performance.

b & d. Vessels and accessories for a "fluid" interior.

c. Antique *Hydrangeas* and swirls of Oasis Flat Cane fill Napco's Water Wave Boat Planter.

e. The fragrance of lavender is considered to induce relaxation.

f. The zesty pattern of the Offray ribbon enlivens the calm array of Oasis Gathering Vases.

g. This striking collection of Offray ribbons expresses both fluid and natural qualities.



Photo by Dave Strydom



f



e. Gardeny materials in subdued tones, arranged in a classic shape, exemplify the "poetic" style.

f. Embellished crystal perfume bottle.



floral materials

roses
garden roses
peonies
Hydrangeas
lilacs
stocks

tulips
Lisianthus
heather
dusty miller
lamb's ears foliage

colors

"Poetic Nature" features a muted collection of hues that exhibit subtle nuances in color. While the gentle tones of creamy white, gray and rose anchor the grouping, ombré tones, from dusty blush to smoky lavender to brightened lilac, round out the romantic palette.



g

h

i

g. Oasis Raw Muslin in muted hues.

h. The neck of a mercury decanter is enhanced with linen, pearls and sparkling gems.

i. Luxurious Offray ribbons in lace, pearl-trimmed burlap and other rich fabrics demonstrate the theme's textural diversity.



Blue and white blossoms, along with wavy textures and patterns, have the serenity-inducing effects of the ocean.



floral materials

<i>Hydrangeas</i>	lavender	lamb's ears foliage
<i>Delphiniums</i>	rosemary	<i>Bouvardias</i>
<i>Ranunculi</i>	waxflowers	variegated ivy
<i>Irises</i>	dusty miller	'Silver Queen' <i>Pittosporum</i>
<i>Liatris</i>	<i>Kunzeas</i>	'Silver Tree' <i>Leucadendron</i>

colors

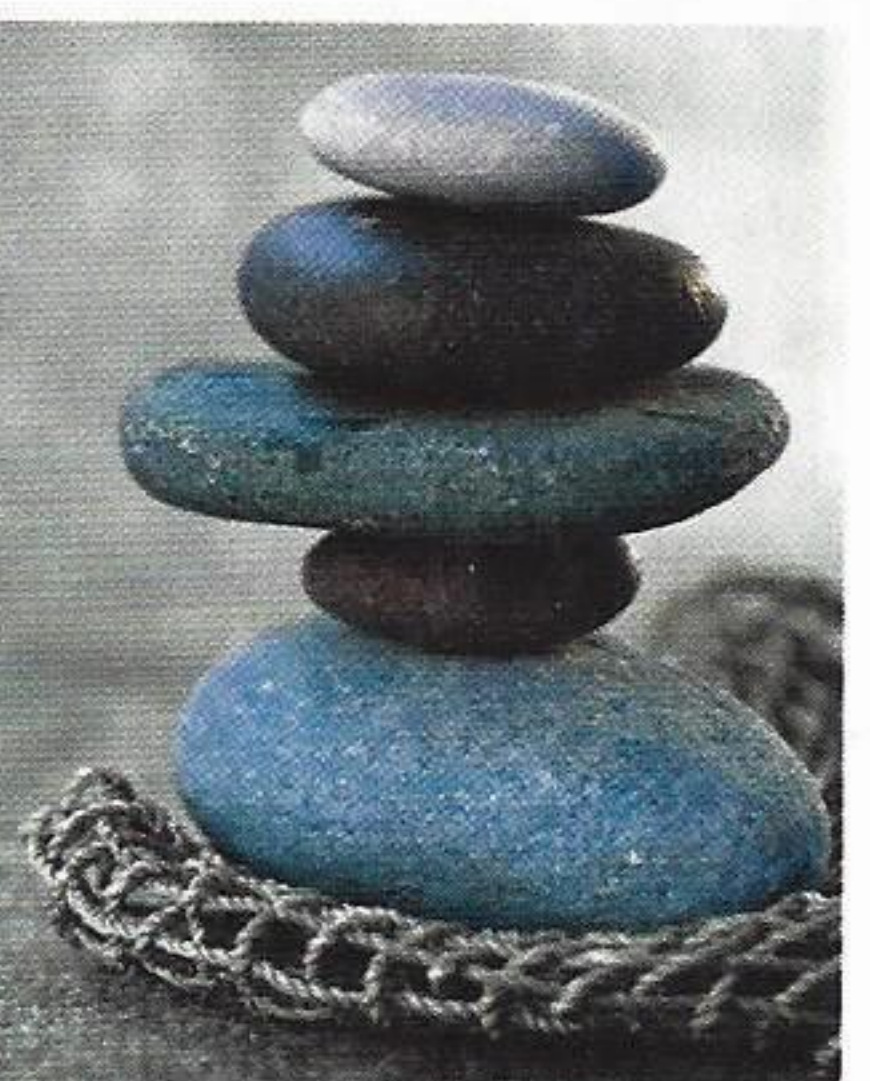
The sea and sky, embodying the sensations of wellness and optimism with their blue and aqua tones, have a remarkably calming effect and provide the foundation for the color palette. It starts with a range of blues that runs from tranquil pearly blue to dusty sage; these reflect against the deeper tones of oceanic blue and violet. In addition, the palette includes neutral tones such as almond and champagne that reflect the sandy shorelines of the sea.

h



h. The structured geometry of this modern "cage" design is offset by the soothing palette of the floral materials.

i. Mineral soap for the spa experience.

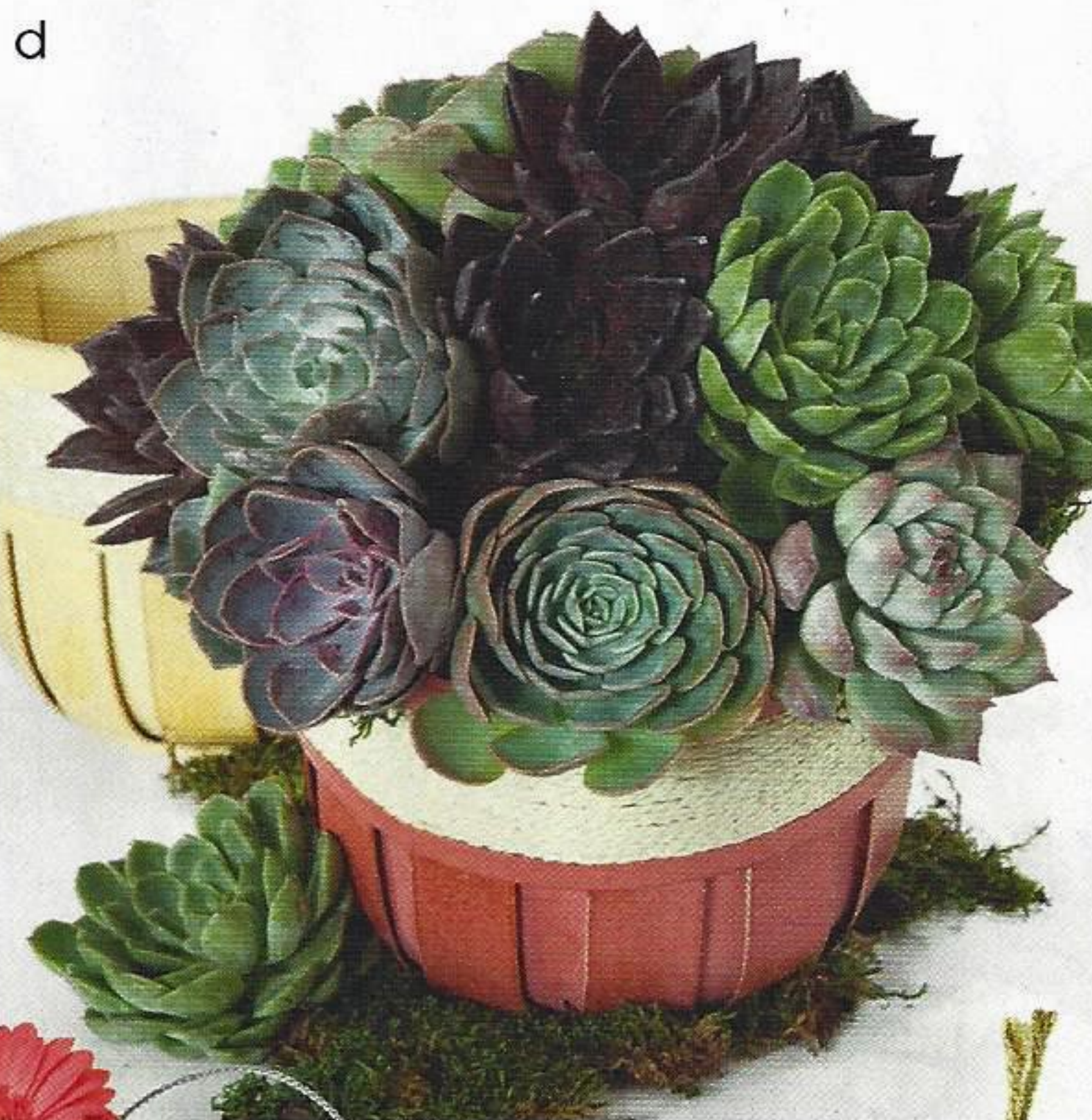
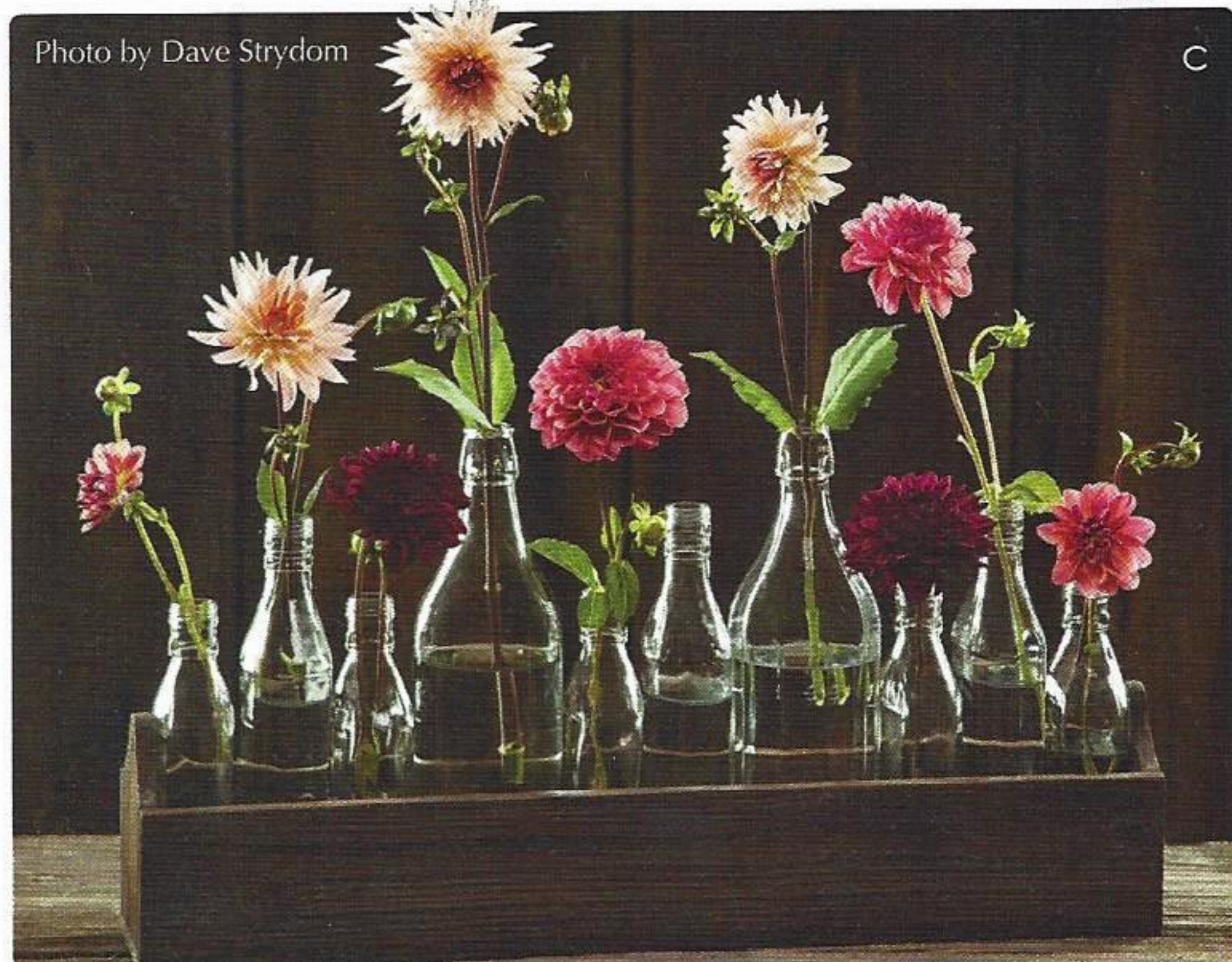


i

sustainable nature

concept

We have always been grounded and humbled by our ecosystem, and our connection to nature is as well-established as it's ever been. But the expression of this connection is new, as evidenced by dramatic increases in organic-only crop production, food co-ops and community-supported agriculture (CSA) groups. The latter supplies weekly deliveries of fresh picks from the garden, allowing even the urban dweller to connect to this experience. Overall, the feeling is organic and wholesome but with a touch of "retro industrial" for the modern age.



elements

burlap and linen
beloved patterns
reclaimed upholstery
distressed floral prints
enduring keepsakes

well-worn and nostalgic
found objects



a. This coin purse is made from 95 percent post-consumer recycled materials.

b. An intriguing mix of Offray ribbons combines with Oasis Raw Muslin and Oasis Button Wire.

c. The textural glory of each *Dahlia* is on display in this bottle-filled crate.

d. Resembling harvest baskets, Napco's pot covers are ideal containers for a "sustainable" theme.

e. Napco's Mason Jars can hold tea lights or blossoms. Oasis Raw Muslin decorates the exterior.

f. Oasis Bind Wire and Oasis Rustic Wire.

g. Rose hips and exotic spider flowers (*Grevilleas*) fill milk-bottle-inspired decanters from Smithers-Oasis Company.



Photo by Dave Strydom



h. Dahlias and a supporting mass of exotic foliage overflow a rustic milk can. Dahlias, Hydrangeas and additional foliage spill from within Napco's pot cover.

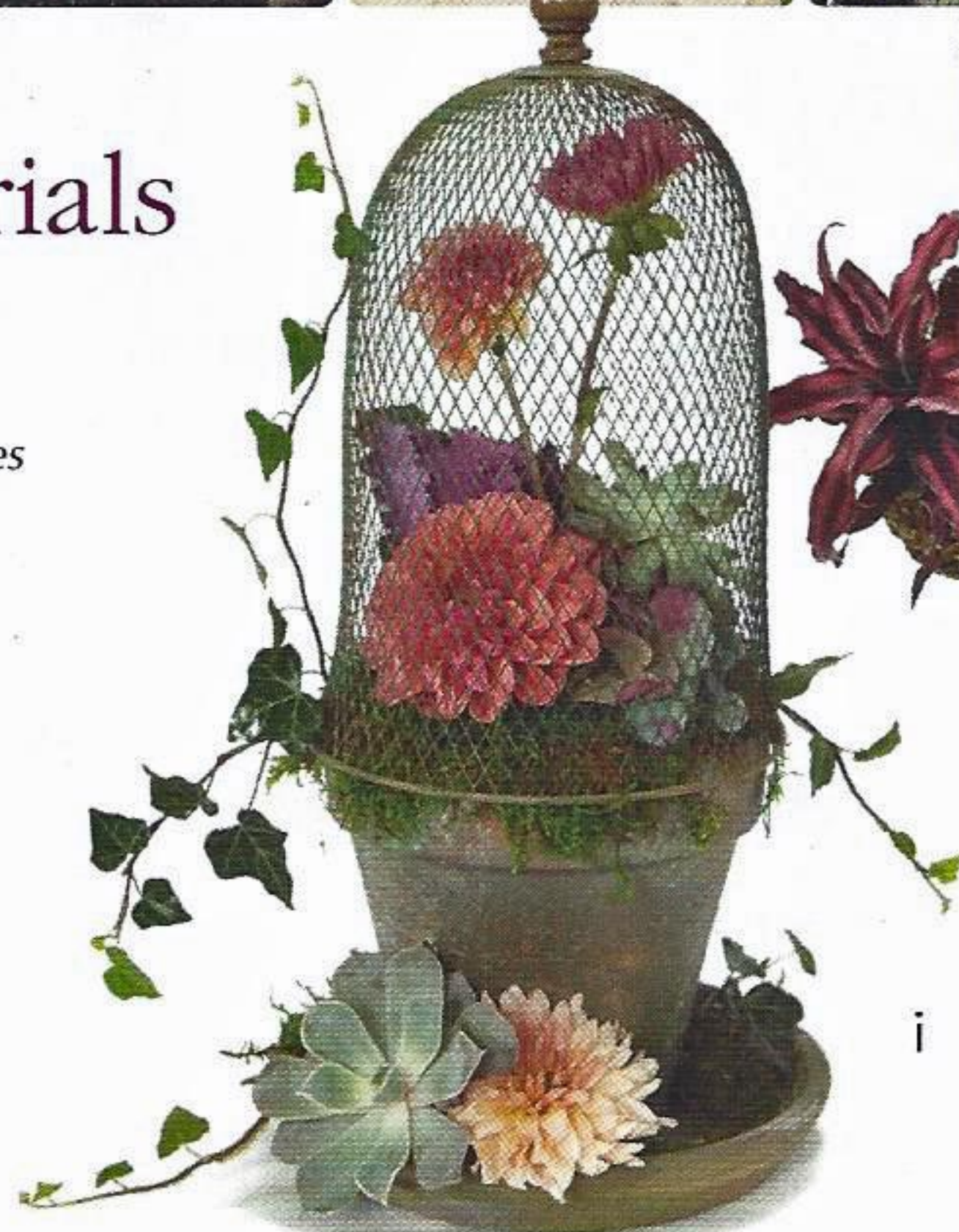


floral materials

Dahlias
Zinnias
Gerberas
succulents
artichokes
kale

Proteas
fig leaves
Celosias
Amaranthuses
Eucalyptus

colors The colors of fresh fall produce, especially beet, pomegranate and fig, are the mainstays while cascading teal tones, from emerald to grayed jade, enliven and refresh.



i



j



i. "A "planted" garden caged with a wire cloche.

j. Hanging earth-stars (*Cryptanthus*).

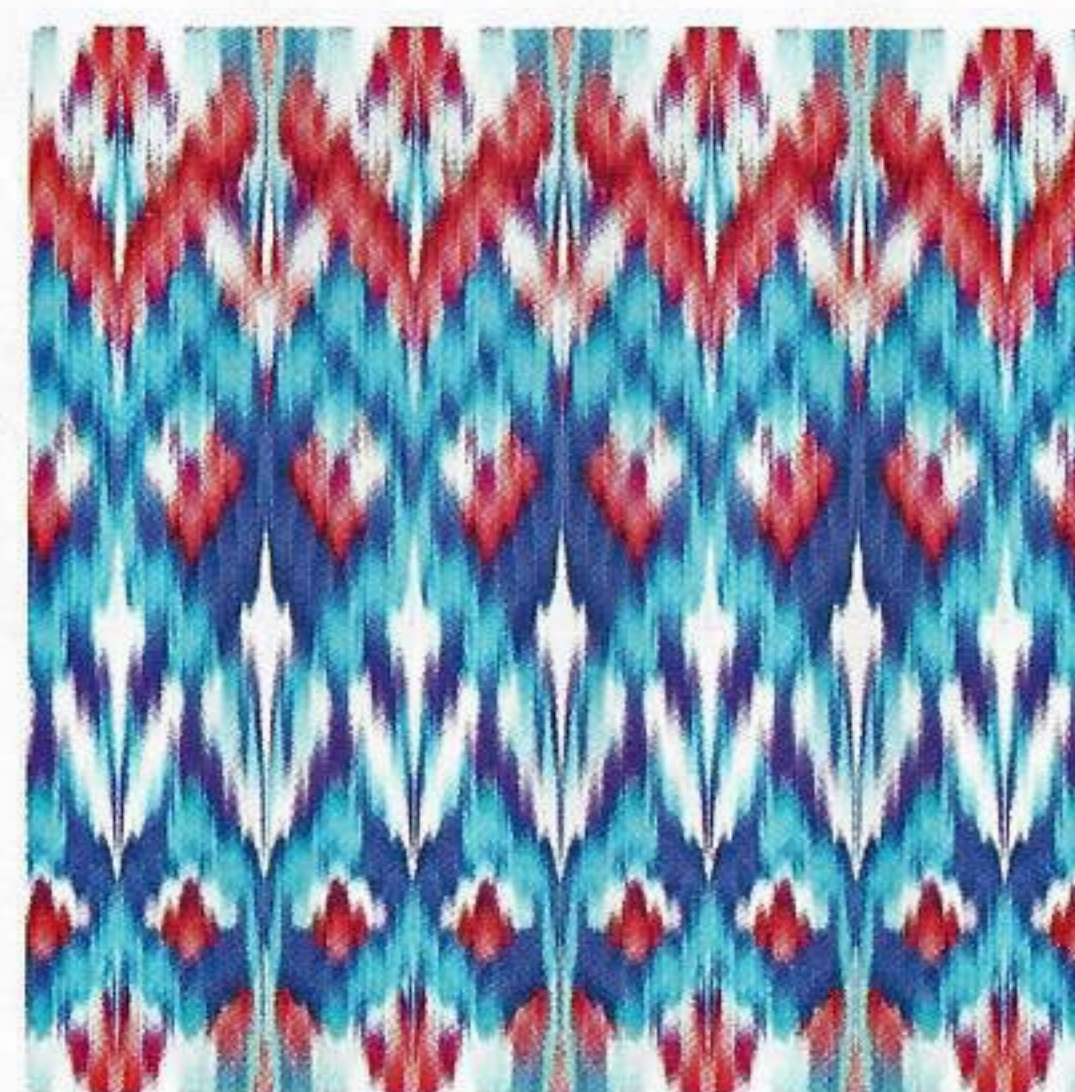
synthetic nature

concept

Colors that are traditionally considered young and fresh are now showing a tribal influence, and what results is a melting pot of contemporary lines and watercolor Ikat patterns. It's an expression of youthful personality that knows no bounds.



a



c

elements

watercolor
Ikat patterns
stylized florals
eclectic
ethnic accents
interesting forms
merging patterns
blending



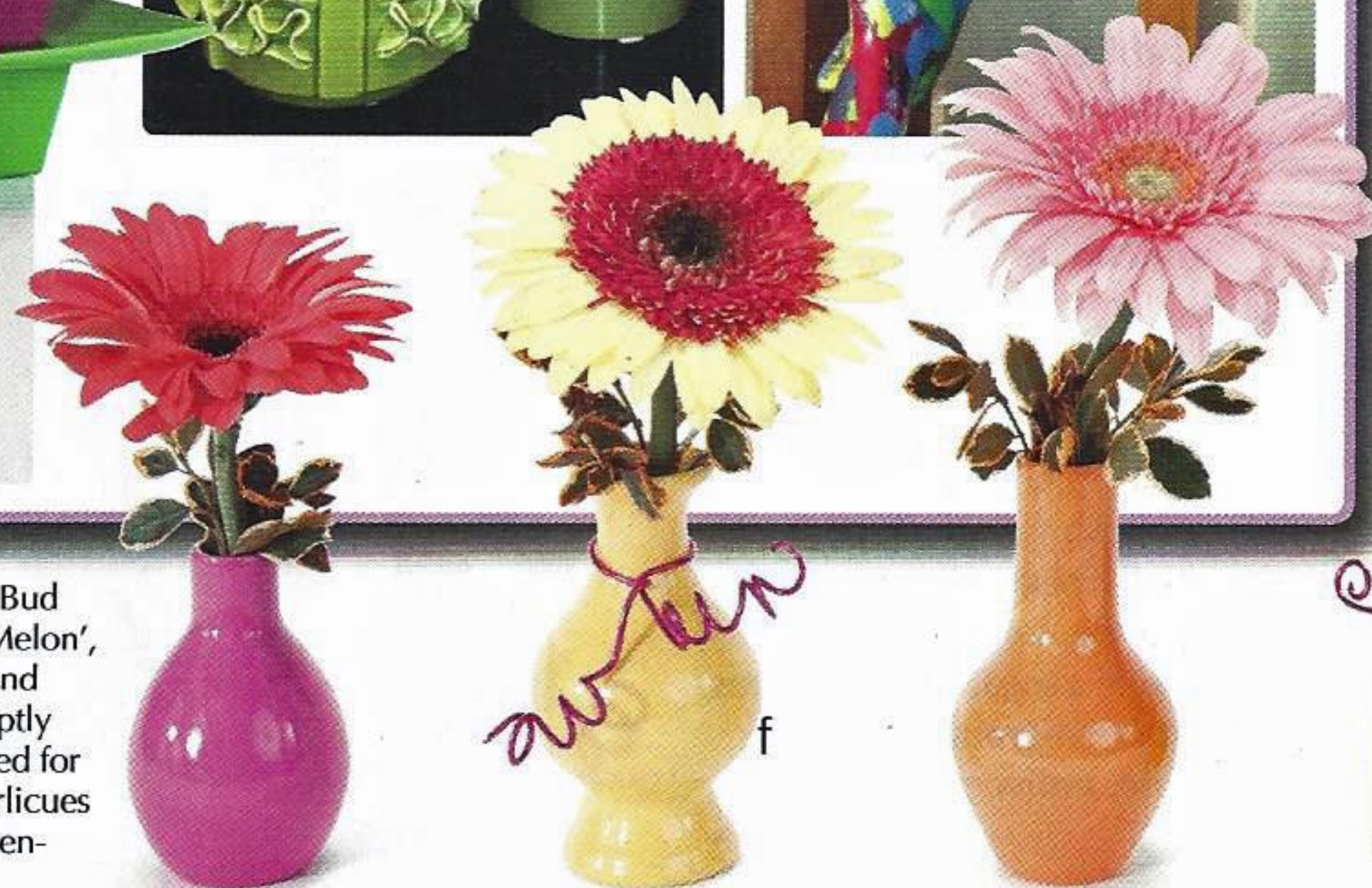
b



e



d



f

a. A patterned gift bag holds Gerberas and 'Green Trick' Danthuses.

b. Oasis Essentials Plastic Containers and looped Oasis Midollino Sticks coordinate with the exotic arrangement.

c. Vibrant patterns distinguish "Synthetic."

d. A captivating museum display.

e. Textured vases in a youthful hue.

f. Napco's Flower Power Bud Vases, filled with 'Aqua Melon', 'Cross Roads', 'Daikan' and 'Famous' Gerberas, are aptly named and perfectly suited for a "Synthetic" display. Curlicues of Oasis Aluminum wire enhance the fun factor.

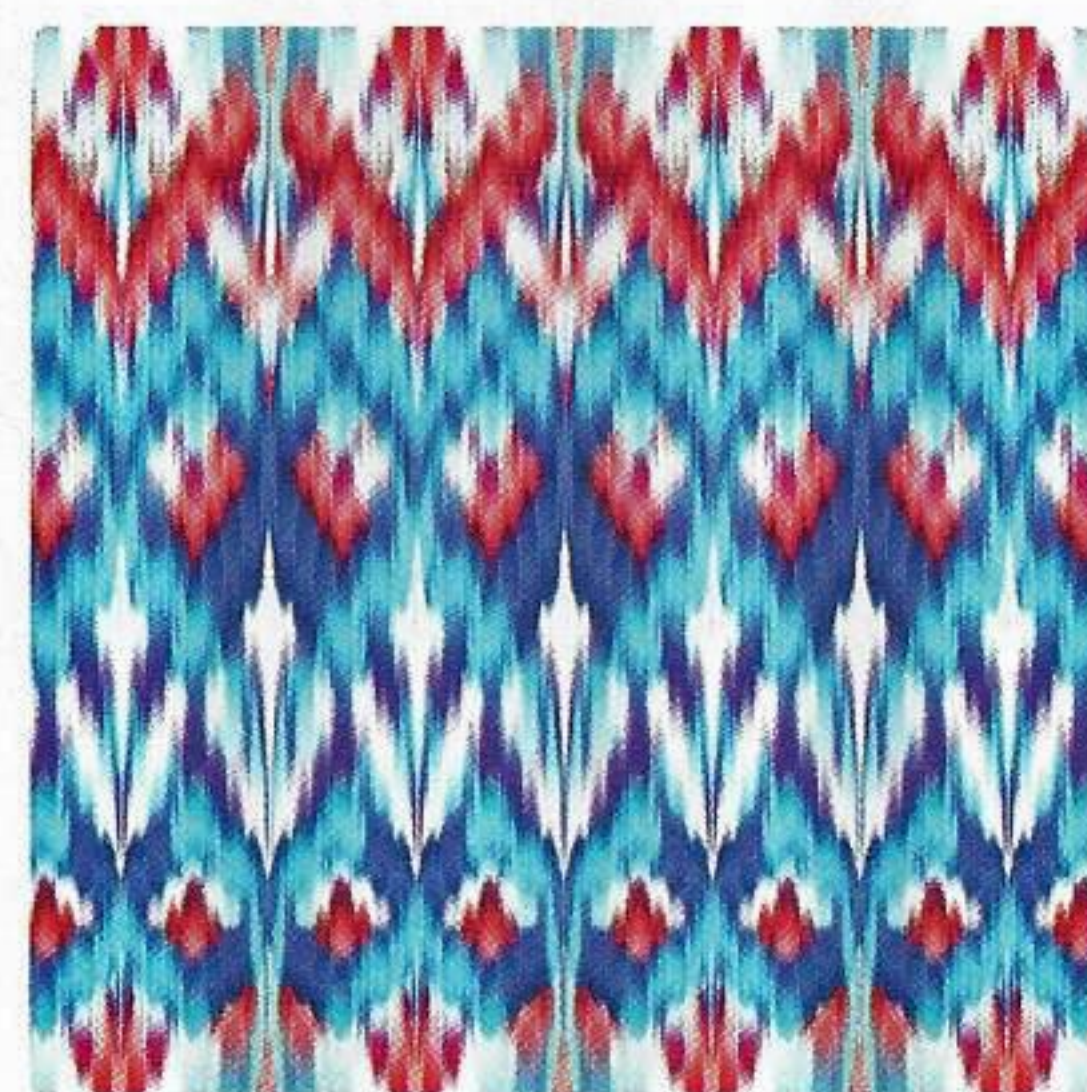
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a



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elements

watercolor
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eclectic
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d



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from field to *Vase*



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