

FLOWER TRENDS

forecast 2016



FlowerTrendsForecast.com



International Floral Distributors®

FLOWERS MAKE BEAUTIFUL STORIES

Flower trends and floral styles matter, especially in event and wedding decor. Every bride wants her wedding to tell her story. The flowers at these special events become an important connection to the honorees and to lifetime memories. At a wedding the flowers reflect the personality and aspirations of the bride and groom. At a corporate event the flowers help define the brand and the brand's personality. Flowers provide the ideal medium to convey the emotion and message at these special events. Floral professionals magically create the décor and the feeling to make the perfect story. The floral professional knows just how to make a beautiful story with flowers.

FlowerTrendsForecast.com

Stay updated on flower trends and new floral decorating fashions with new postings and links every month.

Video
QR
Code:



The Flower Trends Forecast 2016 videos can be seen at FlowerTrendsForecast.com



RESEARCH & DESIGN

TREND FORECASTERS RESEARCH, DESIGN & STYLING

**Bill Schaffer, AIFD, AAF, PFCI
& Kristine Kratt, AIFD, PFCI**



Bill Schaffer and Kristine Kratt provide us with the insight of how the world of fashion and home décor are influencing people's preferences in flowers and floral stylings. Both Bill and Kris are award-winning floral designers who have the interpretative skills to observe the world of emerging event decor and present to us the trends in ways that we can better meet the flower needs of today's brides and today's consumers. Bill and Kris are the owners of Schaffer Designs, based in Philadelphia, PA.

PHOTOGRAPHY David Kesler, AIFD, PFCI



David Kesler is a flower specialist and talented photographer. David captures the colors, textures and flowers that make the Flower Trends Forecast story come to life. David, with his wife Leann, own and operate Floral Design Institute in Portland, Oregon.

VIDEOGRAPHY

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International Floral Distributors (IFD) is a marketing consortium of 18 flower distributors with over 52 locations in the United States providing flowers and supplies to leading floral decorators, designers and retailers.

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Lavish

Lavish is the ultimate romantic trend and is gathered from the garden gorgeous. Its' bountiful textures and picturesque colors are equally at home in a rustic country farmhouse; a winery or an urban courtyard. It is sensual and tactile. Soft pinks and delicate peaches are contrasted with rich plums and crimson. Flowers are grouped in loose gatherings with strong emphasis on textural foliages giving Lavish its garden-inspired style. Seeded eucalyptus, peppercorn, peonies, dahlias, hydrangea, garden roses and amaranthus: all are Lavish choices. If its "drapey", fluffy and laden with berries then it is the perfect element for Lavish. These gorgeous flowers are at their best designed in mercury glass, rustic wood, brushed gold metal and vintage containers.

drapey^{and}
sensual
with rustic
garden
tactile^{elements}

Lavish Flowers



ROSE



CARNATION



DAHLIA



SPRAY ROSE



STOCK



HYPERICUM

Lavish Textures & Key Elements



VINTAGE



GARDEN-INSPIRED



WOOD

Lavish containers include:

- Accent Décor Fairytale Series (Votive 35220.00, Bowl 5" x 4.35" 35221.00, Vase 4.75" x 6.5" 35222.00, Compote 6' x 8.5" 35223.00, Vase 5" x 12" 35224.00, Vase 11.75" x 17" 35225.00)
- Accent Décor Deco Glass Red Jars (23200.03)
- Syndicate Sales 4.5" Versailles Vase (3492-00-09)
- Syndicate Sales 7.5" Fleur-de-lis Vase (3474-00-09)
- Syndicate Sales 9 3/8" Footed Gathering Vase (Ruby 4105-09-13)
- Giftwares Embossed Red Glass (5" Square G3246, 7.5" Square G3247, 7.5" Round G3248)
- Lomey Designer Vase (9" 45-01410, 11" 45-01420)
- Giftwares Wood Drawers (Rectangular set of 2 W35940, Square set of 2 W35941)

Lavish accents include:

- Patrician Votive Candles (Candle Artisan Cranberry)
- Oasis Elegant Bouquet Holder (Gold Leaf 0795)
- Design Master ubermatte Peony (550)
- Design Master Premium Metals Rose Gold (241)





Lavish Colors

RHUBARB (DM CRANBERRY)	CRIMSON (DM RADISH)	PURPLE POTION	ORCHID HAZE	SILVER CLOUD	DELICATE PINK	PARFAIT	GOLD (DM GOLD MEDAL)
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design master color codes



Lustre

The Lustre event is imbued with opulent metallics. Lustre is a rich combination of metallic sheen and sparkle for the modern bride. Metal, metal and more metal! The Lustre event combines all the colors and textures of amazing alloys. Gold, silver, copper, platinum, bronze and rose gold are all in this luxe trend. Black and white ground this color palette and offers a beautiful, graphic contrast to the richness of the metallics. Traditional white, champagne and ivory flowers such as carnations and mums blend with calla lilies, phaleonopsis and garden roses. The florals are complimented with foliages and echeveria enhanced with metallic paints. High gloss containers and accessories complete the Lustre table.

metallics
rich with amazing
sparkle and
sheen with
luxe
 trendy **graphic** contrast

Lustre Flowers



CALLA LILY



RANUNCULUS



TULIP



CARNATION



STOCK



SPRAY ROSE

Lustre Textures & Key Elements



LUXE VESSELS



ALL WHITE FLOWERS



METALLIC ACCENTS

Lustre containers include:

- Oasis Display Buckets (Black 14" 45-38137, 18" 45-38138)
- Syndicate Sales Groovy Vase Renaissance Assortment (4116-12-523)
- Syndicate Sales Designer Dish (Black 8.5" 12-24-04, 11" 17-12-04)
- Giftwares Oval Plastic Planter (21.5" Gold PL55113, Silver PL5514)
- Giftwares Oval Metallic Plastic Planter (Rose 15.25" PL173)
- Giftwares Round Metallic Plastic Planter (Rose 6.25" PL172)
- Plus One Classic Candlestick (Silver 4.25" x 11" 850066SLV, 4.25" x 15" 850067SLV)
- Accent Décor Copper Etched Bowl (Copper 10" x 5.75" 72822.00)
- Accent Décor Array Votive (silver 3" x 3.75" 35122.50)

Lustre accents include:

- Candle Artisan Patrician Pillar Candles (3" x 6", 3" x 9")
- Candle Artisan CandLED Flicker Flame LED
- Oasis Flat Wire (Gold Matte 1" 40-12489)
- Oasis UGlu (Strips 1542, Dashes 1541)
- Oasis Elegant Bouquet Holder (Gold Leaf 0795)
- Plus One Gilded Succulents (Gold 161172GLD, Silver 161172SLV)
- Design Master ColorTool Metal (Copper 733)
- Design Master Premium Metals (24KT 240, Super Silver 732)
- Design Master Modern Metals (Champagne Silver 234)





Lustre Colors

WHISPER WHITE (DM CREMA)	CAVIAR (DM INK)	ANTIQUÉ WHITE (DM IVORY)	CHAMPAGNE (DM CHAMPAGNE SILVER)	COPPER (DM COPPER)	BRIGHT GOLD (DM 14 KT GOLD)	SILVER (DM BRILLIANT SILVER)	ROSE GOLD (DM ROSE GOLD)
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design master color codes



Sorbet

The Sorbet event is modern and lively. Its sweet colors and geometric accents are polished and refined. Sorbet is a combination of pastels and brights. The style is young and fresh with a nod to mid-century modern style. The Sorbet bride loves bright and sassy and combines colors brilliantly to tell the story of her event. The color palette features lemon-yellow and adds to it rich blue, coral, spearmint, lavender, powder blue and dove grey. The soft colors are an unexpected contrast to the geometric forms in the flowers and accessories. Softly textured flowers, such as peonies, ranunculus, dahlias, delphinium and tulips, are arranged in containers that are geometric and naturally textured.

lively modern
geometric
accents polished
with bright
sassy
unexpected
contrast

Sorbet Flowers



CYMBIDIUM



TULIP



CALLA LILY



CHRYSANTHEMUM



DELPHINIUM

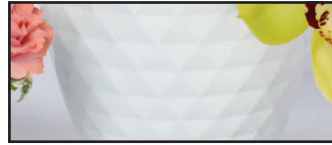


ROSE

Sorbet Textures & Key Elements



GEOMETRIC PATTERNS



MODERN SHAPES



BRIGHT ACCENTS

Sorbet containers include:

- Syndicate Sales Footed Flare Vase (23.5" 3416-01-09, 27.5" 3417-01-09)
- Syndicate Sales Cottage Lane Ceramic Cylinder (7570-08-490)
- Syndicate Sale Designer Dish (White 6" 36-24-22, 9" 37-24-22)
- Syndicate Sales Alaska Pot (6.5" White 54995)
- Oasis ECOssentials 3.5" Cubes (Aqua 45-83306, Celery 45-83303)
- Oasis ECOssentials 4.5" Cubes (Aqua 45-83406, Celery 45-83403)
- Oasis European Bouquet Holder (Round 11-01760)
- Oasis Round European Bouquet Holder (11-01760)
- Accent Décor Cork Votive (3.5" x 3.25" 68521.00)
- FloraCraft Styrofoam™ Hollow Half Ball (8" BA8HH, 10" BA10HH)

Sorbet accents include:

- Oasis Raw Muslin (Antique Pink 41-12448, Coral 41-12447)
- Oasis Satin Collars (Ivory 42-22302)
- Oasis Midollina (Apple Green 41-12552)
- Candle Artisan Patrician Pillar Candles (3" x 6", 3" x 9")
- Design Master ColorTool (Yellow/Yellow 736, Coral 777)





Sorbet Colors

LIMELIGHT (DM LEMON)	BUTTERCUP (DM YELLOW/ YELLOW)	HIGH-RISE	ABSINTHE GREEN (DM SPRING GREEN)	STRATOSPHERE (DM MIST)	TEA ROSE (DM WILD ROSE)	BLUE SAPPHIRE	PINK LAVENDER
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design master color codes



Festival

Festival is born of hot, intense colors and is inspired by global hand-crafts, fabrics and pottery. Denim blue, sunshine yellow, red, and hot orange are all in the mix, but they are carefully curated and combined to allow each color to really pop. The Festival bride plans her event as an extension of her quirky and casual personal style. A textural wildflower style gives Festival amazing options in flower varieties. Alstroemeria, sunflower, daisy, delphinium, gerbera, solidaster; common flowers used in uncommon combinations bring Festival to life. Mixed textures of yarn, wool, beads, and jute combine with vessels of pottery, wood and rattan to give Festival it's organic and free-spirited style.

quirky and
intense
colors globally
inspired and
curated with
hand-crafts

Festival Flowers



DELPHINIUM



GERBERA



SUNFLOWER



CELOSIA



GARDEN ROSE



CHRYSANTHEMUM

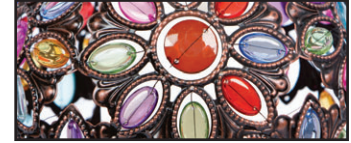
Festival Textures & Key Elements



WOOD



WOOL



BEADS

Festival containers include:

- Plus One Kiawah Cylinder Urn (22" 952348SND, 18" 952349SND)
- Plus One Kiawah Bowl (14.25" 952355SND, 8.75" 952357SND)
- Plus One Bohemian Ball (850262MUL)
- Plus One Bohemian Cylinder (850263MUL)
- Giftwares Oval Two Tone Bowl (T1372)
- Lomey Designer Vase (9" 45-01410, 11" 45-01420)
- Accent Décor, Elixir Votive (Rose 2.75" x 4" 42140.03, 4" x 4.75" 42141.03, 6" x 6" 42142.03)

Festival accents include:

- FloraCraft Styrofoam™ Discs (6" x 2" D62G, 8" x 2" D83G, 10" x 2" D102G, 12" x 2" D122G)
- Plus One Faux Manzanita Branch (27" 102403BLE, 39" 102404BLE)
- Candle Artisan Patrician Pillar Candles (3" x 6", 3" x 9")
- Candle Artisan CandLED Flicker Flame LED
- Oasis Midollina (Strong Pink 41-12553, Turquoise 41-12556)
- Accent Décor Glass Beads Ocean (22011.30)
- Accent Décor Wool Fabric 15cm x 16.5 (Teal 66422.30)
- Accent Décor Wired Wool 5-8mm (Teal 66420.30, Orange 66420.16, Fuchsia 66420.35)
- Oasis Round European Bouquet Holder (11-01760)





Festival Colors

<p>TURKISH SEA (DM BLUE BRIGHT)</p>	<p>VERMILLION ORANGE (DM TANGERINE)</p>	<p>CAPRI (DM TURQUOISE)</p>	<p>FRESH GREEN</p>	<p>VIBRANT YELLOW</p>	<p>ENSIGN BLUE (DM LAKE)</p>	<p>SHOCKING PINK (DM RASPBERRY)</p>	<p>LAVENDER (DM HYACINTH)</p>
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design master color codes



where to shop for the best event flowers and supplies

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