



Flower Trends 2019

TRENDSYNTHESIS™



PRESENTED BY

J Schwanke

THE FLOWER EXPERT



Why are Trends Important ?

- The Consumer's wants, needs, style and taste are constantly changing
- Consumer Trends – help shape our Flower/Foliage Industry.
- Consumers drive our Flower Industry- so we must have what **they** want and need
- Trends will happen- with or without your & your attention- and create opportunity
- Trends Keep your Business relevant – Alive and Thriving

What's my process for Trend forecasting?

- **Be Observant-** “Eye the Consumer” and everyday Interactions
- **See what's developing-** before the consumer- DMC Design Expert
- **Create Trend Reports-** outside the Flower Industry
- **Watching-** concepts, colors, and symbols- coalesce
- **Looking for Market Support-** as concepts emerge and evolve

uBloom™
TREND SYNTHESIS™
uBloom.com/Trends2019



The uBloom.com
Trend Synthesis is
created by J Schwanke,
and brought to you by:



Cards – on the
chairs.. Additional
cards at the LIFE in
Bloom Booth in the
Flower Fair

uBloom™
TREND SYNTHESIS™
uBloom.com/Trends2019



Each Trend includes:

- Curated- Color Palette
- Arrangement Example + Free Video Tutorial
- Featured Flowers & Foliage
- Detailed Trend Description
- Pinterest Board – Links provided
- Downloadable PDF – 6 page full color
www.uBloom.com/Trends2019



Cozy

Comfort, both physical, emotional, and spiritual is what **Cozy** is all about. Cocoon in luxurious softness, lose yourself in feelings of warmth and gratitude. Diffuse some essential oils, grab a cup of tea, catch up with a friend, and escape from everyday life—even if only for a few moments. Pillowy textures and calming fragrance, such as eucalyptus, also play a part in this world.



uBloom™
TREND SYNTHESIS
IDEAS FOR TODAY!
DEVELOPED BY FLOWER EXPERT J SCHWANKE

“COZY” Trend

Download your FREE
uBloom Trend Synthesis®

www.uBloom.com/Trends

uBloom™
TREND**SYNTHESIS**™
uBloom.com/Trends2019



uBloom™
TREND SYNTHESIS™
uBloom.com/Trends2019



“Hygge”

uBloom™
TRENDSYNTHESIS™
uBloom.com/Trends2019



Llamas

Flower Clouds



uBloom™
TREND**SYNTHESIS**™
uBloom.com/Trends2019





Open Garden Roses

uBloom™
TREND SYNTHESIS™
uBloom.com/Trends2019



Dried/Preserved Flowers

uBloom™
TRENDSYNTHESES™
uBloom.com/Trends2019



“Depth” Trend

Depth
FREE video
premieres on
uBloom.com
4-22-2019

uBloom
www.uBloom.com

More ideas at: pinterest.com/jchwanka/depth/

Depth

Tired of our superficial, bullet pointed, 280 character society? **Depth** speaks to a longing for trust and real connection. Knowledge is power, especially through firsthand experience. Richness of materials and color dominates, often with a nod to the ocean and its hues. Long-lived succulents are a popular reflection of this trend. While the desire for **Depth** is genuine, drama is sometimes along for the ride, with its deep and moody color attributes.

uBloom™
TREND SYNTHESIS™
IDEAS FOR TODAY!
DEVELOPED BY FLOWER EXPERT J SCHWANKE

Download your FREE
uBloom Trend Synthesis®

www.uBloom.com/Trends2019

uBloom™
TREND**SYNTHESIS**™
uBloom.com/Trends2019

“Moody”



uBloom™
TREND SYNTHESIS™
uBloom.com/Trends2019



“Dark Shadows”

uBloom™
TREND**SYNTHESIS**™
uBloom.com/Trends2019

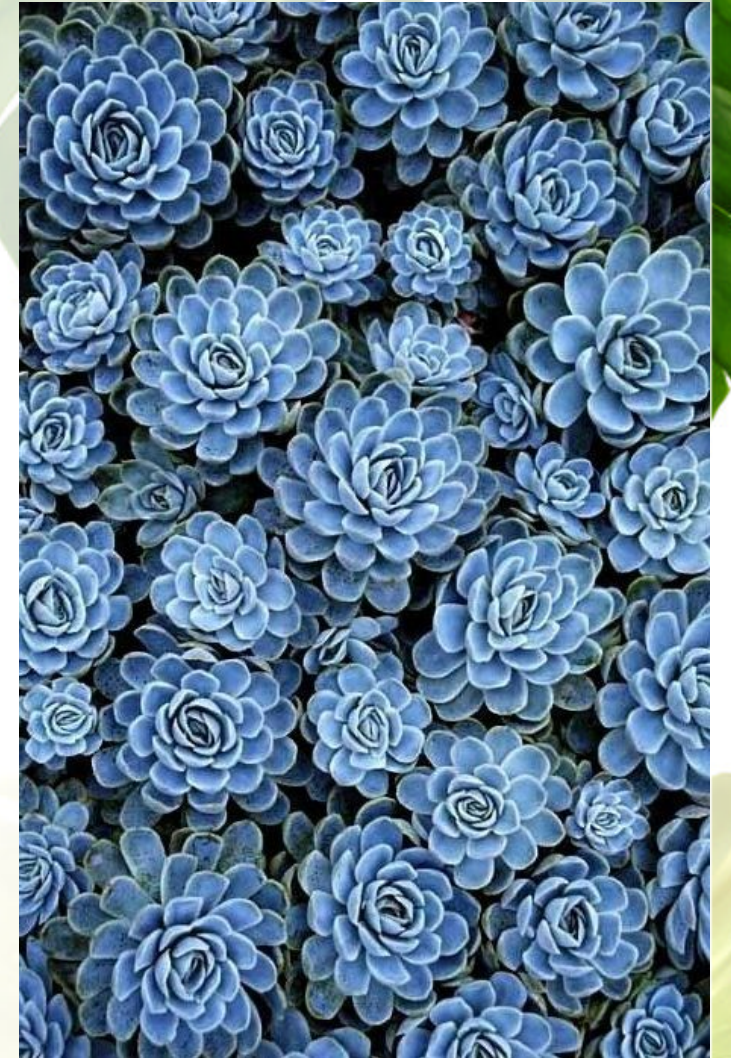


“Colorful”

uBloom™
TREND**SYNTHESIS**™
uBloom.com/Trends2019



“Intense”



Succulents & Dahlias

uBloom™
TRENDSYNTHESES™
uBloom.com/Trends2019



Depth Influenced Weddings

Flat White 726

24K Pure Gold 240

Best 676

14K Gold 330

Ivory 724

Spruce 334

Antique Gold 744

Legendary
FREE video premieres on
uBloom.com
5-13-2019

uBloom
www.uBloom.com

More Ideas at: pinterest.com/jeschwanke/legendary/

Legendary
As the very last legends of Hollywood take their leave, we are often reminded of their glamorous glory. **Legendary** reflects on the beauty and romance of a by-gone era, allowing us all a bit of prestige for today. Gold continues its renaissance in popularity with multiple, modern shades and finishes. Classic elements with a personal, updated twist defines **Legendary**.

IDEAS FOR TODAY!
uBloom™ TREND SYNTHESIS™
DEVELOPED BY FLOWER EXPERT J SCHWANKE

“Legendary” Trend

Download your FREE
uBloom Trend Synthesis®

www.uBloom.com/Trends2019



Hollywood
Legends

Classic
Hollywood
Glamour



uBloom™
TREND**SYNTHESIS**™
uBloom.com/Trends2019



“Stemmed
Gardenias”

uBloom™
TRENDSYNTHESIS™
uBloom.com/Trends2019



Wedding
& Event

Feather and Composite Flowers



uBloom™
TREND**SYNTHESIS**™
uBloom.com/Trends2019



“Gold”

uBloom™
TREND**SYNTHESIS**™
uBloom.com/Trends2019



Sunglasses
Diamonds
Pearls/Gems

uBloom™
TREND**SYNTHESIS**™
uBloom.com/Trends2019



“Classic
Hollywood” -
Inspired

uBloom™
TREND**SYNTHESIS**™
uBloom.com/Trends2019



Mash-up
Evolution

uBloom™
TREND SYNTHESIS™

uBloom.com/Trends2019



Monstera Madness trend
FREE video premieres on
uBloom.com
6-17-2019

uBloom™
www.uBloom.com

More ideas at: pinterest.com/schwanke/rainforest/

Monstera Madness

The continued fascination with foliage combines with a revival in Tiki culture to create an undeniable foliage ambassador in **Monstera Madness**. The iconic leaf appears in fabrics, accessories, and art in both natural and imaginative colors. **Monstera Madness** also brings back other glorious tropical foliage including Seligum, Xanadu, and Fatsia, as the desire for all-foliage events evolves.

uBloom™
TREND SYNTHESIS
DEVELOPED BY FLOWER EXPERT J SCHWANKE

IDEAS FOR TODAY!

“Monstera Madness” Trend

Download your FREE
uBloom Trend Synthesis®

www.uBloom.com/Trends2019

uBloom™
TREND**SYNTHESIS**™
uBloom.com/Trends2019



uBloom™
TREND SYNTHESIS™
uBloom.com/Trends2019



greenvertluk

Following



253 posts

11.2k followers

657 following

Tyco Tat

📷 of my 🌿🌿🌿🌿

[Ink.bio/if3V](https://ink.bio/if3V)

POSTS

TAGGED



Social
Media
Excitement

uBloom™
TRENDSYNTHESIS™
uBloom.com/Trends2019



Tropical Foliage
of ALL Types...
and Plants

uBloom™
TREND SYNTHESIS™
uBloom.com/Trends2019



Trending Tropicals

TYPES OF LEAVES



PALM



PHILODENDRON



DIEFFENBACHIA



ARALIA



MONSTERA



ELEPHANT EAR

Afloral.com



uBloom™
TREND SYNTHESIS™
uBloom.com/Trends2019



“the Sill” –
Millennials
Plants –
Child Substitute





uBloom™
TREND**SYNTHESIS**™
uBloom.com/Trends2019



J Schwanke's
Life In 
Bloom™



uBloom™
TREND SYNTHESIS™
uBloom.com/Trends2019



The uBloom.com
Trend Synthesis is
created by J Schwanke,
and brought to you by:



Download
Today!

“Life in Bloom”
Booth Inside the
Flower Fair for
Additional Cards and
Photo Op with J

uBloom™
TRENDSYNTHESIS™
uBloom.com/Trends2019



PRESENTATIONS BY

J SCHWANKE

AAF • AIFD • CFD • PFCI

THE FLOWER EXPERT

- CREATOR AND HOST OF *J SCHWANKE'S LIFE IN BLOOM* TV SHOW, DISTRIBUTED NATIONWIDE
- FLOWER INDUSTRY CONSULTANT
- SPEAKER AND AUTHOR
- CONTENT CREATOR

CONTACT INFORMATION

J@UBLOOM.COM • 616-446-6086

BOOKS - \$20 EACH OR 2 FOR \$30

BLOOM 365 • FUN WITH FLOWERS

FOLLOW J AND UBLOOM.COM



[TWITTER.COM/JSCHWANKE](https://twitter.com/jschwanke)



[FACEBOOK.COM/UBLOOM](https://facebook.com/ubloom)
[FACEBOOK.COM/J SCHWANKE](https://facebook.com/jschwanke)



[INSTAGRAM.COM/UBLOOM](https://instagram.com/ubloom)



[YOUTUBE.COM/JMHSCHWANKE](https://youtube.com/jmhschwanke)



[PINTEREST.COM/JSCHWANKE](https://pinterest.com/jschwanke)