

FUTURE FLOWER TRENDS



UNDERSTANDING & MAXIMIZING
TREND FOR PROFIT

PRESENTED BY **J SCHWANKE**

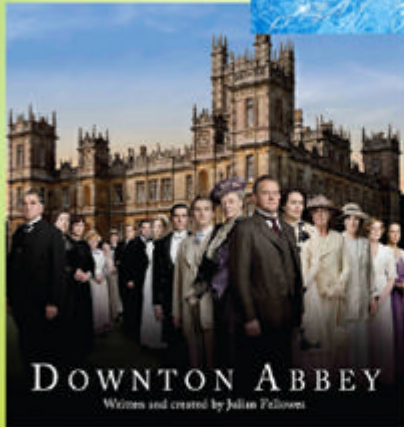




FUTURE FLOWER TRENDS



WHERE DO TRENDS COME FROM?



ENTERTAINMENT • FASHION • SOCIAL MEDIA



FUTURE FLOWER TRENDS



WHY
DO I CARE?



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FLOWER TRENDS





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TREND = PROFIT





FUTURE FLOWER TRENDS



TREND EVOLUTION

EC-GREEN

- Natural
- Conservatory
- Biogenic
- Organic
- Earthy
- Rustic
- Local
- Sustainable
- Recycle

MAKE IT TODAY

Fill a natural wood box with earthy green botanicals and fresh moss. Work up any color with flowers. Orange-Haze Roses bring it all!

Meadow

MAKE IT TODAY

Scale it Down. The concept can be simple. A few stems of flowers, accented with greens, and a few naturally created "Thistles".

ACCENT

Include Your Favorites. It's appropriate to use almost any flower or color to accent the Meadow Palette.

Fleur la Table

Gatherings great and small are perfect opportunities to give and enjoy flowers (and to bring them, make use of!). From the Table and Ledge to French-inspired Flowers for the Frontyard or the rich gardenroom of France, just imagine all the possibilities for being beautiful.

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FUTURE FLOWER TRENDS



WE CAN **REACT** TO TRENDS

QUICKLY

WITH **FLOWERS**



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SPEED OF TREND DEVELOPMENT





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LIFE OF A TREND

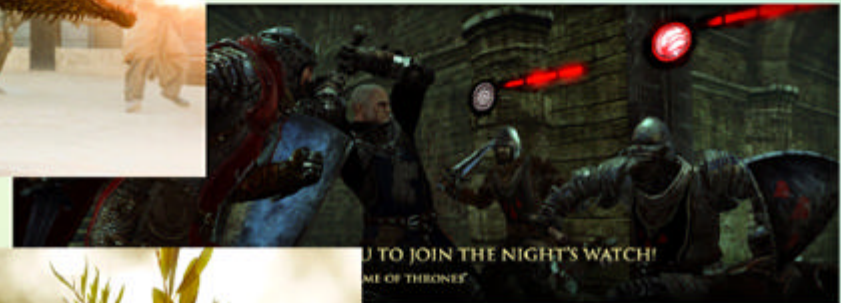
FLASH • FAD • TREND • HERITAGE • EVERGREEN



FUTURE FLOWER TRENDS



TREND BREAKDOWN COURTYARD > CORONATION > FAIRYTALE





FUTURE FLOWER TRENDS



RECOGNIZE A TREND





FUTURE FLOWER TRENDS



COALESCE

WHY **TRENDS** CANNOT BE FORCED &
WHEN THEY TAKE ON A **LIFE OF THEIR OWN**



Disney
FROZEN





FUTURE FLOWER TRENDS



LOOK AROUND YOU
OBSERVE

TRENDS IN THE MAKING

POP CULTURE • INTERNET • ENTERTAINMENT WEEKLY





FUTURE FLOWER TRENDS



COMPATIBLE TRENDS CAN CREATE LONG-TERM
OVERARCHING
PHENOMENONS





FUTURE FLOWER TRENDS



ARE YOU
ANTI-TREND?

PEOPLE WANT **DIRECTION**

ARE YOU LEAVING
MONEY ON THE TABLE?





FUTURE FLOWER TRENDS



More ideas at inspired.com/pcharamba/heritage/

HEIRLOOM

Looking for something borrowed from another day, another place, another era? It's not your Grandmother's sensibility - it's HER mother's - but not without your own millennial twist. Fragrance as well as a certain Downton family's influence also make their presence known.

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See the Video at uBloom.com

Heritage Taupe 232
Dusk Gold 218
Oriana Peach 130
Almond 294
Ivory 224
Travertine 752
Blue Sky 791
Secret 139



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Cumulus

Ready for life in the cloud? Technology's ubiquitous nature influences this palette in combination with the denizens of the sky. These cooler, now neutrals are meant to be accented with a colorful punch from clear hues. Your interior update is merely a pillow-or-vase-of-blooms-away.

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More ideas go: 2010.houzz.com/projects/uBloom/

Color palette:

- Gray Panned 766
- Brilliant Silver 754
- Naval Blue 770
- Platinum 752
- Cottonwood 764
- Champagne Silver 754
- Opal 764

ACCENT CUMULUS WITH THESE BRIGHTS

- Aspen Yellow 791
- Coral Bright 776
- Raspberry 766
- Spring Green 793
- Blue Bright 744
- Violet 712



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More ideas at ubloom.com/colorpalette/fleurlaetablie/

Fleur la Table

Gatherings great and small are perfect opportunities to give and enjoy flowers (you do bring them, n'est-ce pas?). Farm to Table and Local First trends propel flowers to the forefront as the rich gastronomy of France and markets of Paris provide an inviting backdrop.

- Glossy Wood Tone 757
- Burgundy 710
- Carnation Red 716
- Tangerine 716
- Terra Cotta 716
- Olive Bright 710
- Dark 678
- Copper Fusion 237


See the Video at ubloom.com



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The elusive happy ending is all that's at stake here and she'll create her own as needed. Maybe we could never be Royals, but it doesn't mean we might not still try. Add a plot twist here, a coronation there and plenty of romance. However - "fair" warning - Fairy Tale is not necessarily for the faint-hearted.

Fairy Tale

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See the Video at ubloom.com

Maraschino, PANTONE's Color of the Year 2015, combines beautifully with Fairy Tale.

- Navy Blue 754
- Black Cherry 928
- Black Chrome 239
- Cherry Wood Tone 716
- Wild Rose 205
- Cranberry 718
- Brilliant Gold 721
- Gold Shimmer 219



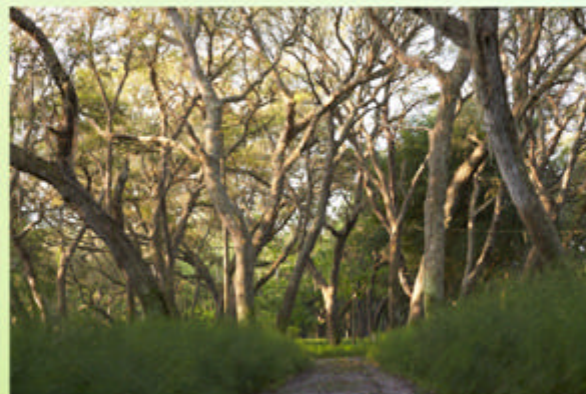
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WHAT'S NEXT IN TREND



Hammock





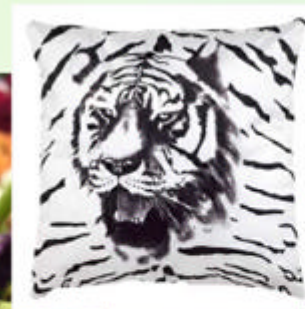
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WHAT'S NEXT IN TREND



Animal Instinct





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WHAT'S NEXT IN TREND



Distraction





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WHAT'S NEXT IN TREND



Wild Horses





FUTURE FLOWER TRENDS



IMPROVE YOUR
BOTTOM LINE

PAY ATTENTION

MAKE MORE
MONEY





FUTURE FLOWER TRENDS



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