



AMERICAN FLORAL TRENDS[®]

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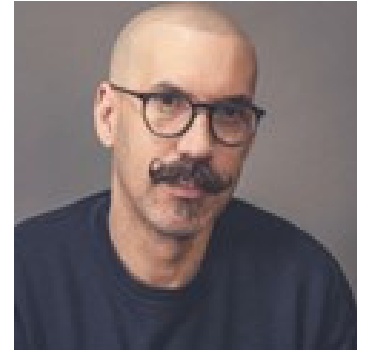
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AMERICAN FLORAL TRENDS®

As the nation's leading designers, floral educators, product developers and influencers shift in real-time to prepare for what's next in floral design and consumer preferences, the power of flowers remains strong across key performance indicators. It also underscores the value our industry places on expert-based trend reporting as a guidepost for creating what's next in floral design. With this in mind, anticipating and predicting emerging floral design trends for North America has perhaps never before been more challenging or creatively exciting.

Premiered at AIFD Symposium 2022 opening program, the new American Floral Trends® have been identified and curated through extensive research, development and collaboration from leading North American educators, designers, and consultants. The report is guided by nationally recognized floral trend experts: J. Keith White AIFD- Creative Director, Gretchen Sell, Kelly Mace, Sarah Bagle, Donna Stevens, Laura Dowling, Hitomi Gilliam AIFD, Charlie Gropetti AIFD, and John Regan MFA PhD.

This report offers forward-thinking insights and application recommendations from the industry's most highly trusted arbiters of trend reporting. Their collective approach includes, but is not limited to, parallel trend analyses across related industries that is combined with North American grower surveys and interviews. Once key indicators of "what's trending" are established, they curate their findings with Design Master® spray color palettes, key florals and design elements into distinct narratives leading the way for future collaborations and transactions between florist and consumer.

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Graphic Design by Jae Morgan



REVERIE

FLORAL DAYDREAMS

Ushered in by new influences that best connect consumers with yearnings for comfort and floral filled daydreams is "**Reverie's**" narrative. From weddings to garden parties, floral compositions for any occasion with this trend's colorations are accomplished via a tranquil palette of Peachy, Perfect Pink, Heather-ish and Coral. Its calming color palette further includes cool accents of Gray Flannel and Ice Blue. The trend creates a feeling of modern sophistication & quintessentially French "*je ne sais quoi*" qualities.

"**Reverie**," inspired by the ethereal attributes associated with being lost in pleasant thoughts, is noted for its design signature of florals and botanicals with applications toward creating subdued and dreamy atmospheres.



John Regan MFA Ph.D



Photo by Laura Dowling



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Laura Dowling



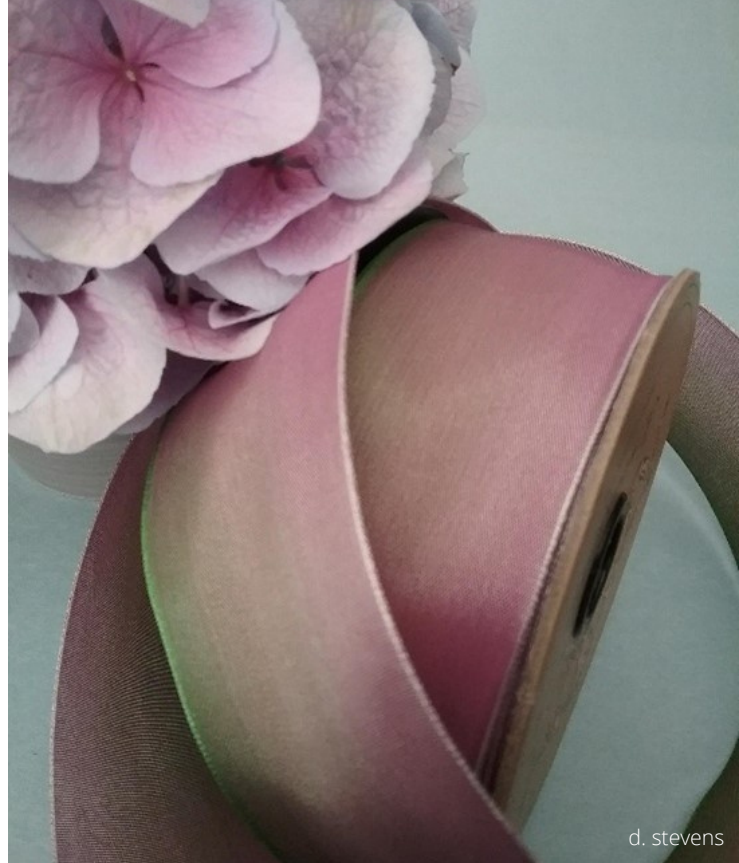
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REVERIE



Tobey Nelson



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Donald Yim AIFD



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Hitomi Gilliam AIFD
Photo by Colin Gilliam

Quintessential Garden Roses, Ranunculus, Scabiosa, Dahlias, Sweet Peas and seasonal garden cuts enable designs to cue visual fluidity. Design elements for **“Reverie”** include textural fringe and ostrich plume ribbons, yarns, translucent colored glass and iridescent finishes.



Oasis® Floral Products
Frank Feysa AIFD

REVERIE



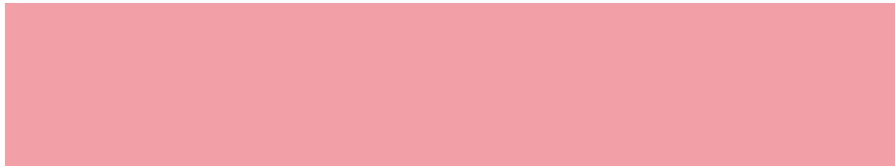
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Tobey Nelson



Accent Decor



"Reverie conjures the ambiance of a French corner bakery where peach, pink, and lavender confections delight the senses in floral counterparts."
Laura Dowling, Floral Designer & Author

John Regan MFA PhD



CULTIVATE

HONORING NATURE

Motivated by the wonder and harmony of the great outdoors, **"Cultivate"** is a refreshed modern-day homage to planet earth and our hunter-gatherer instincts. Its foraging story spotlights the immutable connection between fresh florals, emotional expression and our sense of well-being. The trend emerges from deep introspection and lessons learned from the roots of human survival. It fully embraces the intrinsic desire to enhance our homes, offices and special occasions with natural designs that not only mimic and celebrate nature, but make us feel grounded. Instinctually, it also nurtures a collective greater awareness to be optimistic, mindful and appreciative of our organic world.



Charlie Gropetti AIFD



Laura Dowling



Porch View Home



Accent Decor



Tobey Nelson



J. Keith White AIFD



CULTIVATE



Charlie Gropetti AIFD



"This trend represents renewal. It's like an optimist's search for a meaningful life guided by past lessons and inspiration from the beauty of the earth's natural and undisturbed resources."

Charlie Gropetti AIFD



Accent Decor



Laura Dowling



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J. Keith White AIFD



Chris Norwood AIFD



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CULTIVATE



Porch View Home



Charlie Groppetti AIFD

Core colors include green variations of Basil, Hunter Green and Moss Green that harmonize with Robin's Egg, Red Clay, and Lavender. A broad selection of botanicals include Hydrangeas, Specialty Roses, Lisianthus, Hanging Amaranthus, along with a plethora of foliage, Orchids and Succulent combinations. Use your design interpretation to help make positive changes in the world when combining florae with artisan pottery, sculptural wood, moss accents, recycled and sustainable materials.



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IMAGINE

PETAL PROVACATEUR

The push for more vibrant floral color and texture combinations sparks the imagination in a trend resonating with the internet generation. Japandi characteristics and Metaverse inspirations merge in this bright and bold trend aesthetic amplifying strong expressions of disruptive creativity, exaggerated use of saturated colors and unapologetic design choices. With a distinctly vivid palette fit for digital art and virtual reality, **"Imagine"** empowers self-expression through Raspberry, Tangerine, and Purple with complementary accents of Teal Blue, Spring Green and Olive Bright.





Accent Decor



John Regan MFA PhD



J. Keith White AIFD



Laurie Wareham



Jorge Uribe AIFD EMC



d. stevens



IMAGINE



Laura Dowling



Accent Decor

"**Imagine**" is the social media of floral trends insofar as its speed and foundation of creative innovation. We can't wait to create what's next."

- **Jorge Uribe AIFD EMC**

IMAGINE



Jorge Uribe AIFD EMC

This trend exudes a sense of amped up nostalgia, fluidity and inclusivity for the hyper-visual who appreciate the imagination's need to design with colors, textures and movement aligned to the digital worlds they plug into. With a free spirit vibe, **"Imagine"** uplifts experimenting with painted foliage, deconstructing design concepts and entertaining the use of unexpected ribbon patterns. Mood elevating Cymbidium Orchids, Celosia and Pincushion Protea appeal to a sense of altered reality where even nature can appear surreal.



Jorge Uribe AIFD EMC



Accent Decor



d. stevens



Laurie Wareham

Remember to challenge creativity and reimagine our resources. Almost all materials have the potential to go from being dismissed to art. Let's try new shapes and methods with emerging trends to make our work unique." **- Leopoldo Gomez AIFD**



PASSION

Romancing Hues

Gemstone hues are reflected with Anemones, Iris, Peonies, Protea, Roses, and Tulips certain to stir the senses in a trend story reserved for one of the greatest human emotions – "**Passion**". This trend communicates the full range of passion-based consumer purchases to the language of flowers, and what it means when desiring saturated colors and sensuous florals. While these regal colors are nothing new, the application to mix them with more intensity, less contrast, and even greater monobotanical scale reveal a desire for more-is-more luxurious floral compositions. Influenced by idiochromatic precious gems to sartorial influences, this redux trend foresees bold and next-level designs in floral stylings.



Resendiz Brothers



Accent Decor



Design Master®



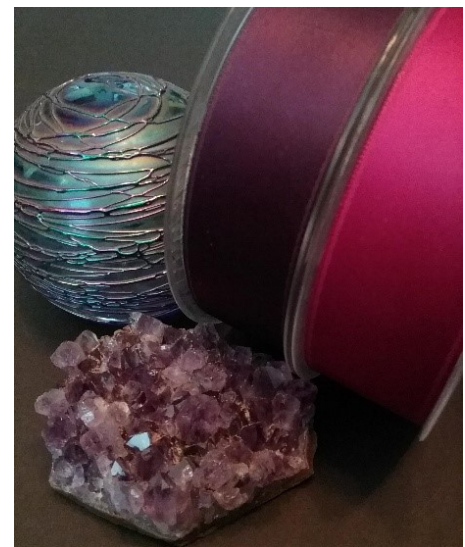
Multiply your style options from classic florals to exotic blooms. The **"Passion"** palette is distinguished by maximalist design applications of Carnation Red, Fuchsia, Violet and Navy Blue. Larkspur Blue waltzes in with an energetic rhythm. Notable elements include vintage golds, blackened bronze, modernized classical urns and compotes, with rich deep green foliage statements.



John Regan MFA PhD



J. Keith White AIFD



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PASSION



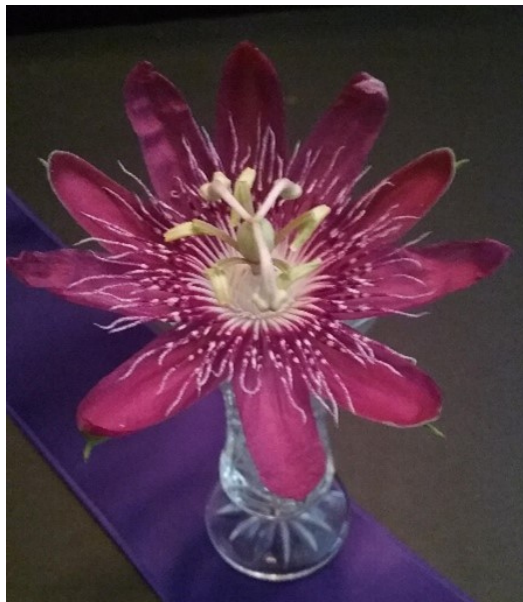
Amy Ferguson AIFD



Laura Dowling



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Chris Norwood AIFD



J. Keith White AIFD



Tobey Nelson





"This story captures the emotional intensity of flowers that express pure passion at first glance. Whether monobotanical compositions or a room completely enveloped in monochromatic gemstone-colored flowers, we all know passion when we see it." - **John Regan MFA PhD**




Jorge Uribe AIFD EMC

PASSION



Leopoldo Gomez AIFD





"The process of collaboration, exploration and development of the emerging trends follows our industry roots as we all grow forward together with educational opportunities."

- J. Keith White AIFD

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