

AMERICAN FLORAL TRENDS®



J. KEITH WHITE AIFD CREATIVE DIRECTOR

WWW.AMERICANFLORALTRENDS.COM

The American floral industry stands at a pivotal intersection in 2027 & 2028, where consumer desires for emotional stability, authentic expression, and environmental responsibility converge to reshape how we design, interpret, and experience botanical artistry.

Like pop culture, fashion, interior design and horticulture, floral design does not evolve in isolation. Consumers can expect to see more cross-pollination between floral color stories, immersive experiences, fashion and beauty that culminate in fearless design and elevated home floral styling. After years of cultural and global shifts, the marketplace increasingly seeks flowers not merely as decoration but as transformative tools — vehicles for mood elevation, sanctuary creation, and personal storytelling.

The overarching design movements in 2027 & 2028 reflect a dual consumer desire: the need for grounding stability alongside intentional moments of joy and elevation. Color directions split decisively across five narratives, from warm connected palettes that anchor designs in nature's permanence – to vibrant and mood-lifting colorations that inject energy and optimism into daily environments. This palette polarity isn't contradictory but it's complementary, acknowledging that consumers navigate between seeking calm refuge and craving exuberant celebration.

The American Institute of Floral Designers Foundation Research and Development Grant sponsored the launch of this biennial 2027 & 2028 educational edition that presents five distinct yet interconnected emerging style narratives: **ASPIRE, DISCOVER, ENVISION, TRUST, and TRANSFORM.**

Collectively they map the evolution of American floral design over the next two years, each responding to specific consumer preferences while sharing common threads of innovation, sustainability, and textural richness.

CONTRIBUTORS

J. Keith White AIFD - Creative Director
Marti Boone - Copywriter
Sarah Bagle - Accent Decor CCO
Laura Dowling - Floral Designer & Author
Hitomi Gilliam AIFD - Design 358
Leopoldo Gomez - Leopoldo Gomez Designs
Charlie Groppetti AIFD - Porch View Home
Mike Hines - epoch floral
Kelly Mace - Oasis® Floral Products
John Regan MFA PhD - Twisted Stem
Gretchen Sell - Design Master®
Donna Stevens - d. stevens LLC
Jorge Uribe AIFD EMC - Urban Florist

RESEARCH & DEVELOPMENT

An AIFD Foundation grant supported the research and development for these American Floral Trends®.

EDUCATION

Trend packets were also made possible through an AIFD Foundation grant.



aifdfoundation.org

**FOR MORE INFORMATION AND
TO VIEW A DIGITAL FLIP BOOK**



ASPIRE



Carnation Red

Coral Bright

Yellow Yellow

Fuchsia

Cranberry

Design Master® Color swatches
Design by Laura Dowling

ASPIRE

ASPIRE offers a distinct and nonconformist movement at the intentional fusion of floral maximalism and culinary culture, positioning fresh flowers as the complementary star in a broader sensory ecosystem. This stylized approach targets experience-driven consumers — particularly younger demographics raised on experiential dining and immersive experiences — who expect botanical design to engage taste memory, olfactory response, and tactile curiosity alongside visual impact.

The vibrant color palette deliberately emulates farmers market abundance and tropical fruit intensity, priming viewers for the multi-sensory integration that defines its plethora of options. Here, coral bright commands the spotlight, yellow-yellow represents clarity and intellectual energy, and fuchsia offers spirited vibrancy.

The innovative aspect of **ASPIRE** lies in its treatment of fresh citrus produce as co-equal design material rather than decorative accent. This design inspiration requires technical innovation, elevating floral design into experimental territory that borrows from food styling, mixology garnish work, and even molecular gastronomy's playfulness.

ASPIRE seeks to embrace what might be called "generous chaos"—the visual effect of abundance that borders on overwhelming before resolving into intentional composition. It also celebrates variety, mixing renegade flower forms at will and allowing colors to overwhelm before harmonizing through sheer volume and confident placement.

With its multi-sensory inspiration and design agility, **ASPIRE** elevates. What's bitter to taste, becomes sweet on the eyes.



DISCOVER



Basil

Olive Bright

Blush

Honeycomb

Red Clay

Design Master® Color swatches
Design by Resendiz Brothers

DISCOVER

The **DISCOVER** narrative channels quiet introspection of arid landscapes, desert tones, and subtle textures; where beauty and survival coexist through adaptation instead of abundance, and equally important, floral designs feel discovered rather than constructed. This aesthetic parallels a growing influence that honors the beauty of natural imperfection, restraint and authenticity.

With a versatile and soothing color palette often associated with stability and balance, **DISCOVER** envelops numerous color variations that interplay across various terrains from dawn to dusk, capturing the subtleties of caramelized tones and gradient shifts of red clay. Its high-visibility accent is olive bright that sits between yellow and green on the color wheel where it complements and balances with the ability to move designs between retro and modern aesthetics.

Black plays an important function in this design narrative providing essential dimension regardless of a composition's size or scale. From delicate shadows to negative space or the ultimate contrasting element, black can act as a focal point or palette anchor.

There is also an inspired juxtaposition between subdued basil with blue or gray undertones and blush colorations. The muted variations of both colors when combined provide a harmonious pairing of sophistication and natural resonance.

From the unexpected discovery of something new to the layered richness of rediscovering the known, this movement encourages a modern artistic exploration of honeycomb-toned textures and sculptural forms that feel intentional yet effortless.



ENVISION

Lilac

Pink Petunia

Coral
Charming

Blue
Hydrangea

Peacock

Design Master® Color swatches
Design by Leopoldo Gomez

ENVISION

A painterly narrative aptly named **ENVISION** emerges as one of the most artistically expressive design approaches for 2027 & 2028. Inspired by the luminous, color-layered beauty of Monet's gardens at Giverny, this exquisite style embraces pastel hues and tones that capture the diffused and cinematic quality of watercolor pigments feathering into one another — celebrating color as an emotional and creative medium.

The **ENVISION** aesthetic entices designers to approach each container as a blank canvas, building modern impressionistic arrangements that celebrate the reflective, light-catching properties of petals and the infinite color variations present even within a single bloom.

The style's painterly color intensity blends through deliberate layering of tones and textures, creating depth and fluid effects that mimic brushstrokes on canvas. Like the slightly iridescent blending of blue and green in peacock, this narrative designs with full color intensity ranges. Curated secondary color pairings suggest the application of coral charming, mood-lifting lilac and pink floral additions.

ENVISION designs can also layer tonal shades allowing colors to transition seamlessly rather than creating hard divisions between varieties, or highlight the unique color distribution of gradients and the ruffled edges of picotee or wired edge natural patterns.

This modern twist on watercolor aesthetics aligns with broader consumer desires for designs that feel artistic and emotionally transportive, moving beyond traditional arrangements into the realm of fluid botanical translucency.



TRUST

A detailed photograph of a floral arrangement in a stone urn. The bouquet features large, ruffled roses in shades of pink and ivory, interspersed with clusters of small green flowers and various green foliage. Dark, dried leaves and thin, bare branches are woven throughout the arrangement. The urn is a weathered, light-colored stone with a pedestal base, resting on a rustic wooden surface. The background is a dark, paneled wooden wall.

Herbal

Pink Perfect

Flat White

Ivory

October
Brown

Design Master® Color swatches
Design by Charlie Groppetti AIFD

TRUST

TRUST represents a soothing style progression in American floral design by offering a highly texturized sanctuary aesthetic for consumers seeking calm compositions, relaxed spaces, and environmental consciousness. The movement is rooted in the broader wellness and biophilic design sectors where consumers increasingly seek environments fostering comfort, restoration, and deeper connections to nature.

Built on a dreamy color foundation, this modernized neutral palette exudes a cozy, comfortable baseline that welcomes delicate overlays of color — allowing designers to introduce warmth and personalization while maintaining an inherently peaceful character.

The important inclusion of cocoa powder provides unexpected richness and visual textural contrast due to its moderate color saturation and versatile applications. Cocoa's numerous associations with nature also represent organic and eco-conscious qualities. When designed with florals in perfect pink, herbal or wax paper colorations, its contrasting qualities add greater dimension to its lighter blooms and provide the reliability and consistency associated with its name.

TRUST emphasizes tactile richness through highly textural applications and woven accents that invite touch and convey natural authenticity. This style aligns with broader consumer desires for botanical styles that feel familiar yet new.

To create and enhance restorative spaces, **TRUST** leans in to those who consciously reject attention-seeking statements in favor of understated elegance. This calming narrative positions floral arrangements as an antidote to overstimulation, offering visual respite through soft color transitions, organic textures, and compositions that feel effortlessly curated rather than heavily styled; like something you can depend on.



TRANSFORM



Holiday Red

Blue Violets

Purple

Orange

Walnut Wood
Tone

Design Master® Color swatches
Design by John Regan MFA PhD

TRANSFORM

TRANSFORM emerges as a powerful trend evolution pushing compositions into new territory through a dramatic and ultra-luxurious palette. This design style also celebrates floral metamorphosis — both in how nature continually transforms itself, and, in how floral design can transform human thought and emotion. The narrative echoes contemporary luxury design's fascination with reinvention, where familiar materials are reimagined through unexpected combinations.

The styles highly textural approach incorporates depth of color to examine how light and shadow can fundamentally alter our perception of familiar blooms when creating daringly contemporary compositions.

Central to the high-end feel of **TRANSFORM** is the attention on monobotanical compositions that showcase single flower varieties at wildly different scales. This mixing of scale within a single botanical family creates visual tension and encourages viewers to reconsider flowers through size manipulation and color saturation.

The integration of walnut wood tones, patina and related sheer color layering anchors bold and vibrant **TRANSFORM** compositions. The application of blue violets provides interest and color depths adding architectural qualities that bridge innovation and luxury. It complements the vibrancy and energy of orange denoting high spirit, while adding the equally strong pairing and stability of purple.

In the **TRANSFORM** methodology, floral design can be an agent of change, inviting both designers and clients to embrace evolution rather than resist it. This narrative acknowledges that transformation is inherently uncomfortable yet necessary. This is reflected in color combinations that initially seem discordant — before revealing unexpected harmonies.

