

American Floral Trends Forecast 2020 - 2021

J. Keith White AIFD CFD





Turning Trends into Dollars

Market Share
Visual Merchandising
Online = In Store
About Us

METROPOLITAN



METROPOLITAN

- Blue Violet 136
- Blue Marlin 686
- Pacific Blue 690
- Robin's Egg 792
- Sprout 544
- Antique Gold 746
- Coral Bright 788



METROPOLITAN – INFLUENCES



METROPOLITAN – COLOR OPTIONS



Design by Christopher Norwood AIFD AAF PFCI



METROPOLITAN – STYLE



Design by Laura Dowling



METROPOLITAN – APPLICATIONS

- Enhancements
- Color of the Year



Design and photo by Stacey Carlton AIFD EMC



PROMENADE



PROMENADE

- Blush 781
- Osiana Peach 130
- Peachy 671
- Almond 794
- Beach 559
- Champagne Gold 242
- Honeycomb 677



PROMENADE – INFLUENCES



PROMENADE – COLOR OPTIONS



PROMENADE – STYLE



Design and photo by J Keith AIFD



Designs by Holly Heider Chapple



Design and photo by Stacey Carlton AIFD EMC



PROMENADE – APPLICATIONS

- Wedding
- Couture



Design by Tobey Nelson
Photo by Suzanne Rothmeyer



Design by Tobey Nelson
Photo by Suzanne Rothmeyer



Design by Rodrigo "Varito" Vasquez AIFD FSMD



EXPLORATION



EXPLORATION

- Yellow Yellow 736
- Tangerine 776
- Carnation Red 716
- Fuchsia 786
- Purple 740
- Bright Blue 744
- Ice Blue 704



EXPLORATION – INFLUENCES



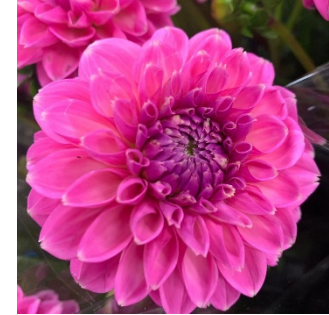
Design by Laura Dowling



EXPLORATION – COLOR OPTIONS



Design by Laura Dowling



Design and photo by J Keith White AIFD



EXPLORATION – STYLE



Design by Marat Khasianov CFD



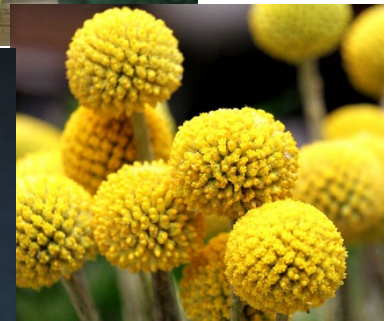
Design by Laura Dowling



Design and photo by J Keith White AIFD



Design by Donald Yim AIFD, PFCI



EXPLORATION - APPLICATIONS

- Global
- Experimentation
- Artistic



Design and photo by Kristine Kratt AIFD, PFCI and Bill Schaffer AIFD, AAF, PFCI



Design and photo by Stacey Carlton AIFD, EMC



TERRATORY

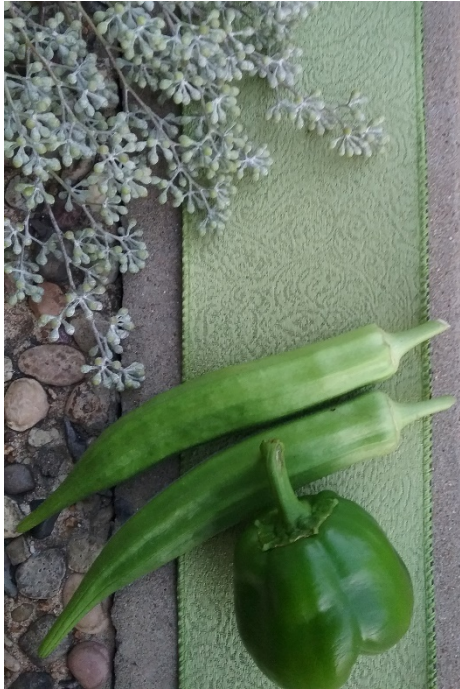


TERRATORY

- Light Orchre 553
- Red Clay 675
- Maroon 712
- Heather-ish 669
- Lake 556
- Mist 555
- Herbal 673



TERRITORY – INFLUENCES



TERRATORY – COLOR OPTIONS



Design by Tobey Nelson
Photo by Suzanne Rothmeyer

Design by Katharina Stuart AIFD, CCF



TERRITORY – STYLE



Design by Katharina Stuart AIFD, CCF



Design by Holly Heider Chapple



TERRITORY – APPLICATIONS

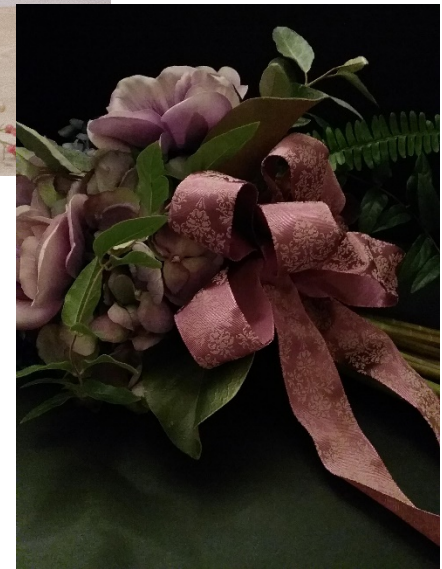
- Grounded
- Organic



Design by Christopher Norwood AIFD, AAF, PFCI



Design by Katharina Stuart AIFD, CCF



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Florists' Review / Wildflower Media



Questions?

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Handouts are available at:
FTDi.com/FTDUniversity/WebinarMaterials

Webinar will be available to view at:
YouTube.com/FTDMercuryNetwork

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Available from Florists' Review