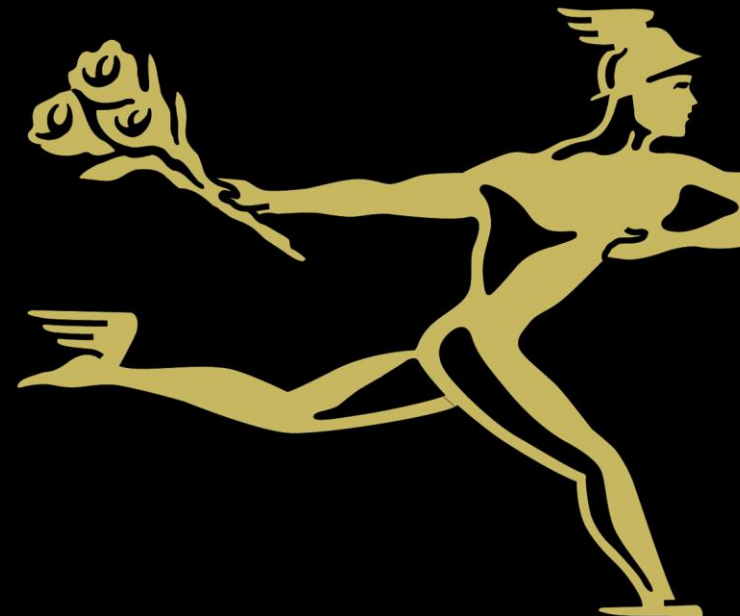


# Maximize Your Merchandising Potential

J. Keith White AIFD CFD

August 16, 2016



# Merchandising Direction

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# Luxe Avenue

## Design Master Colors

Raspberry 766

Peony 550

Salmon 552

Mango 532

Violet 715

Spring Green 753



# Botanicals

Artisan Roses

Dahlias

Cushion Gerberas

Hydrangeas

Miniature Callas

Phalaenopsis Orchids

Pincushion

Bupleurum

Boxwood





# Elements

Modern Forms

Classic Motifs

Textured Patterns

Gold Metallics

Lacquered Furniture

Asian Accents



# Merchandising 101

## Accent Color



## Featured Colors



# Merchandise 201

## Bold Feature



## Storytelling





# Merchandise 301

## Placement



## Grouping





# Park Manor

## Design Master Colors

Beach 559

Lake 556

Sprout 554

Flat White 726

Light Ochre 553

Antique Gold 746



# Botanicals

Hybrid Delphinium

Oriental Lilies

Tulips

Sunflowers

Antique Hydrangea

Ornamental Grasses

Produce

Garden Roses

Orchids





# Elements

Classical Prints  
Woven Fabrics  
Natural Woods  
Cork  
Stained Glass  
Iron & Bronze  
Matte Finishes



# Merchandising Potential

## Multiples



## Environment





# Merchandising Potential

## Showcase



## Inviting



# Pearl Lane

## Design Master Colors

Mist 555

Chartreuse 534

Perfect Pink 780

Prairie Grass 752

Blue Sky 751

Aspen Yellow 791





# Botanicals

Hybrid Lilies  
Parrot Tulips  
Hydrangeas  
Stocks  
Roses Garden  
Roses Spray  
Gerberas  
Dusty Miller



# Elements

Textured Stone & Quartz

Hammered Metals

Midcentury Ceramics

Frosted & Translucent  
Glass

Linen & Lace

Pearls & Crystals





# Trend Applications

## Event



## Holiday



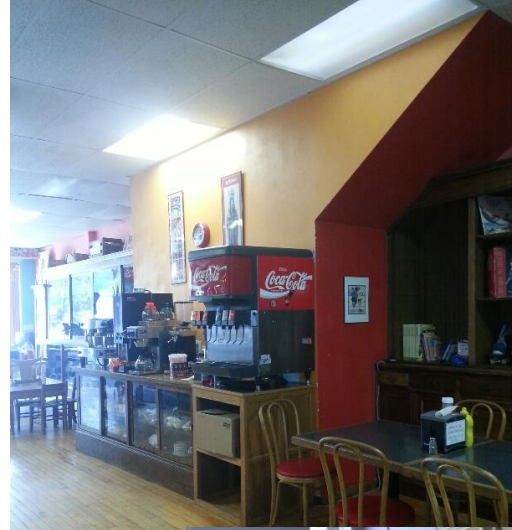
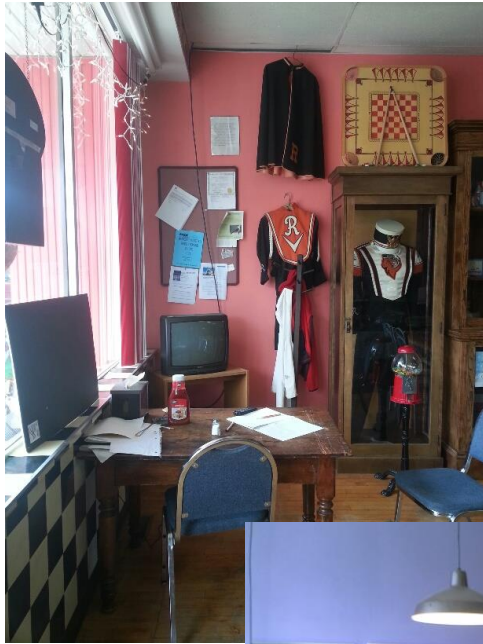
# FTD Magic Makeover 2015

## Inspiration





# Wildflower Florists & Coffee House Before/After



# Wildflower Florists & Coffee House





# Casa Tropicana

## Design Master Colors

Wisteria 557

Radish 551

Bluegrass 562

Ink 561

Holiday Red 714

Ice Blue 704



# Botanicals

Gerberas

Zinnias

Orchids

Sunflowers

Hybrid Tea Roses

Succulents

Mini Callas

Stock





# Elements

Floral Prints  
Embossed Tin  
Recycled Glass  
Eco-Friendly  
Feathers  
Aged Metals



# Who are you? What are you?

## Market Focus



## Follow Through





# Potential Options

## Specialty



## Services



# Maximize Your Merchandising Potential

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florists' review

## American Floral Trends Forecast 2016 - 2017

J. Keith White AIFD CFD – Creative Director

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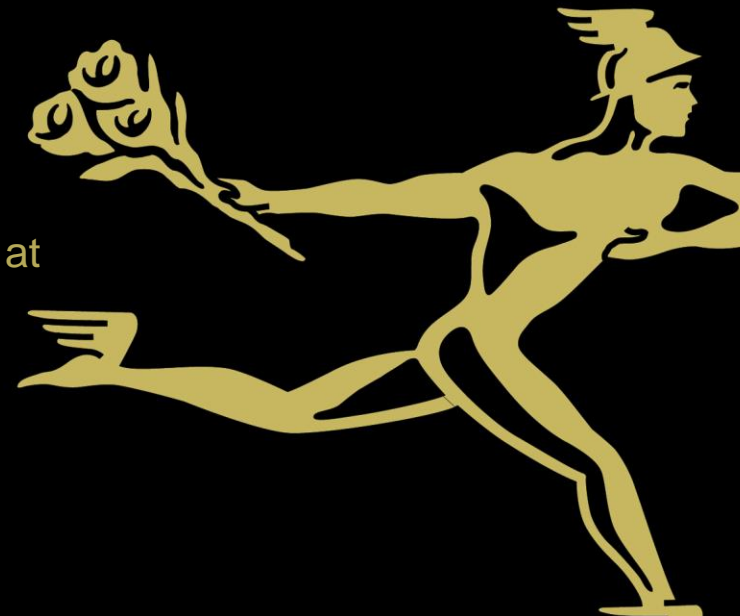




# FTD Magic Makeover Contest

To be entered into the contest:

- Participate in today's webinar - *Maximize Your Merchandising Potential*
- Submit a 75 word essay explaining why your shop interior deserves a makeover
- Submit 1 or 2 photos of your shop's current interior space and storefront window display
- All submissions must be sent to [floristrelations@ftdi.com](mailto:floristrelations@ftdi.com) by midnight Pacific time, tomorrow, Aug. 17, 2016
- Contest winner receives a store makeover valued at \$10,000
- View the Official Contest Rules: [www.ftdi.com/makeover](http://www.ftdi.com/makeover)





**FTD**

Flowers say it better. FTD says it best.™

# Questions

Email: [jkeithonline@att.net](mailto:jkeithonline@att.net)

Handouts are available at:

[www.FTDi.com/FTDUniversity/webinarmaterials.htm](http://www.FTDi.com/FTDUniversity/webinarmaterials.htm)

Webinar will be available to view at:

[www.FTDUniversity.com](http://www.FTDUniversity.com)