

connect. learn. grow.



Kevin Ylvisaker AIFD, CFD, PFCI, CAFA



2015 Color Trends

Kevin Yivisaker's 2015 Color Palette as prepared for the WF&FSA 2014 Floral Distribution Conference

Palette One 2015

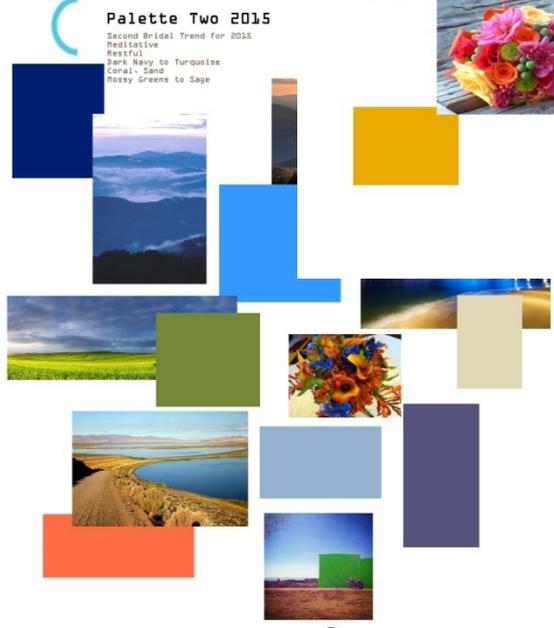
Pale
Transparent
Feminine softness
Pale Ivory to Light Peach
Romantic



Kevin Yivisaker's 2015 Color Palette as prepared for the

Palette Two 2015

Second Bridal Trend for 2015
Redistive
Restful
Dark Navy to Turquoise
Coral, Sand
Honey Greens to Sage



Kevin Yivisaker's 2015 Color Palette as prepared for the WF&FSA 2014 Floral Distribution Conference

Palette Three 2015

Energetic
Lighter than 2014
Youthful
Mix of Full Color Wheel
Motion



Kevin Yivisaker's 2015 Color Palette as prepared for the WF&FSA 2014 Floral Distribution Conference

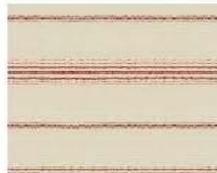
Palette Four 2015

Regal
Luxurious
Calm and Relaxing
Sophisticated
Plush
Lavender, Plum, Brown & Ross



Palette One 2015

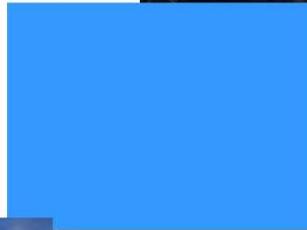
Pale
Transparent
Feminine softness
Pale Ivory to Light Peach
Romantic





Palette Two 2015

Second Bridal Trend for 2015
Meditative
Restful
Dark Navy to Turquoise
Coral, Sand
Mossy Greens to Sage

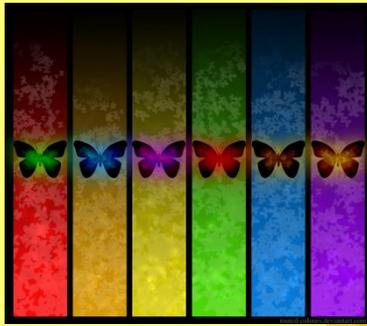




Palette Three 2015

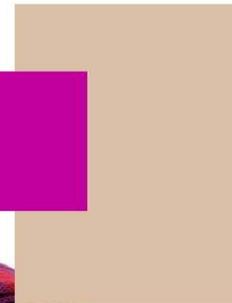
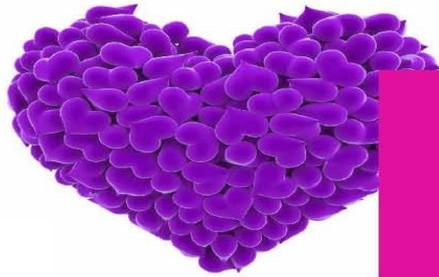
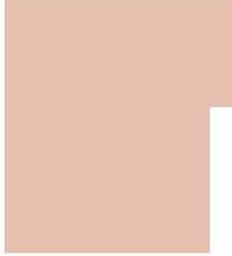
Energetic
Lighter than 2014
Youthful
Mix of Full Color Wheel
Motion





Palette Four 2015

Regal
Luxurious
Calm and Relaxing
Sophisticated
Plush
Lavender, Plum, Brown & Moss



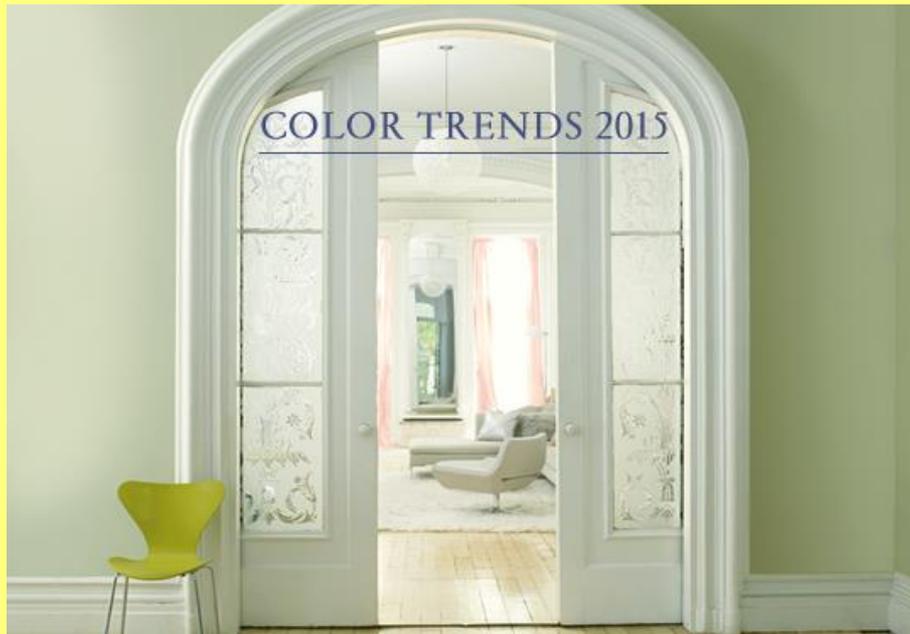




2015

Color Forecasts

Color Marketing Group 2015+ World Color Forecast

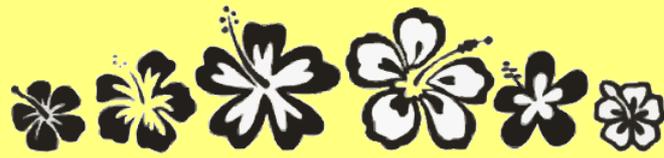


**Benjamin Moore
Guilford Green (HC-116)**

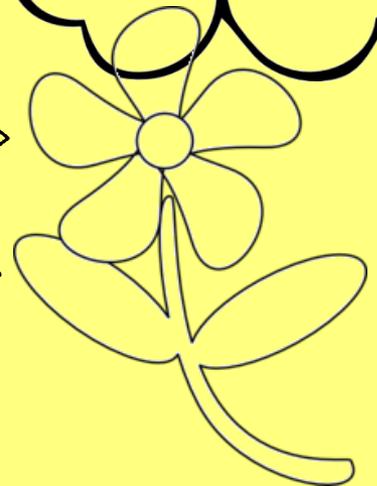
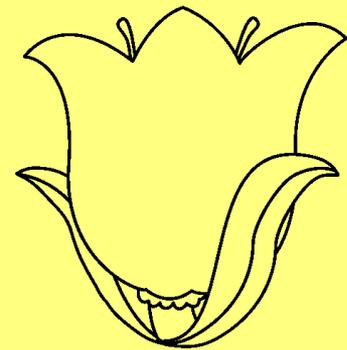
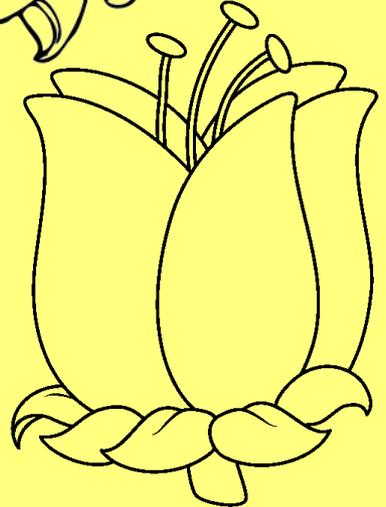
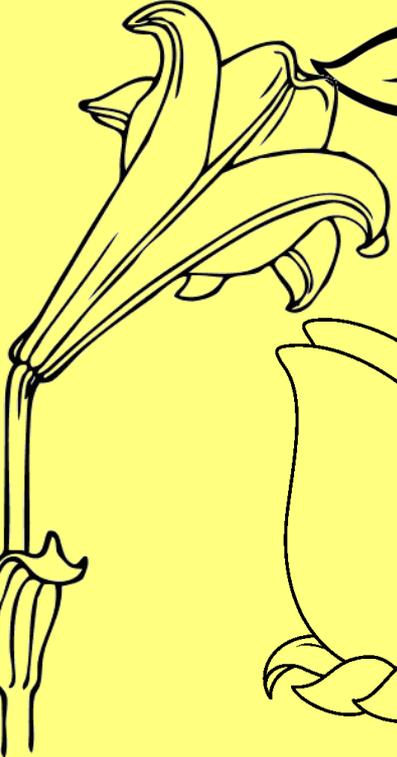
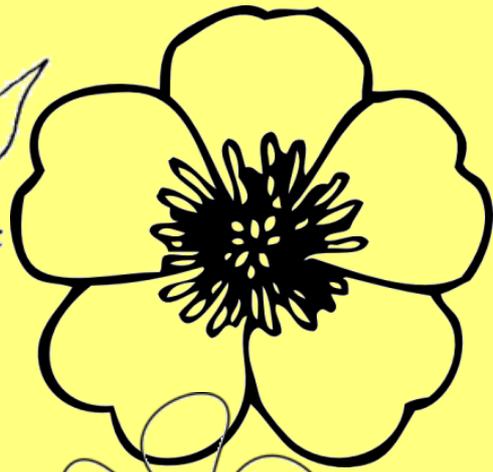
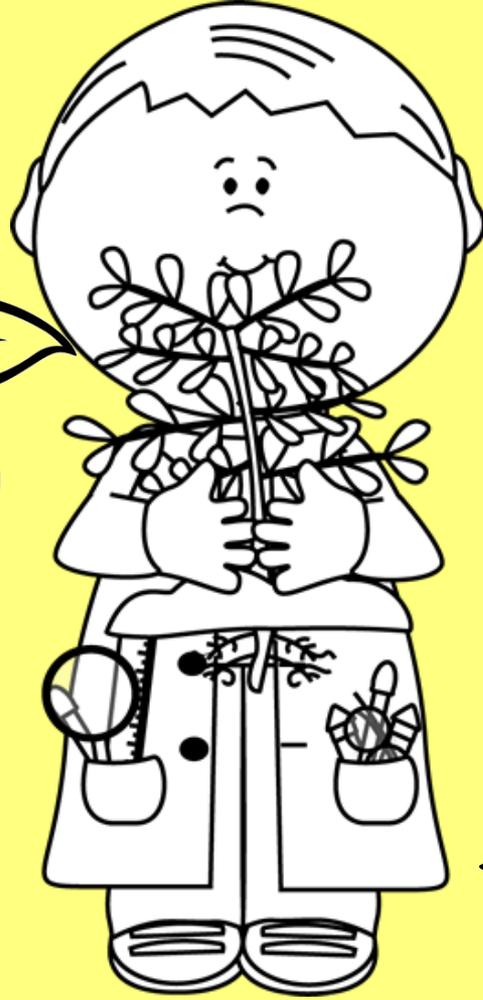
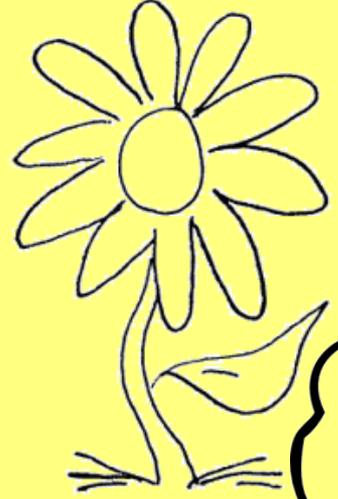
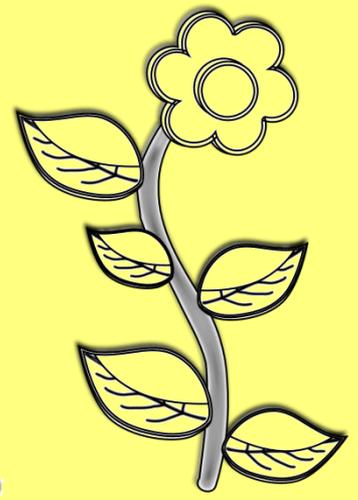
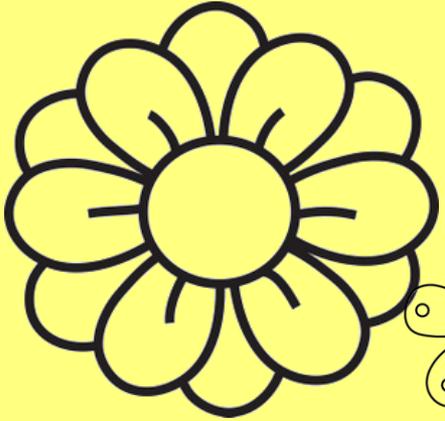
Akzo Nobel

Copper Orange





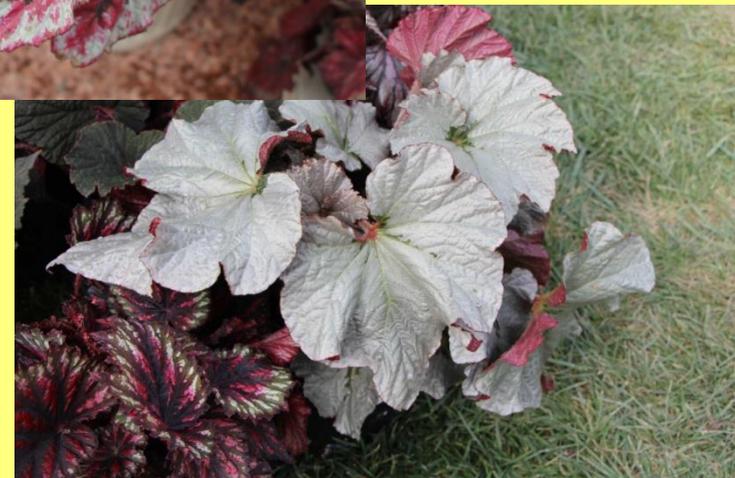
2015 Plant Trends



Orchids & Tropicals



Begonias



Vertical Gardens



Plant Trend

Continued from 2014

Succulents





2015 Buying Trends

Price Waterhouse Coopers tns Retail Forward Retailing 2015: New Frontiers

Consumer

Baby Boomer

- Will affect ability of retailer to grow & prosper.
- “Help me” replaces “DIY”.
- Smaller households.
- Smaller products.

Consumer

Gen Y

- Everything is connected, everything is available.
- Extremely diverse.
- Harder to reach with conventional media, marketing & formats.
- Challenge traditional retailing.

A decorative graphic in the top-left corner of the slide features several sunflowers of varying sizes, with their bright yellow petals and dark brown centers. The background of the entire slide is a solid, vibrant yellow.

Consumer

Millenials (Teens)

- Technology is part of their DNA.
- Will affect how retailers grow & prosper.

Consumer

New Consumer

- Wants personalization.
- Wants next new thing, next best thing.
- Wants green friendly manufacturers.
- Multi Cultural.
- Concern about people and planet will no longer be a fad, it's a way of life.
- Buys less of what's popular and more of what suits me.

A large, bright yellow sunflower is positioned in the top-left corner of the slide, partially overlapping the text. The sunflower has a dark brown center and numerous yellow petals.

Retailer

Locations

- Fewer conventional malls.
- Shaking out marginal malls.
- Trend - Neighborhood centers where people can go to eat, entertain, live and not just shop.
- Due to technology you no longer need a physical footprint to have a market presence.

Retailer

Doing Business

- “Now you see it now you don’t”
Provide limited editions, fast fashion & customization – NOT “stack it high and let it fly”.
- Downsize lines – Size does not equal success in 2015. Less SKU’s.
- Define yourself by the customer you serve, rather than the product you sell.

Products

- US Made not as important because of global awareness.
- Private brands become the trend.
- Smaller limited quantities of product.

Supplier - Wholesaler

- Suppliers will gain back some of the power they have ceded to retailers in the past decade. With the internet, consumers will have visibility into the full supplier offer – not just what is on the retail shelf. The next step for suppliers will be to provide consumer access – anything they can see they can buy.



Supplier - Wholesaler

- More suppliers will set up shop as retailers.
- Suppliers will need to work with retailers to determine exactly where a product fits within the retail mix – and how that product will help drive sales.
- Rapid delivery – “Today is too late” in 2015.

A large, bright yellow sunflower is positioned in the top-left corner of the slide, partially overlapping the text. The sunflower has a dark brown center and many bright yellow petals. The background of the entire slide is a solid, bright yellow color.

Supplier - Wholesaler

Kevin's Side Note

- In 2015 every salesperson needs to know how to use everything in the wholesale house.
- The wholesaler needs to educate the retail florist through Email, Facebook, Design Shows and Classes.
- You are are our source for education.



Manufacturer

- Too many companies have focused on making BETTER products, when real advantage comes from making DIFFERENT products.
- Innovators in 2015 will replace mass production with extremely limited products, extremely limited availability.

Technology

Retailer, Wholesaler & Manufacturer

- Real Time Ordering.
- Point of Purchase.
- Shoppers will have infinite visibility into product choice.
- Access from the raw material supplier to end user and back again is on the horizon.

Current Retail Survey

Who

150 Florists Surveyed

(132 Responses)

Traditional Retail Florists



How Email Facebook

1. What Is Your Number One Wedding Color For 2015

1. What Is Your Number One Wedding Color For 2015

1. Blush

2. Blue

3. Coral

4. Purple

5. White

**2. What Flowers Do You Need Your
Local Wholesaler To Be Able To
Get For The 2015 Wedding
Season?**

Peonies

Succulents

Dahlias

Champagne Roses

Garden Roses

**3. What Is Your Local
Wholesaler Missing In Their
Cooler ?**

Quality Flowers

Soft Colors

Tropicals

More Variety In Foliages

More Orchid Varieties

4. What is your best selling everyday container, plastic, glass, ceramic, other ?

- 1. Clear Glass (71%)**
- 2. Colored Glass (17%)**
- 3. Ceramic (9%)**
- 4. Natural Pottery (2%)**
- 5. Other (1%)**

**5. What is your average
everyday design selling price ?**

\$40 to \$60

TIP ... Why is this important to the wholesaler

\$40.00 Design

25% Labor Charge

Retail florist can spend:

\$8.50 Wholesale

(\$10 Labor, \$30 Retail Product = \$40)

How does this work?

\$8.50 Wholesale Purchase

\$4 Container

$\$4 \times 2.5 = \10.00 retail

\$5.75 Flowers & Foliage

$\$5.75 \times 3.5 = \20.15 retail

6. Do you buy “most” of your flowers from your local wholesaler or direct from a grower, auction etc ?

1. All Local (80%)

2. All except Roses (10%)

3. All except Event & Wedding (5%)

4. All Direct (5%)

7. Do you buy “most” of your hardgoods from your local wholesaler or direct from a manufacturer or supplier ?

1. All (Most) Local (91%)

2. Half & Half (7%)

3. All Direct (2%)

8. Do you attend one of the major gift shows, where ?

- 1. Dallas (51%)**
- 2. Atlanta (37%)**
- 3. Chicago (10%)**
- 4. Minneapolis (1%)**
- 5. Toronto (1%)**

9. If you attend one of the gift shows, why and what are you looking for that isn't available locally?

1. Unique Containers

2. Trends

3. Christmas Themes

4. Permanent Flowers, Foliages

10. What could your local wholesaler do better for you?

1. Fresher Product (No Dry Pack)

2. Lower Prices on Hardgoods

3. Volume & Early Order Discounts

4. Design Shows & Classes

5. New Advertised Products in Stock

6. Longer Hours – Can order direct 24 hours

7. Trend Merchandising



Most people think "SELLING" is the same as "TALKING," but the most effective salespeople know that LISTENING is the most important part of their job.

– Roy Bartell

[Facebook.com/LessonsFromSelling](https://www.facebook.com/LessonsFromSelling)

A Special Thank You

Trish Lilly

Michelle Measel

Cal Glads

Smithers Oasis

Syndicate Sales

William F. Puckett, Inc.

Berwick Offray

Florists' Review



Thank You



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