

# Today's Trends for Tomorrow's Profits

By Sandy Schroeck AIFD PFCI CFD

Trend on Design



# My Background

- Grew up on a farm – 4-H Leader
- University of Minnesota- Waseca
- Bachman's – Lead Designer
- Koehler and Dramm Wholesale – Hardgoods Manager/Buyer
- Trend on Design – Freelance and Education
- UCI, Len Busch Roses and Smithers Oasis
- AIFD Membership Committee Vice Chairman



# Where do trends come from?

- **Every industry now publishing their own color palette.**
- **Social media creates so much more awareness.** 
- **Pinterest started more exposure to a mass audience.**
- **Global color influences may not apply in your area.**
- **How do you know which ones to follow?**

**85% OF SHOPPERS PLACE COLOUR  
AS THE PRIMARY REASON  
FOR WHY THEY BUY A PARTICULAR  
PRODUCT**

**85%**

**15%**

Image from Trendstop webinar



# Who should you follow?

## Most Popular:

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- Pantone
- Color marketing Group
- Trendstop
- Trend Council

## Other Sources:

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- Paint companies
- Global color trends
- Shelter magazines
- High end marketing ads
- Home Décor websites/ e-marketing



# PANTONE Fashion Color Report Spring 2017

LAURIE PRESSMAN

[Pantone Color Institute](#)

September 23, 2016

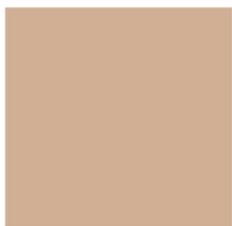
[Tweet](#) [Share 6.8K](#) [Pin it](#) [in Share](#) 95 [G+](#)



PANTONE®  
13-0755  
Primrose Yellow



PANTONE®  
13-1404  
Pale Dogwood



PANTONE®  
14-1315  
Hazelnut



PANTONE®  
14-4620  
Island Paradise



PANTONE®  
15-0343  
Greenery



PANTONE®  
17-1462  
Flame



PANTONE®  
17-2034  
Pink Yarrow



PANTONE®  
17-4123  
Niagara



PANTONE®  
18-0107  
Kale



PANTONE®  
19-4045  
Lapis Blue

# TREND COUNCIL

SS 17 GLOBAL COLOR

## AQUAS



# TREND COUNCIL

SS 17 GLOBAL COLOR

## BLUES



# Water Therapy

"Water Therapy" is an elemental color for products ranging from home to automotive to fashion. Water, a basis of life, is cleansing, therapeutic, and powerful, and those qualities appear in this fresh blue.

With a subtle depth, and nuanced with a bit of green, it is a new iteration of aqua. As a fashion color, it will adorn accessories, cosmetics, and fashions themselves. But, it is with interiors that it is showing its strongest vibe, adding a cool touch of nature to everything from wallcoverings to wood finishes, lighting to textiles. And so powerful is the attraction of "Water Therapy," that you will find it on the highway, with versions of the hue on everything from econo-cars to sports cars.

Water Therapy—a color as simple, and invigorating, as life.



KICHLER LIGHTING



ESCAPE • FLOURISH  
REVIVE

SEEN AT  
SALONE  
DEL MOBILE

BRADO

SINFUL COLORS KYLIE



SEEN AT  
HEIMTEXTIL

FIAT

Color Sells  
and the right colors sell better.®

AUGUST CONTRIBUTORS: Judith van Vliet, Mark Woodman, and Beth Simon

# My Justice

"My Justice" is a balanced green color for all: all people, all products, all life. Grounded and earthy, this green, with a touch of yellow, suggests health and abundant energy. It is a shady leaf, cooling you on a summer day, it is the color of evergreen trees, soaring to the sky, and it is a tall smoothie drink, blended into a jolt of vitamins and minerals.

The easy nature of the hue makes it accessible to everyone and all products. Fashion is establishing a new love affair with green and whether wool, leather, or silk, this simple green offers a stylish take for everyone. Both interior and exterior home will benefit from My Justice's classic side, with resurgence in green accents, on both building facades and inside spaces. From doors to shutters, pillows to linens, watch for a green awakening.

Vigorous • Balanced • Easy-Going



SEEN AT NEOCON



PATCRAFT

MOROSO

FURLA

HAY

SUZUKI SX4

CONTRIBUTORS: Judith van Vliet, Mark Woodman, and Beth Simon

Color Sells  
and the right colors sell better.®

# Maiz

A 2016+ LATIN AMERICA FORECAST COLOR

Golden "Maiz" is a substance for life, glowing, abundant, and fulfilling. This hue resonates with history and the future, as the hue can embrace everything from food to precious metals.

As a color of sustenance and wealth, warmth and health, it is a leading design hue for 2016. With the ability to change its look with materials and finishes, you will find it cozy in wool, sensuous in silk, and gleaming on metal. Fashion is embracing this hue for outerwear, knitwear, and practically every-wear. Watch for it teamed with petrol blue, grey, and white, as well as plum and olive green in both women's and men's wear. Leather goods, accessories and home décor will also embrace this second yellow of the year. In addition, cars are finished with its lush, gleaming metalized versions.

A color for all, with inspirations from life-sustaining maize, to those of the sun's rays, and precious metals, let "Maiz" into your life.



FURLA



MILUTO

SEEN AT SAKS 5TH AVENUE

SEPTEMBER 2016 CONTRIBUTORS: Judith van Vliet, Mark Woodman, Beth Simon, Susan Hayes Hoover



Sustaining  
Glowing  
Comforting



NISSAN

Color Sells  
and the right colors sell better.®

Color Marketing Group  
Color of the month  
Email notifications

# TREND COUNCIL

SS 17 GLOBAL COLOR

## GREENS



# Where Do You Find Trends?

- **Social Media**
- **Shopping gift markets**
- **Looking for repetition**
- **Emerging colors**
- **Fabric, fashion, furniture**
- **Clothing fastest turning item**
- **Home Décor is floral placement area**

# Pantone 2017 Home Décor color prediction -#1 Primrose Yellow



# Pantone Home Décor 2017 colors – Lapis Blue – Kale – Greenery



4 / 10

Pantone Prediction #4: Lapis Blue



7 / 10

Pantone Prediction #7: Kale



5 / 10

Pantone Prediction #5: Greenery

# Home décor and paint company E-marketing campaigns

SH SAGEBROOK HOME



New Vendor at Gift Market

## Color Is Everything



**8 WAYS TO GET HOME INSPIRATION FROM YOUR NEXT VACATION**

CREATED BY HOUSE BEAUTIFUL FOR BEHR



**7 SIMPLE TIPS FOR PICKING THE PERFECT GRAY PAINT**

CREATED BY HOUSE BEAUTIFUL FOR BEHR



**8 EASY-TO-USE PAINT COLORS THAT MAKE ANY ROOM LOOK IMPECCABLE**

CREATED BY HOUSE BEAUTIFUL FOR BEHR



**9 TOTALLY DIFFERENT ROOMS THAT MASTERED BLUE PAINT**

CREATED BY HOUSE BEAUTIFUL FOR BEHR

Home Décor E marketing story board shopping lists



**Instagram currently largest growth influencer**

**Instagram will grow by 26.9 million users over the next 4 years.**

**Instagram strong among millennials  
(48.2 million users this year in the U.S.)**

# Pinterest

- Personal creations of trend boards
- Allows anyone to dream and shop
- Millions of active members a month
- Still an extensive influence



Riverton Dining Table in Linen #6  
jossandmain.hardpin.com  
Sandy Schroeck AI... Trend 2017



FASHION VIGNETTE: S/S 2017 #1.3k  
Sandy Schroeck AI... Trend 2017



## Trend 2017



Florist Friday : Interview with Emma Soulsby of Ladybird Flowers | Flo... #3  
Sandy Schroeck AI... Trend 2017



## Trend 2017

Top Type for Growing Leaves  
Sandy Schroeck AI... Trend 2017



colorful leaves, autumn leaves color scheme, colorful leaves mood... #1.4k  
Sandy Schroeck AI... Trend 2017



TRENDS // TREND COUNCIL . WOMEN'S S/S 2017 - LOST IN... #5.3k

# Taking it Local

- **Watch local advertising, pay attention to home décor, pillows, towels, home accents.**
- **Pull color into a display with paint or fabric.**
- **Use everyday containers to extend collections.**
- **Some colors are challenging to incorporate:**
  - **Aqua tones**
- **Use greens or whites to add the floral element.**

## How do you start?

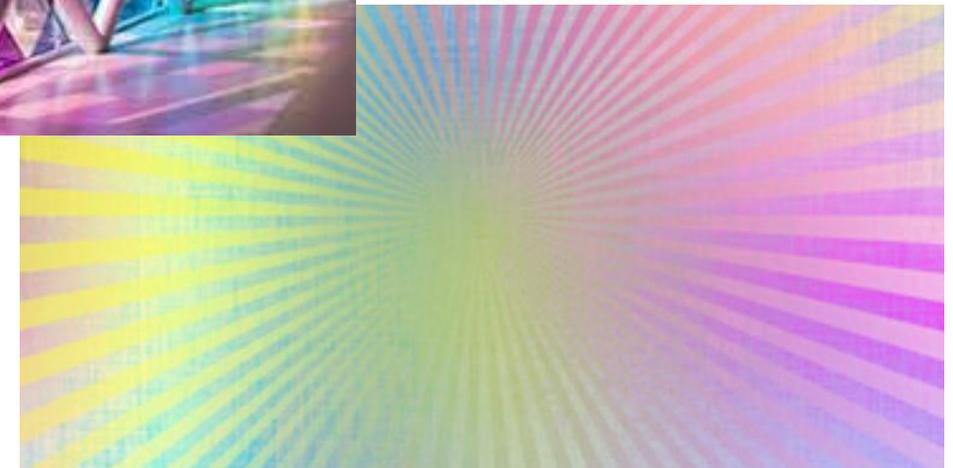
- **Choose trend collection- Believe in it.**
- **Find anchor items and everyday products that can work together.**
- **Add paint or fabric to reinforce color themes.**
- **Name the collection and train sales staff to tell the story.**
- **Could be instore displays or virtual collections on E- marketing.**

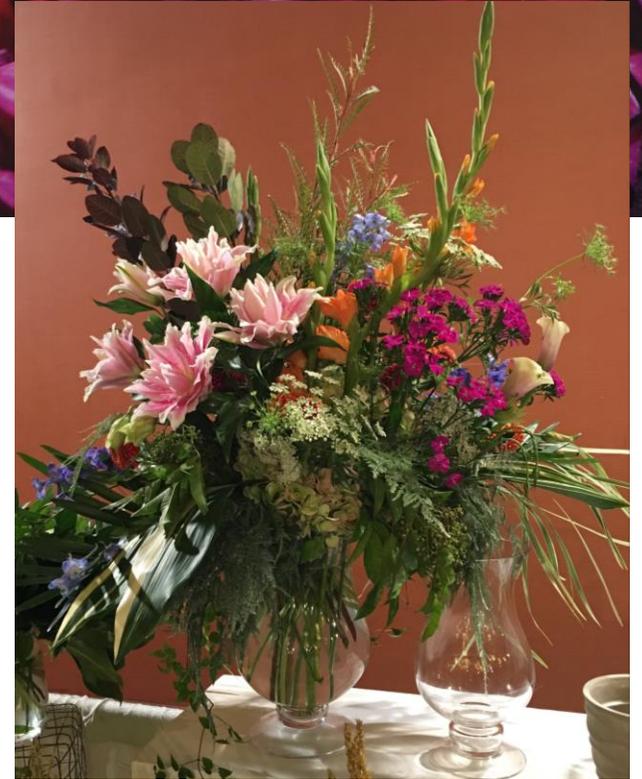
# Brushstrokes



## Key elements

- \*Gathered or foraged style.
- \*inspiration from Victorian or Renaissance paintings.
- \*Lower containers that allow more of a flared look.
- \*Brighter collections of varied garden mixed flowers.





**Social Media Influence- Instagram  
Floral looks that look unarranged.  
Field to Vase Dinner Tour.  
Awareness of other industries.  
Painting parties –coloring outside the lines.**



**Heightened awareness of where  
products are coming from.**

**Millennial trend**

**“Rescue” new buzz word for Recycle**

# Biggest trend in floral design

# Texture



# Fragrant Fields

Lavender –blue wildflower

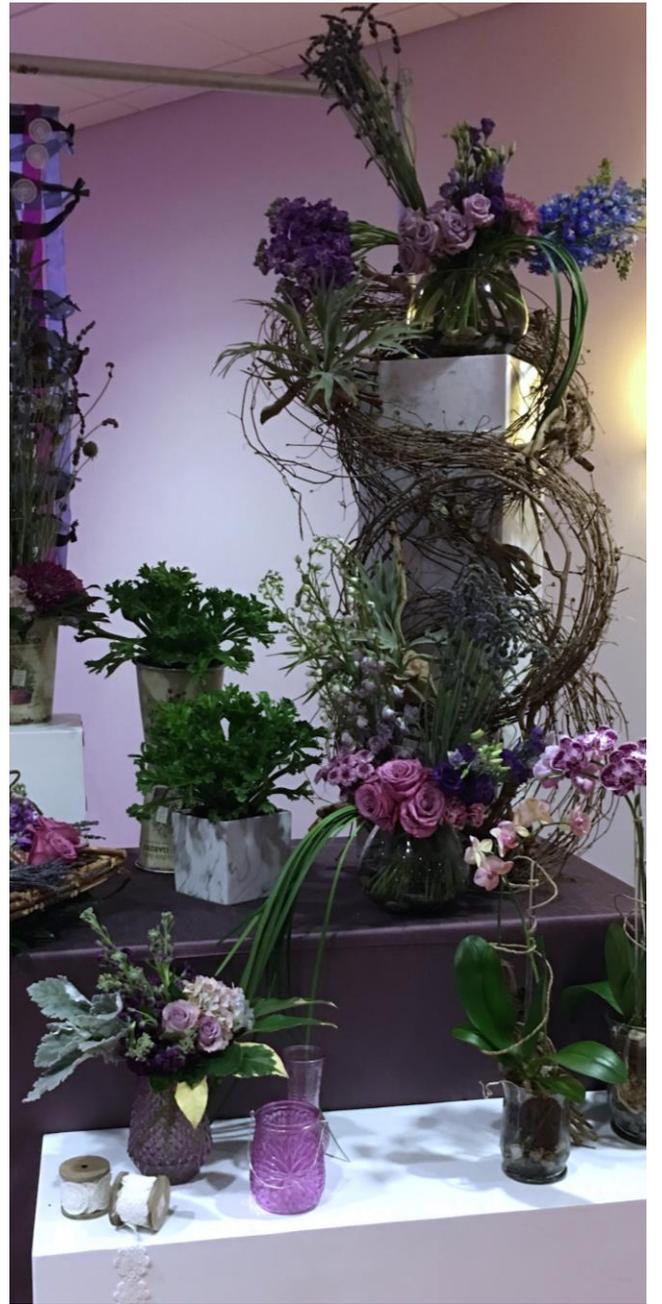
New varieties of basic flowers

Variegated carnations

Vintage collection

European influence





# Factors to Make Trends Profitable

- **Mix in everyday containers to extend the trend looks.**
- **Having 2-3 different uses of a container make a good buy.**
- **Using everyday flowers to create trend looks.**
- **European influences on a budget.**
- **Plants in glass containers, exposed mechanics.**

# Importance of carrying new varieties even in basics

## Carnations



Antigua



Soraya



Hypnosis



Creola



Nobbio Violet

## Chrysanthemums



# Modern Vibe



**Add the Art back into design**

**Contrasting elements**

**Acrylic- cement - metal- natural elements**

**Transparency- Iridescence**

**Geometric shapes**





## Follow Blogs

### My Favorites:

- Kerrie Kelly Design Lab
- Mecc Interiors Design Bites





# Plants to promote

**Tillandsia also known as Air plants  
650 varieties of plants available**



**The Queen of air plants! Xerographica  
can produce a spectacular bloom that  
can be 4 times the plant's height**



# Emerging Plants

## Cryptanthus or Earth Stars Bromeliads



# Successful Florists Practices

- **Find solutions to bring in customers**
- **Embrace DIY**
- **Offer design classes**
- **Sell full bunches - educate care and handling**
- **Create a fun experience**
- **Set your business up as the “Expert” in the area**

# Urban Luxe

Influenced by Home Décor  
Brand Recognition  
Impactful Design –Repetition  
Statement Flowers and Containers





**Trends are stories to sell product.**

**Use floral material, fabric and paint  
to add the color.**

**Keep containers neutral so they have  
a longer life span.**

# **Lower Risk Inventory Management**

- **Vendor partnerships- online sites for retailers**
- **Pre-book programs – E-marketing campaigns**
- **Key customer pre-book shopping trips**
- **Online Farm or Holland direct programs**

**Flower shops have had to become tech  
savvy to reach their customer**

**Expectation of wholesale industry  
to do the same.**

## Introducing the DV flora Dutch Direct App!

With the DVFlora Dutch Direct Webshop app, you can quickly and conveniently place orders from our extensive list of available Dutch items on any mobile device. The app is available in both the iTunes and Google Play stores; just search "DV Flora" on your smart phone (or tablet) or follow the links on the left-hand side!

Customers who already have access through our [www.dvfloradutchdirect.com](http://www.dvfloradutchdirect.com) website can you use the same login information.



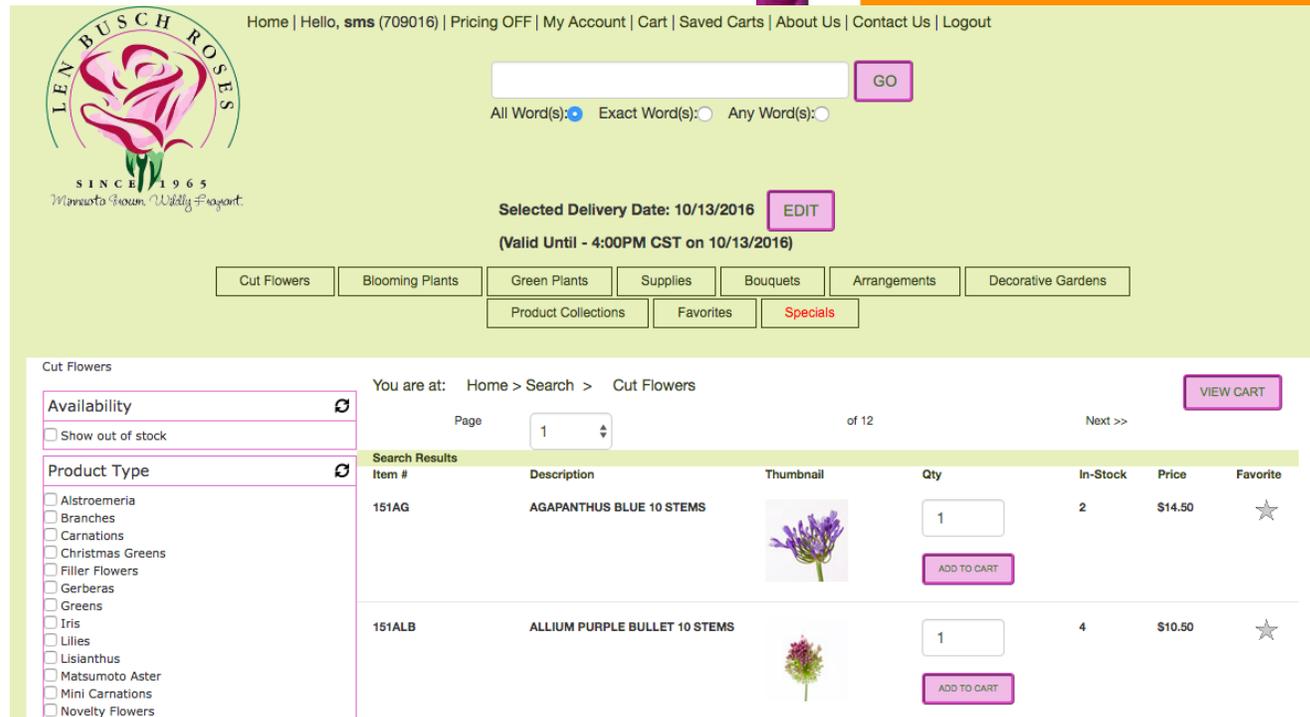
D V F L O R A  
*Dutch*

# Industry leaders will develop online sales systems

 **FRANK ADAMS**  
WHOLESALE FLORIST, INC.  
SINCE 1964



Great flowers 24/7 with the quality and selection you've come to expect with Frank Adams. Keeping up to date with product and technology, while offering great customer service.



Home | Hello, sms (709016) | Pricing OFF | My Account | Cart | Saved Carts | About Us | Contact Us | Logout

SEARCH:    
All Word(s):  Exact Word(s):  Any Word(s):

Selected Delivery Date: 10/13/2016   
(Valid Until - 4:00PM CST on 10/13/2016)

Cut Flowers

You are at: Home > Search > Cut Flowers

Page 1 of 12 Next >>

| Item # | Description                   | Thumbnail   | Qty  | In-Stock | Price   | Favorite                 |
|--------|-------------------------------|---|--|----------|---------|--------------------------|
| 151AG  | AGAPANTHUS BLUE 10 STEMS      |  | <input type="text" value="1"/><br><input type="button" value="ADD TO CART"/> | 2        | \$14.50 | <input type="checkbox"/> |
| 151ALB | ALLIUM PURPLE BULLET 10 STEMS |  | <input type="text" value="1"/><br><input type="button" value="ADD TO CART"/> | 4        | \$10.50 | <input type="checkbox"/> |

Availability  Show out of stock

Product Type  Alstroemeria  Branches  Carnations  Christmas Greens  Filler Flowers  Gerberas  Greens  Iris  Lilies  Lisianthus  Matsumoto Aster  Mini Carnations  Novelty Flowers

# E-Marketing

- **Moments to make an impression**
- **Website is your new front door.**
  - **Must be mobile compatible**
- **Online shopping 24/7 -need to be on their schedule or customers will find some place that is.**
- **“Google it”**

# **Changing business models expectations**

- **Live 24/7 online inventory**
- **Service – later cuts off times**
- **Ability to react to florists needs**
- **Special order systems**
- **E-marketing campaigns- top of mind**

# **How do you reach time crunched small business owners?**

- **Service- Reliability-Ease of ordering**
- **Establish yourself as the expert**
- **Stand behind your product**
- **Relationships and Responsiveness**

# Wedding Trend Looks

- **Colors different**
  - **Align with fashion trends**
- **Gathered garden bouquets**
- **Cascade bouquets**
- **Farmhouse refined**
- **Collections of mixed products**



**Bouquet by Tony Medlock**



Garden Groupings Cascade



Purse Style Design



Extended Cascade Artistic Influence

# Reception Trends

- **Suspended designs**
- **Floral Chandeliers**
- **Table Garlands**
- **Alternative venues**



Design by Sharon McGukin

# Table Collections High- Low Designs



Designs By Botanica

# Thank You to Sponsors

Accent Décor  
Berwick Offray  
Design Master  
Giftware's  
Hills Imports  
Plus One  
Smithers Oasis  
Syndicate Sales  
UCI Unlimited  
Containers  
.  
Ocean View

AMC Floral  
Ocean View Flowers  
Flores de Altagracia S.A.S.  
The Sun Valley Group  
Sande Flowers  
Turflor S.A.S.  
Sole Farms  
Royal Flowers  
Gladaway Gardens  
Montecarlo Gardens  
Valley Springs  
Rosaprima  
Fern Trust  
Sun Valley

Native Blooms  
Anne Flowers – Agrifeg  
Liberty Blooms  
Diamante  
William F. Puckett  
Groflowers  
The Elite Flower  
Rezindiz Brothers  
Holland America Flowers  
Continental Farms  
Dramm and Echter  
Green Point Nursery  
Berneckers Plants  
Penang Nursery

**A huge Thank You to:**

**Design Assistant: Michelle Morgan AIFD, CFD  
Kuhn Flowers , Florida**

**WFFSA Staff and Board members for the invite.**

**I'm inspired by flowers everyday, thanks for  
the opportunity to share my passion.**

**Use your passion to convert  
consumer and color trends into  
floral sales.**

**The key to success is a willingness to  
change and continue to learn.**