MARSALA’S ON THE MENU

After several years of pushing perky, preppy, Lilly Pulitzer-esque hues (Radiant Orchid, Emerald, Tangerine Tango, Honeysuckle, Turquoise, Mimosa), the Pantone Color Institute, known internationally for its trend forecasts, has selected a deeper, sexier shade as the “it” color of 2015: Marsala.

“Much like the fortified wine that gives Marsala its name, this tasteful hue embodies the satisfying richness of a fulfilling meal, while its grounding red-brown roots emanate a sophisticated, natural earthiness,” said Leatrice Eiseman, Pantone’s executive director.

“Florists are rejoicing on the color choice,” said Leanne Kesler, AIFD, PFCI, in a recent Flower Factor blog post (aboutflowersblog.com). Marsala appeals to both genders, pairs well with a wide spectrum of colors and matches many blooms that appear in nature, the Floral Design Institute instructor explained.

“I love it! There are so many flowers and botanicals that will go with it!” said Janet Frye, AIFD, a designer at The Enchanted Florist in Asheville, N.C. Her long list of Marsala-inspired ideas includes exotic flowers (leucadendron, proteas, ginger), accent pieces (astilbe, sedum, grapes) and pale pairings, such as seeded eucalyptus and blush-colored roses “for pure romance,” she said.

To whet your appetite, here are 13 varieties we feel encapsulate Marsala’s rich qualities.

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Fresh Choices

‘COFFEE BREAK’ ROSE  
Royal Flowers

‘MADAM BUTTERFLY’ GARDEN SPRAY ROSE  
Green Valley Floral

‘MADILA’ ROSE  
Royal Flowers

‘PLUM’ SNAPDRAGON  
Sun Valley Group

‘MATILA’ ROSE  
Royal Flowers

‘RELUCIDA’ HYBRID LILY  
Sun Valley Group

‘DARK STAR’ TULIP  
Sun Valley Group

‘ROCK’ POMPON CHRYSANTHEMUM  
Sun Valley Group

‘RED ADAIR’ CALLA  
Sun Valley Group