HUE-RISTIC THINKING

BY KATIE HENDRICK

Two renowned trend trackers translate emerging colors into floral looks sure to inspire sales in 2014.

Designs by Kristine Kratt, AIFD, PFCI, and Bill Schaffer, AAF, AIFD, PFCI
Photos by David Kesler, AIFD, PFCI

For nearly a dozen years, Philadelphia florists Bill Schaffer, AAF, AIFD, PFCI, and his wife, Kristine Kratt, AIFD, PFCI, have been trend hunters, traveling throughout Asia and Europe to identify popular styles before they hit the U.S., researching evolving patterns in fashion, jewelry, architecture and home décor, and tracking emerging patterns on social media sites, including Pinterest and industry blogs. The owners of Schaffer Designs have compiled the Floral Trend Forecast for the International Floral Distributors, Inc. (IFD) for the past two years, published in January and distributed through IFD and online. Feast your eyes on these pretty palettes — and book a trip to Baltimore, where the couple will elaborate on trends during SAF’s One-Day Profit Blast, Jan. 26 (see Resources).

THE LOOK: AQUACULTURE

Inspired by: “The powerful strangeness of movement,” Kratt said. “Flowing lines, rich textures and graphic qualities of underwater life and its quiet strength have influenced fashion, architecture and all forms of art.”

Color wheel: sea-green, French blue, peacock blue, eucalyptus green, slate, Radiant Orchid, lilac, nautical blue, indigo

Flowers: Ranunculus, hyacinth, grape hyacinth, orchid, delphinium, hydrangea, thistle, trachelium, eucalyptus, lisianthus, protea

Parlayed as a display: Tablescape that “mix ceramic vessels with undulating, scalloped edges and barnacle-like patterns” speak to this look, Schaffer said. Think: silvery-grey weathered metals, seaglass vases, polished river stones and natural driftwood. “Grouping ‘creature-like’ blossoms, such as succulents and tillandsia, give designs the textural quality of a coral reef.”
**THE LOOK: GRAND LODGE**

**Inspired by:** “A little bit country . . . it’s also luxe,” Kratt said. “It’s melting s’mores in a big stone fireplace, while sipping champagne from Baccarat crystal flutes.”

**Color wheel:** grey, ivory, black, almond, mineral blue, chocolate, asparagus, forest green

**Corresponding flowers:** Scabiosa pods, leucadendron, dianthus, uhule fern, hypericum, rose, hydrangea, anemone, baby’s breath, clematis, sweet pea, amaranthus, poppy pods and privet

**Parlayed as a display:** This look attracts clients who appreciate contrasts: a weathered farm table set with silver candlesticks, fur throws, glass cloches and silver antlers. Groupings of “found objects,” such as leather-bound journals and old-world typewriters fit “this masculine-toned trend,” Schaffer said. In wedding attire, “wools, tweeds and plaids beautifully unite with classic lace details and modern fine fabrics.”

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**THE LOOK: REVIVAL**

**Inspired by:** The glamour of the Art Deco era. “A chic soiree with a cool jazzy nightclub vibe,” a Revival event may feature singers with sultry voices, cocktail lounges with prohibition favorites such as Manhattans and Gin Rickeys served from vintage shakers, and opulent floral décor arranged in lush groupings, Schaffer said.

**Colors wheel:** mint, peach, pink, dusty lavender, dove grey, butter yellow, black, gold, champagne

**Corresponding flowers:** calla, garden rose, peony, orchid, tulips, astilbe

**Parlayed as a bridal look:** “Brides are embracing clean silhouettes with soft and flowing fabrics like chiffon, crepes and draping satins embellished with intricate beading,” Kratt said. In lieu of traditional veils, brides may wear jeweled hair adornments comprised of rhinestones, feathers and flowers, while their maids “give a nod to Coco Chanel,” wearing gowns with silvery sheen, fringe and long strands of pearls. “Groomsmen look dapper in three-piece linen suits with bow ties.”

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**RESOURCES**

**See it Live**
Kratt and Schaffer will review their 2014 color palette and show how florists can profit from marketing product lines that reflect the latest trends, during “Turning Trends into Profits,” at during SAF’s One-Day Profit Blast, Jan. 26 in Baltimore. They’re headlining the day-long event, which features sessions from three other speakers on sales training, getting media publicity, and website strategies. [www.safnow.org/events](http://www.safnow.org/events)

**Source it**
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