2016 FLOWER TRENDS FORECAST

Two renowned trend forecasters took a year’s worth of globetrotting and translate it into a four floral looks that will inspire sales in 2016.

BY KATIE HENDRICK

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

Few people have travel stories capable of captivating 400-plus people. Then again, most voyages involve sight seeing or rest and relaxation — not an exhaustive hunt for emerging trends.

In the past year, Kristine Kratt, AIFD, PFCI, and Bill Schaffer, AAF, AIFD, PFCI, the husband and wife team behind Schaffer Designs in Philadelphia, have logged more than 1,000 hours visiting flower shops, wholesale houses, gift and decorative accessories shows, flower farms and product manufacturers in cities such as Paris, Shanghai, San Francisco, San Antonio, Chicago and Atlanta. In each locale, they observe dominant styles in various cultures and identify commonalities.

Since 2013, Kratt and Schaffer have amalgamated their findings into four themes or “stories” for an annual “Flower Trends Forecast,” published each year by International Floral Distributors.

At SAF Amelia Island 2015, before a packed ballroom of convention attendees, the duo offered a sneak peak of 2016’s guide, before the official October 1 release of the full report.

“Each of these trends has deep relevancy to our cultural surroundings,” Schaffer said. “They emerge first and foremost in the wedding and event aspect of the industry and evolve into all avenues of floral sales.”

Gradual, yes, but social media has made the trajectory a trend follows faster than it used to be, pre-Facebook and Instagram. “Trends don’t cycle worldwide as much as they used to, from country to country,” Schaffer said. “What used to be a two- to three-year wait [for trends in Europe to reach the U.S.]...is happening instantly right now...because of social media around the world.”

Fortunately, Schaffer and Kratt’s have made sure the floral industry stays on top if it, with the Flower Trends Report. Here, they provide some additional insight into how flower industry can leverage those trends in their own stores.
Lavish

In a Nutshell: A sophisticated garden style with rich texture

What inspired it: Lavish is inspired by the trending allure of the culinary world. “The popularity of small-batch cooking and brewing, farm-to-table and homegrown consumables has a huge appeal brought on by awareness of how what we grow, use and eat affects our health and our planet,” Kratt said. Whether it is loosely gathered flowers from the garden, or a gathering of friends at a farm table, sharing flowers, foods and rich spirits is a joyful, organic and informal experience that people are embracing.

Where you’ll find it: BHLDN, Anthropologie’s wedding line, is like a showcase of Lavish colors (rhubarb, crimson, purple potion, orchid haze, silver cloud, delicate pink, parfait and gold) in its latest collection of bridesmaid dresses and accessories. The shades have also appeared in Benjamin Moore paints, Anna French wallpapers and Zac Posen evening gowns.

Who will love it: “The Lavish customer appreciates bountiful textures and picturesque colors, and enjoys the sensual, tactile qualities of this romantic trend,” Schaffer said. “Lavish customers are equally at home in a country farmhouse, a winery or an urban courtyard.”

Essentials: Garden style flowers such as roses, spray roses, dahlias, peonies, hydrangeas, amaranthus with berries, succulents and textural foliages. “These gorgeous flowers are at their best when designed in mercury glass, rustic wood, brushed gold metal and vintage style containers,” Schaffer said.

Try this: Accent flower groupings with gold candelabras, brass accessories, lanterns and textural pieces like velvet, satin and linen.
LUSTRE

In a Nutshell: An elegant, formal style imbued with opulent metallic materials

What inspired it: “Lustre is the culmination of several years of metallic influence in decor,” Kratt said. Each year another metal has added to the mix, while none have completely gone away. The colors can have extreme sheen or be rustic and organic. All metallic colors are trending and being used in every style of home decor and fashion. Textures and shine from lame to sequins to metallic yarn knits are seen in trend-worthy clothing and accessories. “Even Apple added gold and rose gold to their iconic silver devices,” Schaffer said.

Where you’ll find it: Z Gallerie and West Elm, “which do amazing metallic accessories,” Schaffer said, and with online retailers, such as dwellstudio.com.

Who will love it: “A Lustre customer is drawn toward the elegant and formal look,” Kratt said. “This client gravitates to the rich combination of metallic sheen and sparkle.”

Essentials: “Metal, metal and more metal!” Schaffer said. “The Lustre visual combines all the colors and textures of these amazing alloys: gold, silver, copper, platinum, bronze and rose gold.” Form flowers with bold shapes: callas, ranunculus, tulips, carnations, stock, spray rose.

Try this: “Black and white ground this color palette and offer a beautiful, graphic contrast to the richness of the metallics,” said Kratt, who recommends mixing staple products, such as carnations and chrysanthemums, with premium flowers, such as callas, garden roses and phalaenopsis orchids in shades of white, champagne and ivory. “Gilded accessories, glitter, sequins, jewelry-like trims, mercury glass, mirrors, and high sheen finishes complete this merchandising spectacle,” Schaffer said.
**In a Nutshell:** A modern and lively style that uses soft-colored flowers and bright accents

What inspired it: “Sorbet is driven by the natural response to uncertain economic and world events,” Kratt said. “When people feel uncertain, they reach to the past for comfort.” A resurgence of mid-century modern patterns and geometric shapes in furnishings, home accessories, clothing and jewelry show that consumers want to surround themselves with simplicity in a chaotic world. The contrast of linear geometric combined with the softness of the pastel colors makes an energetic contrast that gives a joyful comfort and sense of connection to a simpler past.

Where you’ll find it: Crate&Barrel, Jonathan Adler, H&M Home and Fab.com are all featuring the clean, bold shapes and styles with a mid-century feel that epitomize Sorbet.

Who will love it: Customers who crave a look that is young and fresh. “The Sorbet bride loves bright and sassy aesthetics and uses colors brilliantly to tell the story of her event,” Kratt said. A Sorbet customer also

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**Festival**

In a Nutshell: A colorful, eclectic style with global and bohemian influences

What inspired it: “Festival is a direct response to the emerging cultural awareness of South America with the 2016 Summer Olympics in Brazil and Pope Francis from Argentina,” Schaffer said. With Festival, you can see “how the world market trend from Africa and India is now blending with the neon colors of the Hispanic marketplace,” he said.

It’s also influenced by Burning Man, a Southwestern desert festival that’s grown so popular “it’s now taking on corporate sponsorships,” Kratt said.

Where you’ll find it: On the streets. “Observe people and what they’re wearing,” Schaffer said. Stores such as Free People, World Market and Gypsy Outfitters also “exemplify this causal and eclectic feel,” he said.

Who will love it: “A Festival customer embraces his or her own quirky style and enjoys brilliant colors and bohemian sensibility,” Kratt said. “The Festival bride may choose to go barefoot or wear her favorite worn pair of cowboy boots while rocking a gown that could be long or short, lace or linen.”


Try this: “A Festival display is born of hot, intense colors and inspired by global handcrafts, fabrics and pottery,” Schaffer said. Combine loosely gathered groupings of flowers, mixed textures, and intriguing accessories, such as Mexican sugar skulls. Kratt adds: “Denim blue, sunshine yellow, red, and hot orange are all in the mix, but they should be carefully curated and combined to allow each color to really pop,” Kratt said. Common flowers (think: gerberas, chrysanthemums and roses) used in uncommon combinations “bring Festival to life,” Schaffer said.

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In a Nutshell: A modern and lively style that uses soft-colored flowers and bright accents

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Material such as cement, bark, natural cork and wood in modern shapes “blend with colorful ceramics and clear glass to create a visual wonderland,” Schaffer said.

Katie Hendrick is a contributing editor for the Society of American Florists. khendrick@safnow.org

likes contrasts — flowers in soft, luscious colors (peach garden roses, sky blue delphinium, for example) in geometric containers that are polished and refined.

Essentials: A pastel palette, bold containers, contrasting textures: Cement, ceramic, clear glass, natural cork, bark and wood in modern shapes. For flowers: cymbidium, tulip, calla, chrysanthemum, delphinium, rose.

Try this: “Use bold, geometric patterns, accents of denim and linens and graphic floral prints,” Schaffer said. For colors, reach for soft powder blue, lemon yellow, rich blues, coral, spearmint, lavender and dove grey, Kratt said: “The soft shades are an unexpected contrast to the geometric forms in the flowers and accessories.”

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