The anticipation Andie Walsh, the heroine of the 1986 film “Pretty in Pink,” felt for prom has endured for subsequent generations of high school girls. Her fashion choice for the special night? Not so much. While legions of teens today still relate to the character on an emotional level, you can expect them to veer sharply from the coquettish pink polka-dot dress she sewed together from two hand-me-down gowns.

“Girls take dressing for prom very seriously,” said Jane Fort, editor-in-chief of TeenPROM magazine, citing a recent Hearst survey that found 97 percent of teens purchase a new dress for prom. “On average, a girl starts shopping for her prom dress three months before prom, visits seven stores and tries on 24 dresses,” Fort said.

To forecast 2012’s dominant styles, Fort examined hundreds of dresses at prom trade shows, interviewed dress manufacturers and tuned in to runway shows and celebrities’ red-carpet choices — a major influence for teens who view prom as their own “big premier.” Operating on the assumption that you lack the time for such exhaustive research, we asked Fort to divulge this year’s biggest trends so you can begin creating floral designs to complement the frocks of today’s flashy fashionistas.
A SHORT STORY

“Short dresses are becoming one of the go-to styles for prom,” Fort said. This fun and flirty style also lets teens “show off a fabulous pair of shoes.” For its cover, TeenPROM featured Kendall Jenner (of “Keeping Up with the Kardashians” fame) wearing a full and flouncy short turquoise dress.

Dress Terani Couture, $318 > teranicouture.com

THE CONVERTIBLE

Girls torn between the glamour of a floor-length gown and the mobility of a short frock will love this two-in-one style. “These dresses have a detachable overskirt, which is unzipped, untied or undone to reveal a short dress below,” Fort said.

Dress: Liz Fields, $498 > lizfields.com

SHINE ON

Be prepared for some scintillating style. “Shiny and shimmery frocks rock, thanks to a multitude of sequins, rhinestones, large cut gems and mirrors,” Fort said.

Dress: La Femme, $450 > lafemmefashion.com

MODERN MERMAID

“The mermaid silhouette is form fitting and figure flattering,” Fort said, pointing to several actresses who wore it to the 2012 Golden Globes, including Reese Witherspoon, Sofia Vergara, Julianne Moore and Tina Fey. The latest mermaid style has a skirt that flares out just above the knee, so it’s easy to move on the dance floor.

Dress: Flirt by Maggie Sottero, $498 > flirtprom.com

PROM PLUMAGE

Fashion takes flight with this bird-inspired trend. “Whether it’s feather accents, full-on feathers or faux (embroidery) feathers, this gives a touch of femininity while adding a different dimension and texture,” Fort said.

Dress: Precious Formals, Inc., $320 > preciousformals.com
ON THE WILD SIDE

The dance floor may resemble the savanna this year. “Cheetah, leopard, python and zebra all are creating uproar, sometimes in colors that never appear in nature,” Fort said.

Dress: Tony Bowls Evening, $478  tonybowls.com

PEEK-A-BOO

“For some girls, cutouts and high side slits are always the No. 1 choice,” Fort said. Unlike the exposed shoulder styles popular in the ‘80s and ‘90s, “this season, peek-a-boo looks have become a little more daring, showing more skin with open sides and low backs. Or, they may have the illusion of a cutout using nude mesh inlays.”

Dress: Jasz Couture, $378  jaszcouture.com

THE LAYOVER

A new look this year is a long see-through skirt worn over a very short dress. “Total fashionistas may even wear a glitzy romper under this transparent trend,” Fort said.

Dress: Claudine for Alyce, $379 each, alyceparis.com

DOUBLE PLAY

As modeled by Charlize Theron at this year’s Golden Globes, high-low hems are still on the fashion forefront, Fort said

Dress: Night Moves by Allure, $398 each  nightmovesprom.com
SHOW STOPPER
A dress straight out of Cinderella is the perfect fit for girls dreaming of a fairy tale evening. The newest take on ball gowns includes “layers on layers of see-through ‘floaty’ fabric, such as organza or tulle in ruffled, full skirts flaring out from a dropped waist,” Fort said.

Dress: Dana Mathers, $478 each
> danamathers.com

EMPIRE ELEGANCE
Many girls will gravitate to a Grecian goddess style. “Gowns with soft, sheer fabrics flowing from an empire waist are a perfect prom pick for any body,” Fort said.

Dress: Crush by RJ Formals, $378
> crushprom.com

Katie Hendrick is senior editor of Floral Management.
khendrick@safnow.org
Increased competition for consumer dollars means we need to promote flowers as the gift of choice more than ever. Since 2001, the SAF Fund for Nationwide Public Relations supports the development of innovative public relations programs to reach millions of consumers with positive floral messages.

Through its innovative Flower Factor social media hub at www.aboutflowersblog.com, the SAF PR Fund is strategically engaging and educating consumers, influential bloggers and the media on using flowers and plants in their everyday lives — for decorating, entertaining, and gift giving — with the help of their local florist.

Funded by SAF retail dues and voluntary contributions to the PR Fund by wholesalers, suppliers, importers and growers, Flower Factor and other SAF PR programs are paying off big for the floral industry. Through national magazine, newspaper, TV, radio and online coverage, SAF PR programs have generated more than 988 million consumer impressions since the PR Fund's inception. For information about SAF PR Fund programs, visit www.safnow.org/prfund.
Thank You PR Fund Supporters


Its success is possible thanks to contributions from the industry leaders listed below. **Wholesalers** give 5 cents per case of hardgoods purchased from suppliers who match those contributions. **Growers** and **importers** also participate through monthly contributions.

---

**PLATINUM:** $20,000+

Contributors who give $20,000 or more, or wholesalers contributing through all participating suppliers; and suppliers who match wholesaler contributions.

**Wholesalers**
- Amato Wholesale Florist
- Baisch and Skinner Wholesale Florist, Inc.
- Bay State Farm Direct Flowers
- Berkeley Florist Supply Co. in Miami
- Cleveland Plant & Flower Co.
- Coward & Glisson Wholesale Florist
- Delaware Valley Floral Group
- Dillon Floral Corporation
- Dreisbach Wholesale Florist
- Ensign Wholesale Floral
- Frank Adams Wholesale Florist Inc.
- Gassafy Wholesale Florist, Inc.
- Georgia State Floral Distributors
- Greenleaf Wholesale Florist, Inc.
- Henry C. Alders Wholesale Florist
- Hillcrest Garden, Inc.
- Inland Wholesale Flowers, Inc.
- J.B. Parks Wholesale Florist
- Kennicott Brothers Co.
- La Salle Wholesale Florist, Inc.
- Louisiana Wholesale Florists, Inc.
- Lynchburg Wholesale Floral Corp.
- Mattern Wholesale Florist
- Mears Floral Products
- Metro Floral Wholesale, Inc.
- Miller Sales Wholesale Distributor
- Mueller Supply Inc.

**Suppliers**
- Nordlie, Inc.
- Pennock Co.
- Pikes Peak of Texas, Inc.
- Pittsburgh Cut Flower Co.
- Reeves Floral Products Inc.
- Rojahn & Malaney Co.
- Schaefer Wholesale Florist, Inc.
- Sieck Floral Group
- Tommy’s Wholesale Florist, Inc.
- Vans Inc.
- Younger & Son Inc.
- Zieger & Sons, Inc.

**GOLD:** $15,000 - $19,999

**Suppliers**
- Syndicate Sales, Inc.

**SILVER:** $10,000 - $14,999

**BRONZE:** $5,000 - $9,999

**Importers/Distributors**
- Equiflor/Rio Roses
- USA Bouquet Co.

**COPPER:** $1,000 - $4,999

**Wholesalers**
- DWF Wholesale Florists Co.
- The Roy Houff Co.

**Growers**
- Burnaby Lake Greenhouses
- Callisto Greenhouses
- Mellano & Co.
- Ocean View Flowers
- Oregon Flowers, Inc.
- Panzer Nursery, Inc.
- Sun Valley Floral Group
- Washington Bulb Co., Inc.

**Importers/Distributors**
- Flora Fresh, Inc.
- Fresca Farms, LC

**Associations**
- OFA

**FRIEND:** $100 - $999

**Wholesalers**
- GM Floral Co.
- Roman J. Claprood Co.
- Seagroatt Riccardi, Ltd.

**Growers**
- Green Point Nurseries, Inc.

**Suppliers**
- Chrysal Americas

---

If your supplier is on this list, thank them!

*Contributors as of 1/20/12*