

FLOWER TRENDS FORECAST 2017

REVEALS INSIGHTS INTO EVOLVING BRIDAL PREFERENCES

International Floral Distributor's (IFD) Trend Forecaster, Michael J. Skaff, AIFD, PFCI, AAF has scoured the floral, fashion, and home décor industries to find the top styles trending in today's market. According to Skaff, this process often begins a full two years before the trends are actually released and is greatly impacted by what he notices in marketplace as well as during meetings of various design groups. Skaff noted how the current global social, political, and economic unrest has been affecting fashion and home décor trends. Trending colors have evolved to new complex colors that reflect the current anxiety and unrest individuals may be feeling. This new consumer sentiment has led to a shift of popular wedding and decorating color palettes. IFD's Flower Trends Forecast shares the latest trends in flowers for 2017 and here are popular new color trends and some of their impact on weddings styles.

FRENCH CONNECTION is an overabundant look anchored with deep red tones offset with pastels and graphic gray.



For the sophisticated bride, expect the sensuous and seductive look of the French Connection. Luxurious romantic blooms of orchids, roses, and hydrangeas appearing in softer red hues with hints of orange and brown provide a rich and multicultural air. Flowers are used in abundance in this moderately muted and passionate style. French country mixes with a more formal Parisian design style to present a look that embraces the past in a modern and holistic approach. Bridesmaid dresses are sophisticated with classy colors like parfait, clover, and pool blue and designs such as small botanical prints. The French Connection bride loves life's finer things and will accent her day with refined metallic pieces, lavish ribbons, and pedestal vases.

FORCE OF NATURE uses serene shades of blue and green to create a rich natural and soothing style.



The nature-loving bride is captivated by the serene shades of blue and green found in the Force of Nature. This free and casual theme harmoniously connects the bride to the natural world. Bundles of mono-botanical flowers like iris, hydrangea, or scabiosa are gathered in cobalt blue or frosted glass vases in garden and nautical arrangements. Wedding dress colors are a wide array of blues and greens and are paired with blue or gray tuxedos. The setting is peaceful as rich spa and oasis blues pop and complement the organic green surrounding of a natural world. Heirloom roses come alive in artesian flared vases alongside variegated foliage and ferns. Textural flowers of scabiosa and nigella combine with the elegance of orchids and hydrangeas to provide a calm garden feel.

MODERN WONDERS uses clean lines and a rich palette of warm golds, coppers, taupes and oranges to combine cultural antiquities with natural elements



The bride looking for a contemporary and simplistic take on her event will love the simple chic lines of the Modern Wonders trend. The style blends the spirit of Asian antiquities with natural elements in simple but strong lines. Modern Wonders contrasts graphic oranges with muted purples and earth tones to create an affectionate and welcoming atmosphere. Unique and vibrant flowers express the desire for a rare and rich experience. Tropical flowers like orange anthurium and bromeliads juxtapose chocolate cosmos and cymbidiums as well as rich plum calla lilies and burgundy Astilbe. Modern Wonders' hints of warm gold are offset by powerful shades of greyed blues and copper. Artifacts, surface structures, and crafted textures unite the new with the old for a modern sophistication that brings warmth and simplicity to the bride's special occasion.

INTO THE JUNGLE is inspired by both muted and brilliant jungle hues that express a passion for exploration and rich experiences.



Travel and lifestyle transform into a cosmopolitan everyday elegance with Into the Jungle. The bride is confident, passionate, and called to the wild. Sun-kissed shades of orange, yellow, and red glisten alongside tropical foliage, mosses, vines, cork, and bamboo. Yellow and orange orchids, protea, and roses combine with exceptional flowers such as heliconia, leucadendron, celosia, and brunia creating the adventure of a tropical jungle. Tangerine, lemon lime, sunbeam, and clover bridesmaid dresses are patterned, weaved, and plaited with fabrics inspired by the Savanna. The brilliant muted tones of Into the Jungle are combined with natural accessories of bamboo and cork. This is a multicultural safari grounded in urban influences to embody an ethereal tranquility that shimmers in flowers and fashion.

Brides choose a color that they feel is the best reflection of their style. Often around 'her' color, the bride will build a palette of colors and a style for her wedding. 'Her' color can be any color, but the palette of colors and the style she chooses for her special day are generally driven by current fashion trends.. Flower Trends Forecast takes into account trends in fashion and home décor and applies emerging color and style trends to flowers and floral décor.