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Wedding Trends for 2018

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IFD's latest "Flower Trends Forecast" reveals that lush free-form bouquets, foliage bouquets and floral chandeliers are among the items brides will be requesting most next year.

International Floral Distributors, Inc. is a marketing consortium of 19 flower distributors with more than 60 locations in the United States providing flowers, supplies and an annual "Flower Trends Forecast" to leading floral decorators, designers and retailers. More information about IFD's 2018 wedding trends, as well as popular flower, color and décor choices, can be found at flowerstrendsforecast.com and in IFD's annual "Flower Trends Forecast," available on Oct. 1.

Every year, **International Floral Distributors, Inc. (IFD)** (ifd-inc.org) partners with a leading flower trend forecaster to research consumer buying behavior and the social, political and environmental factors that affect their decisions. IFD then releases this information in its annual "**Flower Trends Forecast**" to provide the floral industry with the information necessary to meet and respond to customers' evolving preferences.

As part of the 2018 "Flower Trends Forecast" (available Oct. 1), IFD collaborated with **Michael J. Skaff, AIFD, AAF, PFCI**, to provide flower experts with the upcoming year's flower, color, décor and wedding trends. Michael utilized his experience with the **Color Marketing Group** (colormarketing.org) and the **International Interior Design Association** (iida.org) to equip IFD and the flower industry with today's consumer floral wants.

Here is a look at what IFD discovered about 2018's brides and what their buying preferences will likely be regarding bouquet and accent décor designs, flowers and styles.



With society's constant bustling, brides are aiming to ground their weddings in nature's serene ambiance. Though the vintage country trend is dwindling, the garden design continues to flourish and captivate brides across the world with its lavish use of foliage and plants. The outdoor look is reinvented with cleaner lines as living greenery bouquets flaunt organic succulents and flowing seeded *Eucalyptus*. Often featuring delicate white flowers, this earthy style conveys a more refined natural feel with its use of textured foliage like jasmine, *Acacia*, dusty miller and foxtail grass. Brides will profess their love of nature and its calming beauty through greenery bouquets that are both stylish and ecofriendly.

living greenery bouquets



(Above) White Anthuriums, *Dendrobium* orchids and miniature callas are paired with *Gladiolus* florets, hanging *Amaranthus*, *Echeverias*, *Galax* leaves and jasmine vine in a Square Oasis European Bouquet Holder.

(Right) David Austin 'Purity' garden roses, peonies, *Dahlias*, rice flowers (*Ozothamnus*), foxtail grass, variegated ivy, *Acacia* foliage and dusty miller are arranged in a FloraCraft Gala Bouquet Holder.



(Above) Green *Gladiolus*, *Echeverias*, faux pheasant feathers and curly-willow spheres are designed on a frame fashioned from Oasis Aluminum Wire.

(Right) White *Dendrobium* orchids and clusters of sweet peas (*Lathyrus*) with *Echeverias*, variegated ivy, jasmine vine, dusty miller and *Acacia* foliage are adhered to a round frame created of Oasis Aluminum Wire and accessorized with Oasis Bind Wire and pewter Berwick Offray Ombrette ribbon



free-form bouquets

In today's dynamic world, individuals of all backgrounds, cultures and walks of life strive to embrace their individuality and revamp traditional conventions. Modern brides will echo this trend with their desire for updated twists on classic bouquets. Rather than accompany their gowns with the compact cookie-cutter bouquets of years' past, contemporary brides will choose eclectic flowers for bouquets that combine traditional and contemporary design in updated color palettes. Textured with distinctive flowers and foliage, larger free-form bouquets boast complex shapes that mimic brides' personalities and their taste for chic yet timeless looks.



(Above) David Austin 'Constance' garden roses, white double *Bouvardia*, white parrot tulips and *Acacia* foliage are designed in a FloraCraft Gala Bouquet Holder.



(Left) David Austin 'Purity' garden roses, *Dendrobium* orchids and fern fronds are featured in an Oasis Gold Hammered Elegant Bouquet Holder.



floral chandeliers, wall decorations and archways



Brides will assert their passion for individuality and embellish their wedding days with exquisite archways, floral chandeliers and wall decorations. Forever celebrated in memories and pictures of the big day, these lavish floral accessories are the ultimate way for brides to effortlessly capture their personalities and leave an everlasting impression. The design potential is endless, as brides can choose from a combination of vibrant flowers such as 'Orange Crush' roses, green *Alstroemerias* and blue *Delphiniums*. Whichever floral accents brides select, flamboyant archways, floral chandeliers and wall decorations will wondrously showcase their individual spirits.

(Above) An elegant floral chandelier (upper right in photo) highlights the serving area where guests prepare their toasts to the bride and groom. The theme, "Folk Art Reinvented," is one of the emerging trends highlighted in IFD's 2018 "Flower Trends Forecast."

(Left) 'Orange Crush' roses, 'Shakira' and 'Hot Pepper' *Alstroemerias*, *Forsythia*, *Belladonna Delphiniums*, giant *Alliums* and purple tulips are hung in water tubes on a cedar-and-wire frame and adorned with faux monarch butterflies.

bridal flower trends



Brides' flower choices no longer adhere to muted monobotanical bouquets; rather, they are sprinkled with modernity and personality. The perfectly round bouquets are ideas of yesteryear, as golden sunflowers, rust-colored lilies and green bells-of-Ireland juxtapose with vines, citrus and olives. Understated white palettes will still be a favorite among many brides, but an updated romanticism also will be featured in vibrant purple and pink peonies, *Gerberas* and roses. Bouquets consisting solely of common white flowers have been replaced by those with delicate white jasmine, amaryllises and *Viburnum* flowers, in nature-inspired posies. Vibrancy is not to be ignored as brides boldly include brilliant rainbow roses, pink *Dablias* and orange callas in whimsical bouquets.



(Above) A colorful bouquet featuring David Austin 'Beatrice' and 'Juliet' garden roses, 'Satina' roses, 'Green Trick' *Dianthus*, *Forsythia*, *Belladonna Delphiniums*, safflowers (*Carthamus*), rice flowers (*Ozothamnus*), white *Hypericum*, seeded *Eucalyptus* and *Acacia* foliage is accented with red-coral Berwick Offray Frayed Anisha ribbon.

(Top left) A stylish flower crown bursting with *Hydrangeas*, parrot tulips, *Gerberas*, sweet peas (*Lathyrus*), globe thistles (*Echinops*), 'Green Trick' *Dianthus*, jasmine, variegated ivy and lady's mantle (*Alchemilla*) is built on a frame constructed of Oasis Aluminum Wire and accessorized with faux monarch butterflies and teal Berwick Offray Ombre ribbon.



(Left) Millennials love all things pink, and they are sure to adore this romantic bouquet decorated with David Austin 'Capability' and 'Miranda' garden roses, lavender hybrid tea roses, pink peonies, sweet peas (*Lathyrus*), pink double *Lisianthus* and red *Astilbe*. Designed in a Lomey Bouquet Holder, this bouquet is accented with blush and pink Berwick Offray Double Face Satin and oatmeal Berwick Offray Morocco ribbon. ■