



For Immediate Release

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Top Flowers For 2020 Revealed!

Helen Miller, AIFD, CAFA, CF and Derek Woodruff AIFD, CFD, CF, PFCI, AAF have released their picks for the top cut flowers for 2020! Their research for Flower Trends Forecast 2020 revealed flowers that were emerging as consumers top selections when buying flowers and floral décor in 2020! Flower Trends



Forecast 2020 not only shares the top flowers but also the most popular color palettes and design styles.

Flower Trends Forecast 2020 has all the latest trends from pampas grass to the new muted

colored pastels that are the pick of many brides in 2020. Though there are many attributes and factors that influence how and what consumers purchase, visual cues are the most influential.

Helen and Derek forecast the flower trend that will be most prevalent for weddings and events to be what they have entitled **black tie + barefoot**. It is a décor style featuring moody colored flowers and soft feminine textures. The trend has a romantic feel and hints of a sophisticated bohemian style. The look is created using muted and muddy color flowers combined with lacy and airy foliage unexpectedly paired with dried flowers and tender vines. The color palette will be grayed tones of pink, lavender, blue and green with a heather-ish pink being the most prevalent. Roses, peonies, dahlias and a host of flowing vines will be most popular for creating **black tie + barefoot** décor.

See the **flowers for 2020** video at www.flowerstrendsforecast.com.

Flower Trends Forecast is an annual report published since 2009 by International Floral Distributors in partnership with the Produce Marketing Association.