

# Where We Are AND What's Next!

Bill Schaffer and Kris Kratt provided a sneak peak of what to expect for Flower Trends Forecast 2014 when they updated the 2013 trends at the SAF 1 Day Profit Blast in Atlanta!



The bright bold colors of Personality Palette from the 2013 Forecast are still popular with the 35 and unders! Bill and Kris showed us that this self expressive crowd is still there and shared neon rainbow themes and bright bold patterns to help their event express their personalities!



Heirloom was the 2013 theme that captured many brides with its romantic antique chic appeal. It continues to appeal to today's 30 year and older bride. A little more art deco and more glamour with more accents of gold and mint. Soft pastels will continue to combine with dark romantic tones!



Birch and burlap are evolving! What Eco Chic was just a year ago with its bling and contrast is giving way to tarnish, rust and crystal! Organic meets contemporary but the intersection moved!



The blues from the 2013 Enchanted theme are emerging as a major force for the coming year with soft fluid lines and blues of water combining with organic textures of nature. Calming, relaxing and soothing.