



## **Michael Skaff, AIFD, AAF, PFCI to Lead Trend Research and Design for Flower Trends Forecast 2017**

*Michael Skaff, AIFD, AAF, PFCI will provide emerging flower trend information to keep the flower industry connected to the latest consumer preferences in event flower decorating with the IFD Annual Flower Trends Forecast.*

Keeping up with the ever changing demands of our customers never stops. Today's consumers are more informed and have access to new fashions, styles, and ideas like never before. The IFD annual Flower Trends Forecast report studies the changing market place and provides key information on how consumer preferences are evolving and how those changes relate to the floral products that we as an industry offer consumers. The IFD Annual Flower Trends Forecast 2017 will be led by Michael Skaff, AIFD, AAF, PFCI. Michael brings years of design and product development expertise to the Flower Trends Forecast. Michael's work has been at the forefront of emerging trends, his innate abilities to integrate visual design and color principles with marketing objectives provides insight into changing consumer preferences.

"It is so important to be aware of how consumer preferences are changing. In these times where information on new styles and fashions is readily available, consumer preferences can change quickly. The flower industry needs to be responsive to the changing marketplace and Flower Trends Forecast provides important information to keep the industry relevant to today's consumers", stated Jeff Lanman, Executive Director of International Floral Distributors, Inc. who publish the annual trend report.

Michael has worked on product development initiatives with top name designers Todd Oldham, Vera Wang, Better Homes and Gardens and The Smithsonian Institute. Michael is a member of the Color Marketing Group, this international group forecast consumer and contractor color trends two year in advance. In addition, Michael continues to be called to the White House to provide his design talents to high profile events. Michael was instrumental in the development of the high-end floral catalog, Butterfield Blooms, and worked extensively on the yet to be released FTD Wedding Selection Guide. Michael also has extensive experience as a stylist and in visual merchandising; working as a consultant for such companies as Polaroid and AGFA Film. In addition to freelance creative services, Michael operates Skaff Floral Creations in Hinsdale, Illinois.

Flower Trends Forecast 2017 will be released October 1, 2016 and the 2017 reveal event will be held at the Society of American Florist Convention, SAF Maui 2016, being held September 21-24, 2016. Flower Trends Forecast 2017 will again identify emerging flower trends and floral styles for events and weddings. Flower Trends Forecast continues to provide insights to how the floral industry can better meet the flower needs of today's brides and consumers. For more information visit [www.flowertrendsforecast.com](http://www.flowertrendsforecast.com). Flower Trends Forecast is an annual publication of International Floral Distributors, Inc; [www.ifd-inc.org](http://www.ifd-inc.org).



**Contact Information**

**Jeff Lanman**

jefflanman@ifd-inc.org

(765) 973-9600