

Trendy Floral Arrangements

2020 is just around the corner and trend watchers are highlighting some exciting opportunities in floral design. From fun floral fashion trends to fabulous interior floralscapes, 2020 is shaping up to be a colorful and creative year! Let's take a look at some of the newest flower industry trends.

"We're seeing the floral-ization of everything," says Liat Shemer, global marketing manager for Danziger. "We're seeing handbags and headbands, even toys and functional home décor being transformed with the use of flowers. It's an exciting time for floral design."

Topping everyone's latest floral trends list is hot new colors. According to the [Color Marketing Group](#), key colors for 2020 and beyond will be influenced by earth tones. The group, a leading international association of color design professionals, predicts each area of the world will have a key color that will connect us to each other and to nature.

For Asia Pacific, the color is "Seed of Life." Described as a "base color from which others can grow," Seed of Life is described as a warm, neutral beige that adds a sense of calm and allows the viewer to return to their roots.

The European forecast key color is "Feel Real." This earth-inspired brown with pink undertones, adds a grounding effect

that is visually engaging and activates our senses.

The group's pick for North America is "Electrum." Described as a complex green influenced by gold, "Electrum" symbolizes complexity and connects us better to the planet.

The Pantone Color Institute's color of the year for 2020 may be drawing from nature as well. In a recent fashion seminar presentation, Laurie Pressman, Pantone Color Institute Vice President, hinted that the [Pantone Colors of the Year for 2020](#) will be inspired by the sea. Ocean inspired inky-blues may be a focus color, with seaweed greens, driftwood browns, sand-tinted whites and even deep "ocean-depth" black hues playing a role. We will have to wait to learn the official color of the year. Pantone typically makes the announcement in early December.

The trend of nature inspired colors plays very well when it comes to adding flower designs in unexpected places. "It doesn't get any more natural than including real flowers," adds Shemer. "Flowers and greenery are the easiest way to bring the color of nature into design. That's why we're seeing more living walls, flowers incorporated into home décor and more natural looks when it comes to wedding floral arrangements."

Adding Veronica to arrangements and bouquets gives them a natural, wildflower look. This fun and functional variety is a

must have for the latest floral design trends. The long spikes of Danziger's [SKYLER™ Series](#) add height and color in hues of blue, pink or white. Striking in combinations, SKYLER is exceptionally stunning in large arrangements all on its own.

Natural colors and an airy, feathery-light texture come through with Danziger's Limonium. The SENSY™ Series offers three different varieties that are perfect for just about every corsage, bouquet and arrangement. [SENSY™ Pinacolada](#) is a very special yellow variety that features no limonium odor.

Limonium SENSY has a long vase life and is also a beautiful dried flower. It's a standout for everyday floral arrangements, but also works in unique design trends such as headbands, living artwork and even as a shoe accessory.

Bold pops of color-saturated blooms are making a big statement as a floral industry trend. From bridal bouquets that match a particular color scheme to large, trendy floral arrangements with a bold tropical look, color is still king. When it comes to adding color, scabiosa are at the top of just about every floral designer's trend list. The color and form of this cut flower make it a very versatile, go-to variety to add bright color and a fun look to any arrangement. Danziger's [SCOOP™ Series](#) features large, perfectly spherical flowers. Available in a dozen colors, SCOOP is on-trend for both modern and natural looking designs. We love it with romantic roses and ivy, on its own in a mono color arrangement or as a pop of color on a

cake top.

Greenery and foliage will continue as a floral design trend into 2020 and beyond. If you're looking for a unique and fun [green filler](#) for your designs, check out lepidium. The natural look, calming color and extended vase life of Danziger's [Green Dragon™ Lepidium](#) make it a must add to every bouquet or centerpiece. This innovative variety is elegant and rustic at the same time. Green Dragon is a delicate, yet strong lepidium, with airy inflorescence that sit atop sturdy stems that won't tangle. The flowers cover a larger area of each stem, providing beautiful texture and soft color.

The biggest trend may be that consumers are using flowers in more ways than ever. "Floral designs are for more than just special occasions," says Shemer. "They're being incorporated into our everyday lives. That is great news for our industry."

What new floral trends are you using in your business? Share your story with us!