

VALUE TREND  
RESTORED COMMUNITY

FLOWERS AND PLANTS

# VINTAGE FOLKLORE



The main sources of inspiration for the patterns are the 1970s and folklore.



Colourful bouquets and arrangements with a wild look

## USE OF FLOWERS AND PLANTS

Diverse and colourful bouquets and arrangements with a wild look. Dried flowers are still used, but certainly does not predominate.

The plants clearly contribute to the sense of warm conviviality. Plants are found everywhere, and appear to be totally part of life. There is a plant for everything. Non-conformists are also embraced, and unusual shapes are celebrated.



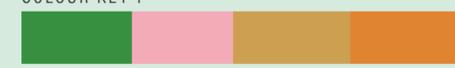
Dried flowers are still used, but certainly don't dominate



## USE OF COLOUR

The colour chart can produce a varied array of colour combinations, as can be seen below. The various elements such as the 1970s and folklore influences are reflected in the colour combinations.

### COLOUR KEY 1



### COLOUR KEY 2



### COLOUR KEY 3



## IMAGE MATERIAL

The trend images can be downloaded free of charge from [www.flowercouncil.co.uk](http://www.flowercouncil.co.uk), or with the aid of the QR code, and may be used with the credits [Funnyhowflowersdothat.co.uk](http://Funnyhowflowersdothat.co.uk) and [Thejoyofplants.co.uk](http://Thejoyofplants.co.uk).



HORTICULTURE SECTOR TRENDS 2023

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Flower Council Holland



STYLE TREND

# VINTAGE FOLKLORE

As society becomes harsher we are developing the sense that we have lost coherence and harmony. Views are diametrically opposed, and respect for one another is often hard to find. Respect for the environment and the products around us also seems to be greatly diminished. There is a need to heal.

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This trend is a reaction to that. The slogan appears to be: pay more attention to all the diversity around us. More respect for the lifespan of a product. Don't throw it away, but repair it, restore it, and patch it together with love. This results in an interior which features many different influences. It is not one clear smooth atmosphere, but rather a varied collection which expresses love and respect of the product. Yet there are clearly some guidelines to be identified, such as influences from the 1970s, as well as also influences from rural folklore, handicrafts, delicate flower patterns, as well as products that appear to be made of various parts. As if it's a sort of patchwork. The end result is personal and unique, with the idea that everything and everyone is welcome. As a result, this interior radiates cordiality and warmth.

Cheerful mixture of 1970s and folklore



COLOURS

The colours used are cheerful and varied. A varied palette of colours that do not appear to go together at first glance. We see both natural shades and vivid shades, and pastels alongside darker tones. This varied colour chart offers many possibilities for colour combinations.

-  PANTONE 7407 C
-  PANTONE 700 C
-  PANTONE 7417 C
-  PANTONE 7522 C
-  PANTONE 2227 C
-  PANTONE 7689 C
-  PANTONE 2246 C
-  PANTONE 523 C
-  PANTONE 7476 C
-  PANTONE 7740 C
-  PANTONE 7747 C
-  PANTONE 7413 C



SHAPES

The shapes are diverse. Sometimes inspired by the 1970s, and sometimes by rural folklore. Handicrafts are also important. This helps determine the shape. Sometimes the shapes are composite and randomly created by recycling existing products or using them for a different purpose.

MATERIALS

Many materials are based on the 1970s, such as jersey, bouclé, corduroy, textile, crochet and knitting, veneer, tiles and ceramics.

PATTERNS

The main sources of inspiration for the patterns are the 1970s and folklore. Despite the fact that the patterns are mixed together, the overall look is never too garish or uncomfortable. There is a constant quest for a new harmony amongst these different styles.

