

FLOWERS AND PLANTS

COLLECTING MEMORIES



USE OF FLOWERS AND PLANTS

Floral work looks delicate and poetic. In the bouquets, each individual flower receives attention. The shape of the arrangements is not artificial or preconceived, but arises from the shape of the various products. Small fragile flowers and leaves with a delicate structure are important elements.

In terms of plants, the expressiveness of the pot is important; that tells the story, but so is the quirky shape of the plant itself. Older plants that have grown into their surroundings, that have shaped themselves to their surroundings, lend a unique look to this trend.



Well-spaced arrangements so that each flower is clearly visible and has its own expressiveness



Delicate flowers and leaves with a delicate structure are important elements



Note the use of nostalgic vases such as a pitcher



USE OF COLOUR

When using the various colour combinations below, the goal is always to achieve harmony. This can be done by combining just shades of green, or by combining one of the accent colours with green. The various shades of green always play the leading role.

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, or with the aid of the QR code, and may be used with the credits Funnyhowflowersdothat.co.uk and Thejoyofplants.co.uk.



HORTICULTURE SECTOR TRENDS 2023

COLLECTING MEMORIES





STYLE TREND

COLLECTING MEMORIES

In a time when there is a lot of change, there is a need for remembering, for products that reassure. A recognisable place, a sense of coming home. A place where there is time and peace to arrange and tend to good memories.

VALUE TREND MIND THE GAP

In the interior this means that we like to surround ourselves with products that have a comforting feel. Products that radiate recognisability. It is therefore no coincidence that we often encounter products here such as a casserole dish, stovetop kettle and teapot. Products that symbolise comfort and taking a moment for yourself. Obviously the use of colour is thereby very important. Soft and darker shades of green offer comfort and security. The lilac and pink tones represent softness, memories and poetry. Flowers and plants complete this sense of comfort and memories. Bouquets look like poetry, as if each individual flower has a particular meaning and together they create a beautiful poem.



Bouquets look like poetry



As if each individual flower has a particular meaning.

SHAPES

The shapes used are nostalgic and recognisable, not too conspicuous.



MATERIALS

Familiar nostalgic materials are used here, such as ceramic, porcelain, hand-crafted wickerwork, enamel, rattan, zinc and cast iron to set the tone. There is also interest in natural textile, wood, cork and leather.

PATTERNS

The patterns are calm and inconspicuous. They sometimes reference nostalgic patterns or derive from artisan techniques such as weaving and plaiting.

COLOURS

The colours are soft and harmonious. What is notable is the large amount of greens, from pale bluish green to dark greens. These bluish green tones are combined in an eye-catching way with a more yellow olive green. This provides a new harmony within a familiar green colour palette. The shades of green are supplemented with white, lilac and pink tones.



PANTONE WHITE



PANTONE 270 C



PANTONE 7605 C



PANTONE 2430 C



PANTONE 5777 C



PANTONE 5527 C



PANTONE 2455 C



PANTONE 2462 C



PANTONE 5615 C



PANTONE 2466 C