

FLOWERS AND PLANTS

VIVA LA VIDA



USE OF FLOWERS AND PLANTS

The colours used for the flower arrangements are expressive and celebratory. Lots of differently shaped flowers are used. They may be large, overflowing bouquets, but just one striking flower is sometimes enough to appeal to the imagination, particularly if it is presented as a showpiece. This trend is also helping to give flowering house plants a fashionable image once again. Flowers and plants for the garden tend to have a tropical appearance.



SMALL BASKET POLSPOTTEN



Warm, shimmering and passionate, with an atmosphere reminiscent of southern European passion.



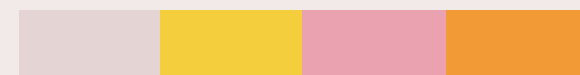
Cheerful and colourful, there is a focus on craft and handcraft. This gives both flower and plant arrangements the feeling that they are made with love.



USE OF COLOUR

The use of colour is warm, powerful and full of passion. Orange, fuchsia and red play the leading roles. Different colour combinations are possible by adding light or dark shades - see the different colour keys below.

COLOUR KEY 1



COLOUR KEY 2



COLOUR KEY 3



IMAGE MATERIAL

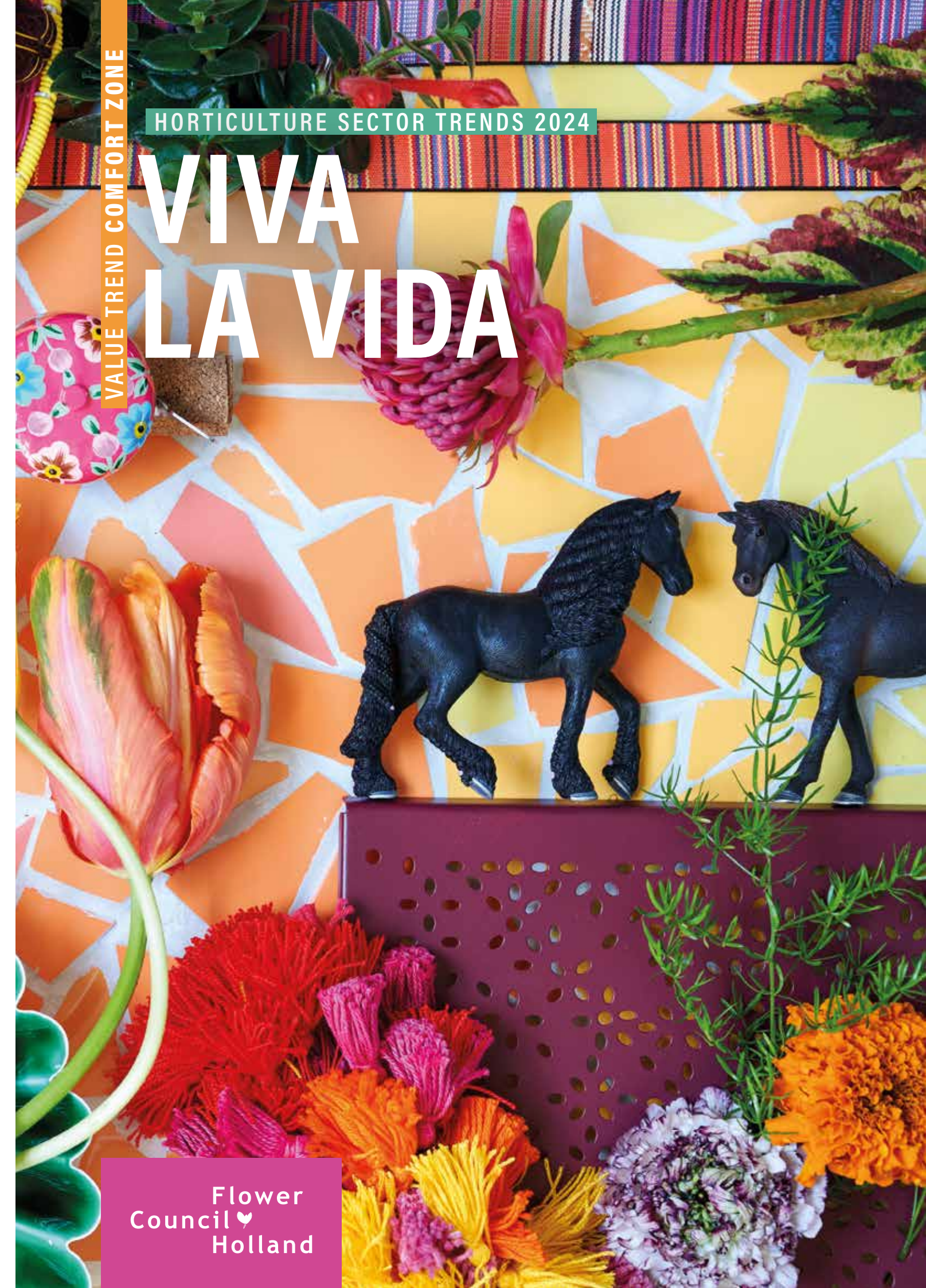
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VASES POLSPOTTEN

HORTICULTURE SECTOR TRENDS 2024

VIVA LA VIDA





VALUE TREND COMFORT ZONE

STYLE TREND VIVA LA VIDA

The abundance of crises has prompted a sizeable group of consumers to try and celebrate their lives and shut out all the misery and negativity for a while. This is exactly what this trend is about. It involves a cheerful, exuberant feeling that is bursting with passion, expressiveness and colour.

These ingredients produce a warm, summery atmosphere that is reminiscent of Southern Europe, with a touch of Central America occasionally thrown into the mix. The theme is full of decorative elements like patterns, wrought iron, mosaics, coloured tiles, tassels, frills and ruffles.



KEYWORDS
warmth, excitement, cheerful, expressive, colourful, passion, spicy and decorative



SHAPES
The shapes used are generally understated and have a contemporary appearance. However, it is the striking materials that give the objects an intensely decorative quality. Frills and tassels are also occasionally used.

MATERIALS
The materials used tend to be natural and have a decorative appearance in a variety of ways. Attention has been given to decorative tiles, mosaics, stained wicker and raffia, textiles featuring frayed edges, frills and ruffles, pigmented wood and wrought iron featuring decorative patterns.



COLOURS
A warm, exuberant palette, which consists of pink, red, Viva Magenta (Pantone colour of the year 2023), fuchsia, orange and bright yellow. These colours can be used for flowers, plants and accessories. The accent colours, which also play a significant role, can only be used for accessories and for larger elements in garden interiors. This includes black, Marsala brown and bright mint green. The abundance of pink, red and orange hues makes this trend vibrant and passionate.



The decorative creativity of flowers knows no bounds here. Everything is decorated.

PATTERNS
The patterns used are colourful and very diverse, sometimes with a classical appearance and sometimes exceedingly modern. We occasionally encounter inspirations from Spain or Mexico.



- PANTONE 7604 C
- PANTONE 494 C
- PANTONE 2347 C
- PANTONE 7636 C
- PANTONE 3527 C
- PANTONE 2011 C
- PANTONE 129 C
- PANTONE 7483 C
- PANTONE NOIR C
- PANTONE 697 C
- PANTONE 2459 C