

florists' review

JANUARY 2018 | WWW.FLORISTSREVIEW.COM



STATE
OF THE
INDUSTRY
Our annual report

PANTONE
2018 COLOR
OF THE YEAR

AMERICAN FLORAL TRENDS FORECAST 2018 - 2019

Valentine's Day

Creative designs your
customers will love!





Design by Bill Schaffer, AIFD, AAF, PFCI, and Kristine Kratt, AIFD, PFCI
Photo by Alexander Banos



Ania Norwood, AIFD, EMC
Photo by Christopher Lee Photography



Design by Michael McCarthy, AIFD
Photo by Niki Gregg Photography



the flowers

- Marigold (*Tagetes*)
- Pincushion (*Leucospermum*)
- Persian buttercup (*Ranunculus*)
- Tulip (*Tulipa*)
- Stock (*Matthiola*)
- Rose 'Gold Strike'
- Rose 'Naranga'
- Zinnia
- Cushion Gerbera (*Gerrondo, Pomponi*)
- Berzelia
- Israeli Ruscus
- Woollybush (*Adenanthos*)



FLORAL DESIGNERS



Holly Heider Chapple
Holly Heider Chapple Flowers
Lucketts, Va.



Laura Daluga, AIFD
Department of Floristry
Wayne, Mich.



Laura Dowling
Alexandria, Va.



Hitomi Gilliam, AIFD, EMC
Telefloral Education Specialist
Bowen Island, BC, Canada



Kristine Kratt, AIFD, PFCI
Bill Schaffer, AIFD, AAF, PFCI
Schaffer Designs
Philadelphia, Pa.



Mandy Majerik, AIFD, PFCI
Hot-House Design Studio
Birmingham, Ala.



Michael McCarthy, AIFD
The Blooming Idea
Spring, Texas



Ania Norwood, AIFD, EMC
Ania Norwood Design
Newport Beach, Calif.



John Regan, Ph.D.
Twisted Stem Floral Design
Crystal Lake, Ill.



Rodrigo Varito Vasquez, CFD
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West Palm Beach, Fla.



J. Keith White, AIFD
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