

# AMERICAN FLORAL TRENDS FORECAST

Written by Julia Marie Schmitt, AIFD, EMC  
Busy Bee Floral & Gifts and Pualeiaii Floral Expressions

Principal photography by Cherie Wasson  
Hidden Rock Ranch Photography

**2018-2019**







## FLORAL DESIGNERS



Holly Heider Chapple  
Holly Heider Chapple Flowers  
Lucketts, Va.



Laura Daluga, AIFD  
Department of Floristry  
Wayne, Mich.



Laura Dowling  
Alexandria, Va.



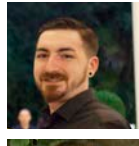
Hitomi Gilliam, AIFD, EMC  
Telefloral Education Specialist  
Bowen Island, BC, Canada



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



Lori McNorton  
Florists' Review  
Topeka, Kansas



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  
Flowers To Go  
West Palm Beach, Fla.



J. Keith White, AIFD  
AANDK Productions  
Louise, Texas

## CONTRIBUTORS

Camflor, Inc.  
831-726-1330  
[camflor.com](http://camflor.com)

Ocean View Flowers  
805-736-5608  
[oceanviewflowers.com](http://oceanviewflowers.com)

Accent Décor  
770-346-0707  
[accentdecor.com](http://accentdecor.com)

Dramm & Echter, Inc.  
760-436-0188  
[drammechter.com](http://drammechter.com)

Resendiz Brothers Protea Growers  
760-731-3305  
[resendizbrothers.com](http://resendizbrothers.com)

DESIGN MASTER color tool, inc.  
800-525-2644  
[dmcolor.com](http://dmcolor.com)

Euforia Flowers  
805-929-4683  
[euforiaflowers.com](http://euforiaflowers.com)

Scenic Place Peonies  
907-299-0301  
[scenicplacepeonies.com](http://scenicplacepeonies.com)

Lion Ribbon Company, Inc.  
800-551-LION (5466)  
[lionribbon.com](http://lionribbon.com)

Green Valley Floral, Inc.  
831-424-7691  
[greenvalleyfloral.com](http://greenvalleyfloral.com)

Sun Valley Group, The  
800-747-0396  
[tsvg.com](http://tsvg.com)

Park Hill Collection  
888-603-3334  
[parkhillcollection.com](http://parkhillcollection.com)

Smithers-Oasis North America  
800-321-8286  
[oasisfloralproducts.com](http://oasisfloralproducts.com)

## SPONSORS

We owe a tremendous thanks to our corporate sponsors whose funding brought this trends forecast to fruition.

American Grown /  
Certified American  
Grown Flowers  
[americangrownflowers.org](http://americangrownflowers.org)

DESIGN MASTER  
color tool, inc.  
800-525-2644  
[dmcolor.com](http://dmcolor.com)

Smithers-Oasis  
North America  
800-321-8286  
[oasisfloralproducts.com](http://oasisfloralproducts.com)

Lion Ribbon  
Company, Inc.  
800-551-LION (5466)  
[lionribbon.com](http://lionribbon.com)

Florists' Review  
800-367-4708  
[floristsreview.com](http://floristsreview.com)



©2017 Smithers-Oasis Company. All rights reserved. OASIS® and VERTICAL BAR DESIGN® are registered trademarks of Smithers-Oasis Company.