FLOWERS AND PLANTS

.IFE



USE OF FLOWERS AND PLANTS

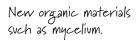
The arrangements have a sober, simple look, which imparts their specialness. Soft shades lend arrangements an air of calm, and plants have colourful foliage in soft colours.





A striking yet natural organic form.









Casual combinations of fresh and dried

materials.

Colours from the colour chart can be used in various ways. See three examples below.

COLOUR KEY 1 | A calm colour combination of white, soft natural and green.

COLOUR KEY 2 | A colour combination of different pastel shades. This results in a soft yet lively juxtaposition.

COLOUR KEY 3 | A warm colour combination of pastel shades with the green shades from the colour card for a natural look.

Bouquets sometimes feel as though they have barely been shaped.



IMAGE MATERIAL

The trend images can be downloaded for free at www.flowercouncil.co.uk or via the QR code and may be used with credit given to Funny and/or Thejoyofplants.co.uk. used with credit given to Funnyhowflowersdothat.co.uk





STYLE TREND

SLOW LIFE

Uncertain times can invoke feelings of instability, creating a need to make the world feel smaller and clearer. Tranquillity and nature play an important role here, especially in home environments. There's a focus on craftsmanship, which we see reflected in the use of quiet, soothing products made of natural materials in interior design. The handmade character of some products bring a sense of care and affection to homes. The warm, natural colours of the rooms are complemented by pastel shades of flowers and plants. The use of natural materials gives these interiors a sustainable-feeling character, in a practical application of sustainability.



Calmness, simplicity, harmony, natural, sober, essential, conscious, sustainable, authentic, comforting.



Degrades into a natural colour, giving a soothing look.

characters, ensuring they fit into this trend well.

COLOURS

The colour palette has two parts: neutral browns with light greys are the shades used for calming interiors and a row of soft pastel shades is mainly for flowers and plants.

PANTONE **2430 C**

PANTONE 482 C

PANTONE **484 C**

PANTONE **3547 C**

PANTONE 4282 C

PANTONE WHITE

PANTONE 4001 C

PANTONE **3544 C**

PANTONE 5175 C

PANTONE **5295 C**

PANTONE **2155 C**

PANTONE 7493 C

PANTONE 2458 C



The shapes used are simple, sober and recognisable. We also see occasional use of organic shapes.

MATERIALS

Materials are mostly natural and, if possible, environmentally friendly and sustainable.

PATTERNS

Patterns are subtle, simple and soothing, such as fine stripes and checks, organic reliefs and natural prints of flowers, leaves and branches.