

FLOWERS AND PLANTS

UNIQUE UTOPIA



USE OF FLOWERS AND PLANTS

The flower arrangements native to this trend have a powerfully exotic look thanks to the choice of products and combinations of colours and fruits used. We're seeing imaginative, unexpected combinations of different flowers, such as peonies with protea or an orchid with a decorative parakeet tulip. Houseplants with an exotic look and feel, both large and small and green and flowering, are used widely.



Exotic and native plants in casual combinations.



The power of the flowers is enhanced by magnified fantasy flowers in the background.

USE OF COLOUR

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

COLOUR KEY 1 | A warm, powerful colour combination combining dark and bright shades.



COLOUR KEY 2 | A natural but exciting colour combination where two light shades are added to light brown and green.



COLOUR KEY 3 | A colourful combination with a dark accent, important for a tropical look.



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 Funnyhowflowersdothat.co.uk and/or Thejoyofplants.co.uk.

Flora and fauna are in the leading role



HORTICULTURE SECTOR
TRENDS 2025

UNIQUE UTOPIA





VALUE TREND SMOOTH RADICALS

STYLE TREND UNIQUE UTOPIA

Today's challenges can be stifling for some consumers. They seek escape by attempting to widen boundaries to increase breathing space, such as breaking down existing conventions. Taking this attitude into homes allows space to be more imaginative, luxurious, bigger, colourful and impressive. This creates a fantasy-type world with a tropical look, where flora and fauna play the leading role. Deep, warm and almost-too-much colour combinations bring this trend to life. Living flowers and plants are interspersed with decorative enlarged flower and leaf shapes. Butterflies and birds serve as important sources of inspiration. Everything is just a little bigger and more imaginative than in reality. Bouquets are full and colourful and houseplants are large, impressive and exude exoticism.

CORE VALUES

Luxurious, tropical, shimmering, exciting, magnified, colourful, warm, decorative



FORMS

The shapes used are organic, highly decorative and often enlarged. Leaf and flower shapes are used for pots and vases. There is a focus on butterflies of all kinds.

MATERIALS

The materials are primarily natural, such as wood, paper and cardboard, but there are also luxury materials such as coloured glass, glazed ceramics, voile and velvet.



Powerful, contrasting colours of pink/red with deep green.



COLOURS

A range of warm, deep colours interspersed with bright colours and two neutral shades of brown.



Accessories in the shapes of flowers and leaves.

