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## Outlook 2015: Back to the future — again

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As we turn the page from 2014 into 2015, the industry will leave a few trends and carry forward some others. In 2015 we'll see a continued movement away from bright and flashy colors toward more subdued and muted tones.

The color scheme for the spring of 2015, as reported in Pantone's *Fashion Color Report*, will trend towards more muted colors. Pantone states, "This season there is a move toward the cooler and softer side of the color spectrum. An eclectic, ethereal mix of understated brights, pale pastels and nature-like neutrals take center stage as designers draw from daydreams of simpler times. Remembrances of retro delights, folkloric and floral art, and the magical worlds of tropical landscapes restore a sense of well-being as we head into warmer months."

This trend will carry over to fresh products and affect the hard goods side of the business. Silk and permanent botanicals, as well as containers and paints, will see heightened demand for colors that fit this profile.

On the container side of the business, the second half of 2014 saw a surge in the use of mason jars for floral arrangements. This trend looks to continue to pick up speed heading into 2015, with a number of different style shapes and sizes being employed for creative pieces. Many designers leave the rim of the lid on the container, pop off the center of the lid and affix that to a cardholder that is then placed in the arrangement.

Hobnail vases follow along that path as well. All sizes and colors look to remain popular as consumers are still exhibiting a predisposition towards products that bring them back to yester year.

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On the glitzier side, mercury glass continues to soar in popularity and will become a mainstay in design elements through 2015. Silver mercury cubes and cylinders in all sizes, as well as votive candles and unique shapes are at the forefront of demand, while the same mercury look in gold is beginning to take hold.

Arrangement accessories continue to gravitate toward a natural look, with dried elements and those back-to-nature items leading the way.

Burlap in all forms will continue to be in high demand, building on a trend that started late in 2013.

Birch containers, strips and branches will also remain a category highly sought after by decorators and designers.

It looks like 2015 will continue to follow the “Back to the Future” theme that has permeated the supply side of our industry for the past few years.

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