Creating Memories that Last Forever

International Floral Distributor’s (IFD) will release Flower Trends Forecast 2017 on October 1, 2016 at [www.FlowerTrendsForecast.com](http://www.FlowerTrendsForecast.com). The forecast reveals emerging consumer preferences for flowers and floral décor. Flowers have an immediate impact on happiness. In a Rutgers University study, participants expressed "true" or "excited" smiles upon receiving flowers, demonstrating extraordinary delight and gratitude. This reaction was universal, occurring in all age groups. For centuries flowers have been used to help celebrate life’s biggest occasions. Floral artists and designers use the wide array of cut flowers available to match today’s fashion and lifestyle trends.

International Floral Distributor’s (IFD) Trend Forecaster, Michael J. Skaff, AIFD, PFCI, AAF has scoured the floral, fashion, and home décor industries to find the top styles trending in today’s market. According to Skaff, this process often begins a full two years before the trends are actually released and is greatly impacted by what he notices in various trade shows, retail stores, and publications as well as during meetings for prestigious design groups. Flower Trends Forecast 2017 will reveal new consumer trends in flower colors and floral stylings.

Skaff noted how the current global social, political, and economic unrest has been affecting fashion and home décor trends. Throw in the fact that the United States is in the middle of a presidential election, Skaff believes consumers are going to notice a dulling of colors. These new complex colors reflect the current anxiety and unrest many individuals are feeling about their own government as well as the state of the world.

The current political upheavals and severe unrest amongst many demographics across the globe have also caused consumers to want more peace and acceptance of what is different. This desire is strongly led by Millennials—a generation who has strongly longed for an increased sense of inclusivity within each country and across the world. This generation also increasingly prefers communicate via images rather than verbal or textual communication.

Because of this, Millennials look for the story behind the idea—something that will hook them emotionally into what is being said. Without this story, many consumers do not feel as if they are a crucial part of the process. Instead, they feel as if they are simply the target of a general marketing scheme.

As Millennials continue to be at the forefront of the consumer demographic, they will continue to steer the ways in which trends evolve, but flowers themselves continue to be the popular and preferred choice for celebrating life’s special occasions. Flowers and floral decorations at weddings and life’s special occasions continue to help create memories that last forever. To help celebrate the impact of flowers on our happiness, International Floral Distributors have created the video *Flowers Create Memories that Last Forever,* see the video at <http://www.flowertrendsforecast.com/flowers-create-memories-that-last-forever> .

About International Floral Distributors, Inc.   
Flower Trends Forecast is published by International Floral Distributors, Inc (IFD). IFD is a consortium of floral distributors with nearly 60 locations across the United States providing quality fresh flowers and florist supplies to florists and event floral specialists. IFD is owned by 19 floral distributors who are dedicated to serving the unique needs of companies that specialize in floral products. For more information about IFD visit [www.ifd-inc.org](http://www.ifd-inc.org).

Additional information on the emotional impact of flowers study by Jeannette Haviland-Jones, Ph.D., of Rutgers, The State University of New Jersey, can be found at <http://aboutflowers.com/health-benefits-a-research/emotional-impact-of-flowers-study.html> .

Media Contact: Jeff Lanman, 765.973.9600, www.ifd-inc.org