

TRENDSYNTHESIS™

DEVELOPED BY
FLOWER EXPERT

J Schwanke

Translate Trend & Color
with Flowers to Create
Memorable Events!

PALETTES FOR

- FLOWERS
- FOLIAGE
- COLORS
- RIBBON

4 CURRENT TRENDS INCLUDING

Download your copy at:
www.ubloom.com/trends2018

#betterwithflowers

Rainforest

Social - FREE trend video premieres on uBloom.com - 1/1/18!

Graphite 560

Wisteria 557

Chartreuse 534

Coral 777

Lemon 132

Champagne Gold 242

Platinum 232



Social



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www.uBloom.com



More Ideas at: pinterest.com/jschwanke/social/

FOCUS ON FOLIAGE

Lightly fragrant and variegated, Pittisporum like this stirs, the senses.



As the next generations move to the forefront, we learn that **Social** is not just about their devices. Life is about special personal connections and shared experiences. Why not include flowers? There's no better in-person, ice-breaker for those raised on-screen. All that being said, devices and media platforms shouldn't be overlooked or discounted - it's nice to share - pics *and* blooms!



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IDEAS FOR TODAY!

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Rainforest

Carnation Red
716

Basil
676

Olive Bright
790

Beach
559

Mist
555

Pacific Blue
690

Mossy
868



Rainforest - FREE trend video premieres on uBloom.com - 2/26/18!



More Ideas at: pinterest.com/jschwanke/rainforest/

FOCUS ON FOLIAGE

Big, bold, and beautiful Monstera leaves are attention-getting.



Foliage continues to fascinate and remains in the spotlight with the continued presence of foliage-only bouquets. The resurgence of tiki culture and all things tropical is reflected. The trend **Rainforest** incorporates the ongoing interest in foliage and expands with flora that looks exotic. Water is also an undercurrent, as is the continued interest in planetary well-being, and conservation of resources.



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IDEAS FOR TODAY!

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Victory Garden

Sunflower
533

Tangerine
776

Radish
551

Violet
715

Blush
781

Sprout
554

October Brown
718



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Victory Garden - FREE
video premieres on
uBloom.com - 3/12/18!

 More Ideas at: pinterest.com/jschwanke/victory-garden/

FOCUS ON FOLIAGE

Magnolia leaves provide beautiful, contrasting texture to any décor.



Gardening is a favorite activity of many and continues to gain in popularity - the new twist being growing cut flowers not only as a hobby but as a business with new flower farmers selling their blooms locally and even regionally. The desire to know where one's food is grown now spills over to flowers, too. The benefits of growing food and flowers in proximity are recognized and emulated in our **Victory Garden**.



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IDEAS FOR TODAY!

CRAFTED

Light Ochre
533

Almond
794

Sepia
538


Fresh Green
133

überFrost
569

Grey Flannel
798

Cranberry
713

Crafted - FREE trend video premieres on uBloom.com - 4/30/18!

 More Ideas at: pinterest.com/jschwanke/crafted/

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FOCUS ON FOLIAGE

Hold the stars in your hand with Milky Way - you are the universe!



Personal experiences are the driving motivation of the next generation and that mindset is reflected in **Crafted**. They may be creating a memory with family on a special night (with flowers for the party), learning how to embroider from an aunt, or gathering with friends to give it a go brewing beer at home - experiential is the goal! Appeal to this mindset - focus on quality, enjoyment, even DIY advice.



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IDEAS FOR TODAY!

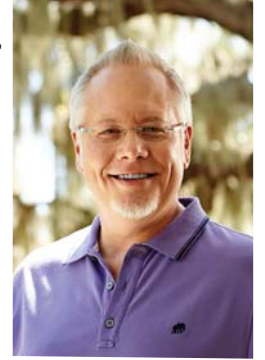




J's FOLIAGE OF THE YEAR 2018! MONSTERA LEAF

This tropical leaf has become THE iconic foliage for 2018 - we've seen it sprouting up in ribbon, upholstery, wall coverings, home decor, and more! Monstera is being seen everywhere - not only in fresh foliage, but also permanent botanicals, and even in unexpected colors! 2018 will be a Monster of a year for Monstera!

Visit www.ferntrust.com for a complete list and selection of 120+ foliages, as well as ready-made foliage bouquets.



A MAJESTIC YEAR FOR COLOR!

Pantone's color of the year 2018 is Ultra Violet and Design Master is on-trend with the überMatte color Wisteria. Plum TintIT® helps you gently shift any color in the Ultra Violet direction. Lavender and Violet Color Tool- provide a rich, enchanting compliment to the color of 2018.

The Passion of Purple - comes to life in 2018 - and it may even allow us to update interiors and events like Royalty!

Color helps us translate trends and aids in the selection of flowers that will compliment them. The uBloom Trend Synthesis Colors are selected from Design Master's Color Tools - using Color as a Trend Tool is important - **accessible color palettes** are even more valuable. Request any of J's Curated Trend Colors from your local Design Master Color Tool specialist. More information is available at www.dmcolor.com.



FLOWERS AND TREND

The uBloom Trend Synthesis™ focuses on Flowers and Foliage and their unique ability to translate both Trends and "Feelings" - for any theme, event, or everyday use. J's Flower and Foliage choices display a selection that help visualize how each trend applies and inspires creativity.

Your local flower seller will be able to offer additional information regarding available colors, seasonality and substitutions. Many flowers come in a wide variety of colors, styles and variations - create a relationship with your flower seller and work together to "curate" personal and unique, color and texture focused palette for your trend translations!

Ocean View Flowers website, www.oceanviewflowers.com, has information about flowers, varieties and availability.



REMEMBER THE RIBBON

Request J's curated Trend Collections by name - only from www.ReliantRibbon.com



SOCIAL



RAINFOREST



VICTORY GARDEN



CRAFTED



IDEAS FOR TODAY!

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UBLOOM TREND SYNTHESIS 2018 DIGITAL EDITION

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