

FLOWERS AND PLANTS

SLOW LIFE



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.



Casual combinations of fresh and dried materials.



USE OF COLOUR

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.



A striking, yet natural organic form.



New organic materials such as mycelium.



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

HORTICULTURE SECTOR
TRENDS 2025

SLOW LIFE





VALUE TREND LIFECRAFTING

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.



CORE VALUES

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



FORMS

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.

Degrades into a natural colour, giving a soothing look.



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.

Plants with fine or small leaves have modest characters, ensuring they fit into this trend well.



PANTONE 482 C
PANTONE 2430 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