

## PINK: IT'S THE LATEST OBSESSION

➤ Rami Malek and Olivia Colman may have won the top acting accolades at the 91st annual Academy Awards, but the star of the evening — on the red carpet at least — was a certain rosy hue. Dozens of A-list actresses, including Gemma Chan, Helen Mirren, Angela Bassett, Sarah Paulson and Linda Cardellini, turned heads in frocks that flaunted the coquettish color's myriad tones from cotton candy to bubblegum to salmon to fuchsia.

This year's Oscar fashion statement mirrors a growing trend in bridal wear. After Mandy Moore tied the knot in November wearing a blush Rodarte tulle gown, InStyle magazine interviewed Lanie List, founder of Lovely Bride, an Atlanta-based boutique, who said about 10 percent of her clientele made similar sartorial choices. Why? With such a wide range of warm and cool tones, pink is almost universally flattering. (It also doesn't hurt that it's psychologically associated with romance.) With Pantone's pick of "Living Coral" as the 2019 Color of the Year, she expects pink's popularity to soar even higher.

In March, the design team at Rockcastle Florist in Rochester and Canandaigua, New York,

debuted a series of arrangements that incorporated pink. "We're branching out and looking to sources like fashion, HGTV, great artists and local destinations for inspiration," said co-owner Wendy Rockcastle. One of the shop's latest bestsellers, "Rebel Heart," features baby pink gerberas and hydrangeas, watermelon pink roses and hot pink ranunculus; it's become a favorite with young adults. "My millennial daughter, a graphic stylist for the shop, tells me her generation doesn't regard pink as feminine," she said. "Rather, they embrace the many shades it has to offer and how it pairs with other colors." Some of their preferred combinations: blush and burgundy, hot pink and lime green, pale pink and coral.

The floral world abounds with pink opportunities. Here are just a few to try this year. 🌸

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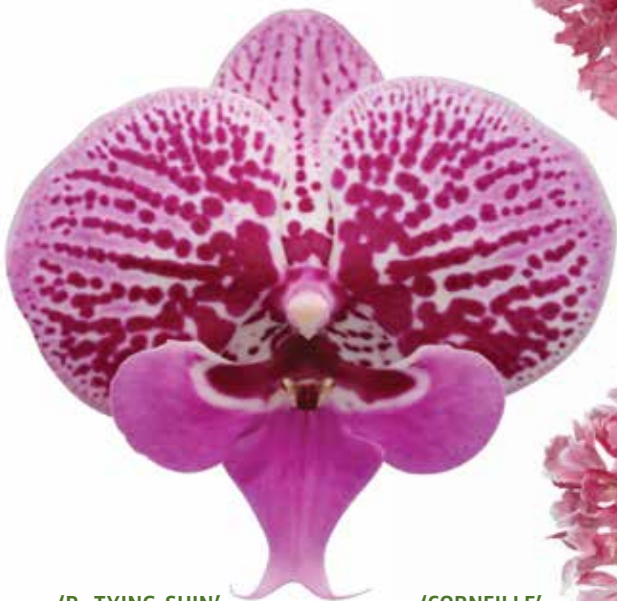
**'LARISSA'**  
**GERRONDO GERBERA**  
Green Valley Floral



**'CHAMPAGNE PINK'**  
**CHRYSANTHEMUM**  
Dümmen Orange



**'P. TYING SHIN'**  
**PHALAENOPSIS ORCHID**  
Dümmen Orange



**'CORNEILLE'**  
**SCABIOSA**  
Hilverda Kooij





**'AVIANCE' GERBERA**  
Green Valley Floral



**'BENSON' ORIENTAL LILY**  
Sun Valley Farms



**'SHIRLEY TEMPLE' PEONY**  
DVFlora



**PINK KALANCHOE**  
Sun Valley Farms



**'AUXIERE' FANCY TULIP**  
Sun Valley Farms



**'MARIACHI PINK' LISIANTHUS**  
Esprit Miami



**'AMBITION' SPRAY CARNATION**  
Dümmen Orange



**'PINK EUROPA' ASTILBE**  
DVFlora



**'PINK IRISCHKA' SPRAY ROSES**  
Royal Flowers



**'PARLE MOI' GARDEN ROSE**  
Green Valley Floral



**'PINK RIVER' DELPHINIUM**  
Valleflor