

PROFILES IN COLOR: TURN TRENDS INTO SALES



Introductions and Overview

- 1. The FreshPath Story
- 2. Why Consumer Profiles
- 3. The Connection to Design, Color, and Floral Application
- 4. Bridge of Now & Next
- 5. Key Takeaways
- 6. Beyond the Presentation

Which Profile Palette Resonates with you most?

As we walk through today's consumer profiles, we invite you to think about your own preferences:

Keep your answer in mind—we'll revisit this at the end.



Understanding Consumer Profiles & Their Importance

WHAT IS A CONSUMER PROFILE?

- Groups of customers with similar values, motivations, and behaviors.
- They help businesses better understand their audience to create thoughtful products and marketing.

CORE INSIGHT:

Consumers are evolving, and retailers who evolve with them - beyond occasion based thinking, will be positioned for lasting success.

Color Alignment with Consumer Profiles

- Consumer profiles reveal values, motivations, and behaviors that inform design choices
- This overlap guided our decisions in color, style, floral selections, and typography
- Pairing colors with profiles helps translate abstract trends into practical floral concepts
- As a result, we tell a cohesive story through design elements that reflect the consumer's mindset
- This approach moves beyond traditional occasion-based design, embracing evolving lifestyles and deeper emotional connections

Consumer-Driven Color Strategy Backed by Research

Our conclusions are based on research gathered from a wide range of data including insights from WGSN (trend forecasting company) and the leading "Color of the Year" selections from various color authorities.

Based on this analysis, we have identified colors that align with each of the consumer profiles.

CONSUMER PROFILES SHAPING FLORAL PREFERENCES

- 1. New Nihilists: These consumers value individuality and authenticity, rejecting societal norms while embracing creative self-expression.
- 2. <u>Reductionists:</u> Focused on sustainability and minimalism, they favor simple, ethically sourced designs.
- 3. <u>Timekeepers:</u> Driven by meaningful experiences, they prefer florals that evoke nostalgia and create lasting memories.
- 4. <u>Pioneers:</u> Forward-thinking and tech-savvy, they thrive in the blend of physical and digital spaces.

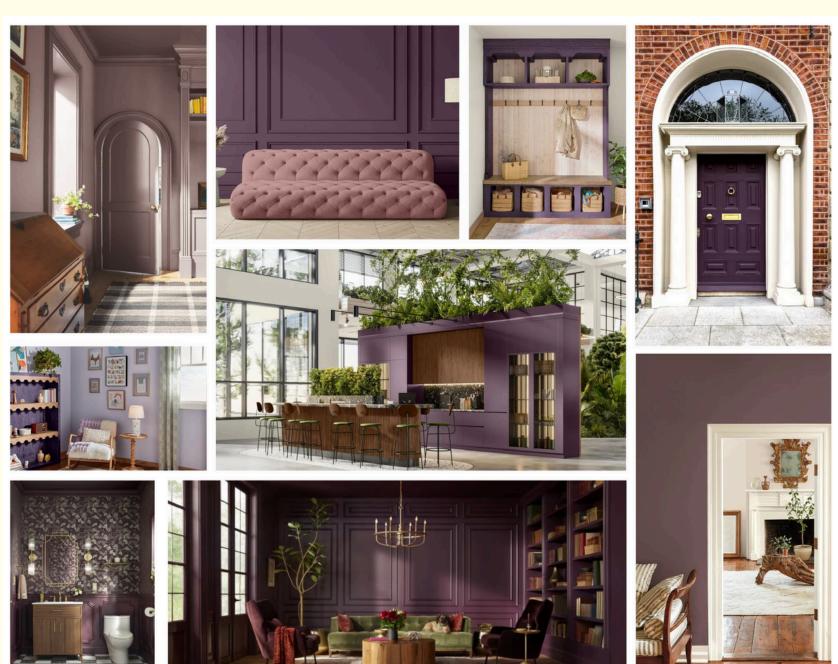
In 2025, we will see seismic shifts across our industries, our communities and our planet. We'll travel to new physical and digital cities but won't forget the power of local. We'll focus on regenerative finance and business ecosystems, while understanding that growth isn't a bad word. The Great Restructure is among us.

WGSN-Worth Global Style Network

THE NEW NIHILISTS | PURPLE REBELLION

- Purple symbolizes self-expression, discovery, and innovation
- Aligns with New Nihilist values: authenticity, honesty, and individuality
- Modern alternative to traditional hues—bold, energetic, and impactful





2025 Color of the Year picks reflect this trend:

- BENJAMIN MOORE: CINNAMON SLATE
- GLIDDEN: PURPLE BASIL
- MINWAX: VIOLET

Reinforces purple's rise in design, consumer preference, and color forecasting















DESIGNSTYLE: NEW WAVE

A specific style of avant-garde, freeform design, requiring the manipulation and/or abstraction and coloring of materials to create a nonrealistic presentation.

ABSTRACT - AVANT GARDE

Why It Fits:

- Prioritizes artistic expression over symmetry or tradition
- Rule-breaking, ideal for those defining success on their own terms

Characteristics:

- Free-flowing, asymmetrical, and non-traditional forms.
- A mix of natural and manipulated floral elements

- Off-balance & Sculptural Statement vases
 - Containers that visually challenge symmetry and structure.

















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FREESTYLE - FREEFORM

Why It Fits:

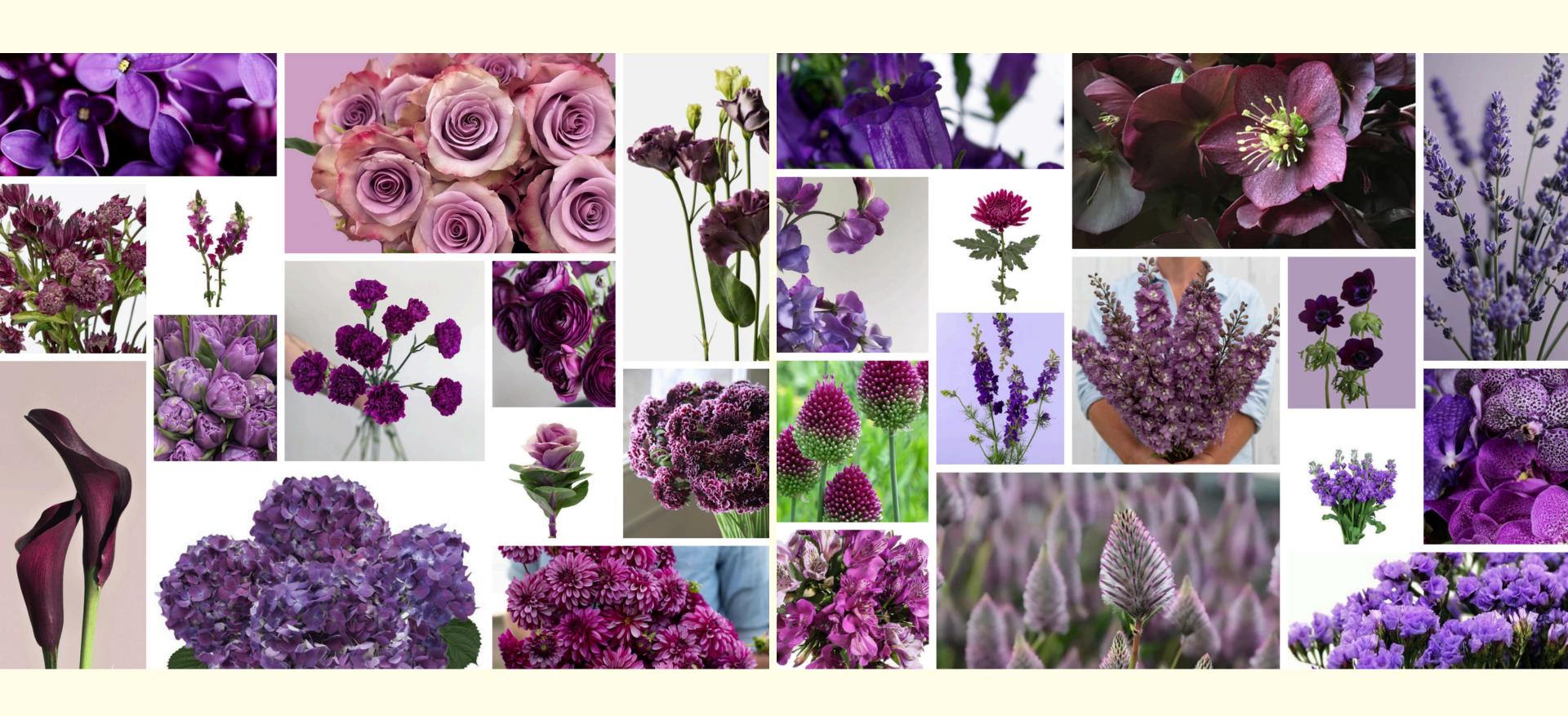
- Embraces creative freedom and instinct, letting florists design without rules.
- Appeals to those who value spontaneity, authenticity, and expressive, imperfect beauty.

Characteristics:

- Unpredictable compositions, often with a sense of movement.
- Unusual floral choices, mixing delicate and bold elements.

- Repurposed objects Unconventional items
- Free-standing structures, Unconventional framework

FLORAL VARIETIES



ACTIVATION

Encourage Self-Expression and Innovation in Floral Design:

- Offer custom or unexpected floral combinations
- Empower creativity through personalized design options

Meaningful Gatherings:

 Organize workshops and events that allow consumers to engage with flowers in a hands-on, meaningful way

Highlight Community Driven Farms - Promote Sustainability and Local Sourcing:

- Feature local farm partnerships
- Emphasize authenticity and support of local economies

PROFILE AT A GLANCE Designing for the New Nihilist

Core Values: Authenticity • Individuality • Creative freedom

Design Direction: Bold, expressive, unconventional

Floral Preferences: Unexpected color combos, layered textures, rebellious shapes

Opportunity: Connect through unapologetic storytelling and personalized design moments

THE REDUCTIONISTS | ROOTED BALANCE

- Aligns with the Reductionist profile values sustainability, ethical practices, and thoughtful consumption
- Promotes balance, tranquility, and a welcoming atmosphere
- Appeals to consumers seeking comfort, connection, and simplicity





The trend is further reinforced by notable 2025 color selections:

• PANTONE: MOCHA MOUSSE

• DUNN EDWARDS: CARAMELIZED

• LITTLE GREENE: MOCHI

• GRAHAM & BROWN: ELDERTON

Advances the appeal of earthy, grounded tones.















DESIGNSTYLE: MINIMALIST

The use of few materials. Any style or method that is spare or simple.

IKEBANA

Why It Fits:

• Reflects a desire for meaningful connection and intention

Characteristics:

 Asymmetry, harmony, and the mindful placement of each element are central to this style.

- Shallow Ceramic Bowls
- Asymmetrical or Organic Shaped Vessels









DESIGNSTYLE: MINIMALIST













The use of few materials. Any style or method that is spare or simple.

DRY & EVERLASTING FLORAL DESIGN PERMANENT & PRESERVED BOTANICALS

Why It Fits:

- Prioritizes longevity and sustainability
- Supports a mindful lifestyle

Characteristics:

- Features preserved, dried, or long-lasting botanicals
- Minimizes waste

- Terracotta or Clay Pots
- Matte Ceramic Vases
- Wooden or Stone Vessels

FLORAL VARIETIES



ACTIVATION

Enhance Brand Awareness through Storytelling:

- Highlight your brand's sustainability, practices, and the emotional value of flowers
- Connect through authentic storytelling that reflects shared values

Promote Minimalist Design Aesthetics:

- Incorporate minimalist design principles
- "Less is More" philosophy

Offer Long-Lasting Floral Arrangements:

- Incorporate preserved, dried, or foliage-forward florals
- Emphasize longevity

PROFILE AT A GLANCE

Designing for the Reductionist

Core Values: Simplicity • Sustainability • Purpose

Design Direction: Clean, minimal, intentional

Floral Preferences: Neutral palettes, mono-floral bunches, ethically sourced materials

Opportunity: Offer honest, refined designs with eco-minded appeal

THE TIMEKEEPERS | TIMELESS RED

This Color Palette is Inspired by the Timekeepers Profile

 Value quality over quantity - Prioritizes memories, not material things

Red: A Bold, Emotional Classic

- Symbolizes self-expression and renewed confidence
- Balances boldness with timeless appeal
- Evokes warmth, nostalgia, and familiarity in the home





This trend is further supported by notable color selections for 2025:

BEHR: RUMORSC2 PAINT: RAKU

Highlight the appeal and versatility in modern aesthetics.











DESIGN STYLE: EUROPEAN &/OR ROMANTIC

A broad classification of designs which distinguish contemporary European style. The basic design classifications include decorativ, parallel, vegetative, formalinear, and graphic.

The Romantic Period of floral design, also known as the Victorian Period, was a time when flowers were used to express beauty and opulence.

BIEDERMEIER

Why It Fits:

 Values timeless beauty, nostalgia, and tradition.

Characteristics:

• Circular and structurally arranged blooms

- Ornate footed urns
- Cut crystal or vintage glass vases













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CASCADE/WATERFALL DESIGN

Why It Fits:

- Classic and elegant never trendy or fleeting
- Reflects European and Romantic traditions
- Aligns with the Timekeepers' love for timeless, enduring design

Characteristics:

- Symmetrical or softly asymmetrical
- Rich textures, trailing greens, and heirloom-style vases

- Aged brass or antique silver vases
- Weathered ceramic or stone vessels
- Classic urns

FLORAL VARIETIES



ACTIVATION

Seasonal Floral Celebrations:

Host seasonal events that celebrate the changing blooms and their significance

Floral Journaling:

- Offer kits that include a journal and floral-themed prompts
- Encourage reflection on flowers and nature

Floral Retreats:

- Offer workshops on floral design and relaxation
- Focus on slow living and memory making

PROFILE AT A GLANCE Designing for the Timekeeper

Core Values: Nostalgia • Meaning • Emotional connection

Design Direction: Timeless, romantic, cozy

Floral Preferences: Soft tones, heirloom-inspired blooms, thoughtful pairings

Opportunity: Design for emotion — tap into memories, milestones, and rituals

THE PIONEERS | BLUEPRINT

Blue complements this group's desire for:

- Drawn to new ideas and smart designs
- Connecting physical and virtual worlds thriving in both
- Entrepreneurial and risk-taking
- Always seeking inspiration

















This trend is further validated by key color selections for 2025:

• VALSPAR: ENCORE

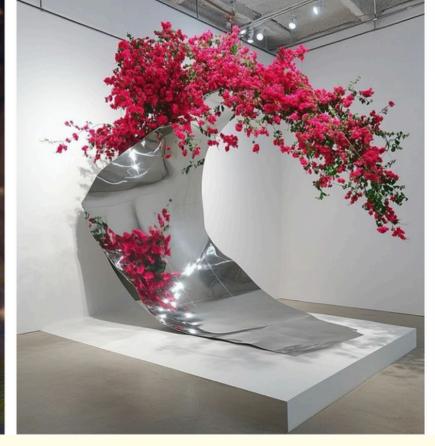
• DUTCH BOY: MAPPED BLUE

HGTV HOME'S QUIETUDE

All reinforcing the enduring prominence of blue in contemporary design.











DESIGN STYLE: MODERN/CONTEMPORARY

A generic term for any composition created in a style that is modern and up-to-date, or which has been designed according to current trends.

HIGH-TECH FLORAL DESIGN

Why It Fits:

- Appeals to the Pioneer's love for technology and innovation
- Features high-tech elements like LED lighting, wire forms, and 3D-printed accents
- Embraces connectivity and modern design tools

Characteristics:

 Use of modern mechanics, transparent materials, and interactive or kinetic elements that bring a sense of innovation.

- Tubes
- Metallic Vases
- Floating Vases











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FUTURISTIC FLORAL DESIGN

Why It Fits:

- Reflects the Pioneer's innovative, boundarypushing mindset
- Breaks from tradition with abstract forms and unexpected materials
- Challenges conventional floral aesthetics

Characteristics:

 Metallic elements, bold color blocking, geometric structures, and gravity-defying compositions.

- Wire-Formed Containers
- Iridescent/Mirror Vessels
- Floating Vases (Orbs)

FLORAL VARIETIES



ACTIVATION

Technology Integration:

- Provide subscription services
- Launch digital marketing campaigns that enhance social media engagement and online presence

Influencer Collaborations:

- Partner with influencers who align with your values
- Collaborate on digital content that showcases the beauty of your work

Virtual Floral Experiences:

- Host online classes for convenient, at-home learning
- Use tools like Adobe/Canva to create virtual experiences for your customer
 - Create Mockups of Design previews, Color palette, Event renderings

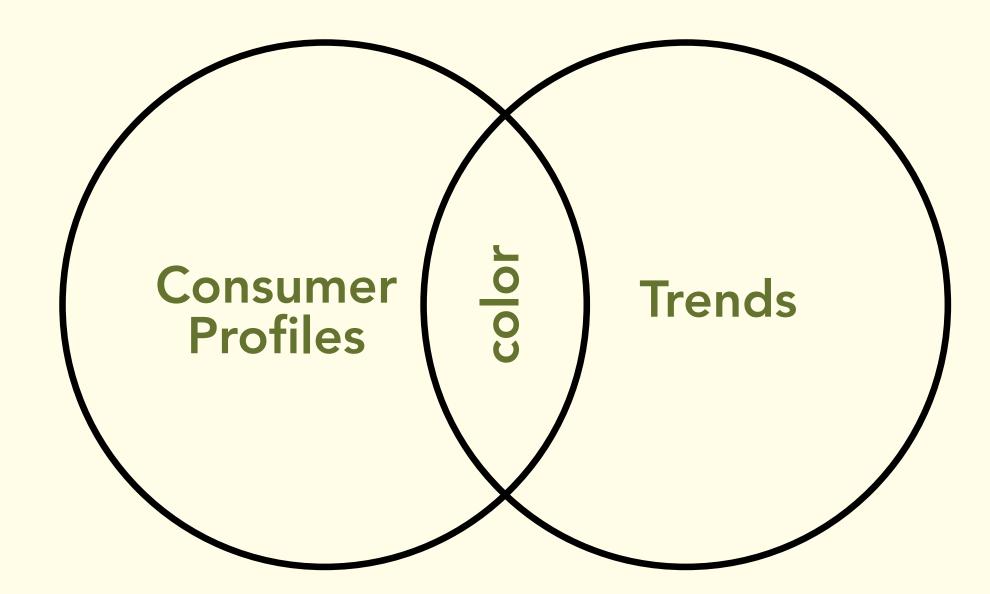
PROFILE AT A GLANCE Designing for the Pioneer

Core Values: Innovation • Curiosity • Progress

Design Direction: Sleek, smart, forward-looking

Floral Preferences: Unexpected structures, bold hues, modern hybrids

Opportunity: Blend tech and nature, spark intrigue, and celebrate the new



Profiles Live in the Present, Point to the Future

Our profiles live in the present but tie into future movement — offering early insight into what's emerging for 2026. Trends aren't fixed or static; they're evolving threads that weave through seasons, shaping and reshaping how we design and connect.

- Color sits at the center—translating emotional needs and cultural shifts into meaningful design direction.
- Together, profiles and trends help us design with both relevance and foresight.
- This synergy ensures we're not just responding to the moment, but thoughtfully shaping what's next.

KEY TAKEAWAYS

Evolving Consumer Preferences

- Shoppers are moving beyond tradition
- Seeking products that reflect their values, lifestyles, and identities
- Prioritize emotional connection, personalization, and ethical alignment

Design + Color Work Together

- Color is more than visual—it's emotional, psychological, and strategic
- When combined with thoughtful design, it becomes a storytelling tool
- Reinforces your brand message, mood, and meaning

Let Profiles Guide the Process

- Each consumer profile inspires unique products and storytelling
- Use profiles to shape your: Design, Merchandising, & Branding
- Let the profile guide tone, style, and activation

DID YOUR PROFILE CHANGE?

Now that you've seen all four profiles—did your answer stay the same, or shift?.

There's no one right answer, just new ways to see, design, and connect. Let your profile guide the next season of creativity, storytelling, and strategy.



THE COSTS

REDUCTIONISTS





THE SOCOUP PIONEERS



BEYOND THE PRESENTATION



Your Consumer Profile Trend Guide & Toolkit

Design with Purpose. Sell with Insight.

We want you to leave here inspired. But we know you also need tools to take this back to your shop and do it.

That's where our FreshTakes Guide comes in.

This isn't just a trend forecast—it's your complete toolkit. Color codes. Flower recipes. Vases. Downloadable Social Media Assets. Captions. Al Prompts. Marketing Tips. Downloadable training tools for your staff.

It's our whole system, ready for you.

TOOLKIT EXAMPLE:

FROM OUR PROMPT: I am a retail florist creating a moody, avant-garde arrangement for my New Nihilists customer profile. I want a detailed floral recipe with stem counts and wholesale cost estimates that will allow me sell it for \$75 with a 50% margin. Include suggestions for purple flowers with dramatic, sculptural style.

ChatGPT 4o V

Here's a detailed floral recipe for your moody, avant-garde New Nihilist arrangement, with a \$75 retail price and 50% margin, meaning your target wholesale cost is \$37.50 (including labor).

↑ Share ···

Given that, I've allocated:

- 70% (\$26.25) for floral product
- 30% (\$11.25) for labor/design

New Nihilist Floral Recipe

Mood: Dark, sculptural, high-contrast

Palette: Deep purples, blacks, smokey tones, metallic accents

Design Style: Negative space, asymmetric, architectural form

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Flower Recipe & Stem Co	unts		
Flower/Element	Stem Count	Wholesale \$/Stem	Subtotal
Black Calla Lilies	3	\$1.80	\$5.40
Purple Scabiosa	5	\$0.90	\$4.50
Cappuccino Carnations	4	\$0.80	\$3.20
Purple Ornamental Kale	1	\$2.50	\$2.50
Smokebush (Cotinus)	2	\$1.75	\$3.50
Black-Baccara Garden Roses	2	\$3.00	\$6.00
Dried Nigella Pods (black)	3	\$0.75	\$2.25
Steel Grass or Bear Grass	3 loops	\$0.70	\$2.10
TOTAL FLOWER COST	_	_	\$29.45
	\downarrow		

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Item	Cost	
Container (matte black or concrete-look)	\$3.50	
Floral Mechanics (foam or pillow, tape)	\$1.25	
Design Labor (30%)	\$11.25	
TOTAL COST		



Design with Purpose.
Sell with Insight.



Thank You

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