

by Megan Sullivan

Body of Work

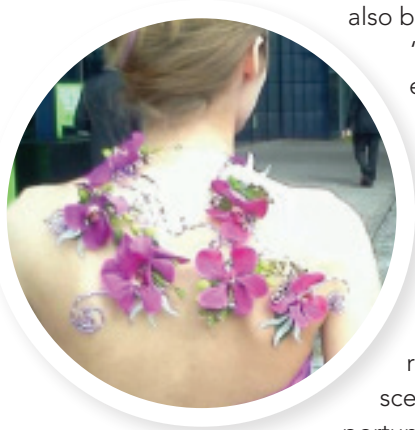
HEAD-TO-TOE CREATIVITY EXPECTED TO DOMINATE 2013 PROM TRENDS

Prom flowers have evolved from the traditional wristlet corsage and everyday boutonniere to an emphasis on artistic floral jewelry and creative accessories that not only exude personality but can also be worn on various parts of the body.

"The younger generation has increased exposure to new styles with the variety of media they use," says Sandy Schroeck, AIFD, PFCI, CFD, owner of Trend on Design in Eden Prairie, Minn., and consultant for Smithers-Oasis. "They are craving something different and are open to creativity."

Predictions are that ornate dresses with tight fitting bodices, as well as skirts with ruffled layers, will dominate the 2013 prom scene. And open tops will provide a huge opportunity to accessorize with floral body flowers and accessories.

"With so many off-the-shoulder dresses, we are seeing flowers worn in a variety of locations," Sandy says. "The most popular style I have created is a choker made of decorative wires that curls onto the shoulder and back that has orchids adorning an open back dress."



▲ Floral designs that curl onto the shoulder and back are popular with open back prom dresses.

SITE TO SEE

Exclusive new Fitz Design portal makes its debut

BloomNet has teamed with Fitz Design to offer BloomNet Florists exclusive access to fashion-forward flower bracelets, boutonnieres, floral jewelry and accessories that can be used to create unusual and memorable floral designs.

The new Web portal—fitz.bloomnet.net—has been created specifically for BloomNet florists and offers the entire collection of the latest colors, styles and designs reflecting the hottest trends in accessories from Fitz Design.

"The site works very well, it's very easy," comments Flowerama's Jim Mowen.

Included on fitz.bloomnet.net are products florists can utilize to attract new and younger customers with innovative floral designs for the hair, neck, arms, legs, and more. The new site also features unique products that cannot be found anywhere else, enabling florists to increase retail prices on differentiated designs.



A leg wrap design that comes up from the ankle is also popular with shorter dresses, Sandy adds. These designs can be created with a mix of decorative wire, accessories and floral.

"Unusual forms worn in unexpected places allow flowers to truly highlight both the girl and the dress," agrees Sharon McGukin, AIFD, AAF, PFCI. She recommends Smithers-Oasis cold adhesive for gluing fresh flower blooms to jewelry-type accessories.

Sharon expects the popularity of metallic and iridescent fabrics to carry over from last year's prom season. Bling still shines bright, but it will be more toned down. "Trend savvy girls are looking for glamour more so than glitz in their accessories this season," she says. "Red-carpet styling, Spanish and Parisian influences and a return of the short party dress will be seen on the prom dance floor."

Other trends from 2012 that have staying power include bright accents and the use of texture. "Dazzling rhinestones will still capture attention but adding creative elements that add drama and movement are on the forefront of design," Sandy says. "Chain is one of the new elements that will achieve this fusion in your design work."

To play up Pantone's color of the year for 2013—emerald green—Sharon suggests accessorizing prom flowers with emerald ribbon or stones. Girls who plan to wear emerald colored dresses can choose from a wide variety of fresh flower colors. "This rich shade of green is a great coordinate to pink, peach, yellow and white floral compositions," Sharon says.

Sandy adds that green is a universal color that has always been a part of design work. "By using a textural mix of foliage we really can take the color of the floral in many directions," she explains. "Lily grass is an emerald-colored foliage that works very well in body flowers. It can be folded or manipulated into a variety of shapes and is a long lasting product."

As a way for florists to increase sales, Sandy suggests thinking beyond corsages and boutonnieres to custom pieces that can be created for the hair, back, waist, shoe or ankle. "Thinking beyond tradition and the investments you make into capturing the prom customer can give you a customer for life," says Sandy.

For further prom insights from Smithers-Oasis, visit sona.oasisfloral.com/home.

To learn more about Pantone's color of the year, visit www.pantone.com/pages/pantone/index.aspx