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AMERICAN
Floral Trends
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contents



features

American Floral Trends Forecast	8
Rose, Roses, Roses	32



On Our Cover

FLORAL DESIGN:
El Creativo Floral Design

Design

When Texture is the New Color	34
Unexpected Moments	38

Business

Flower Industry Software Upgrade	42
Cultivated Calm	46
Self Love for Florists	50
Coming Events	54





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A Year of Fearless Design

*Anthologized and written by Molly Lucille with
Bianca Bina and Kat Castagnoli, AIFD*

As an industry, we are heading into a design year of fearlessness—of why nots, bold creative decisions and sweeping vistas of color. These principals are explored and celebrated in five trends for the upcoming year: “Duna,” “Atrevido,” “Inesperada,” “Nueva Tropical” and “Ondular.” In these trends, we return to basic principles of design elements—movement, color, space, texture and contrast.

- ✿ Movement: The dynamic energy and flow within an arrangement.
- ✿ Color: The emotional resonance and strategic use of palette.
- ✿ Space: The intentional use of negative and positive areas to create impact and breadth.
- ✿ Texture: The tactile, layered quality that adds depth and interest.
- ✿ Contrast: The deliberate juxtaposition of elements to create visual tension and excitement.

This is a year for rigorous self-critique and the meticulous fine-tuning of every aspect of our work. Exploring these principles means engaging not only with flowers, but with the entire creative process. It invites us to hone our craft, allow details and individual blooms room to breathe, and fine-tune our mechanics.

Annually, we announce our Trends Forecast not as a box to place designers in, but as a mirror held up to the flower industry. Where is our focus? How can we push ourselves? What visual language are we speaking this year as a global community? To answer these questions, we look to designers from around the world. The direction and emphasis emerging in floral design is a celebration of our industry’s ingenuity and creativity—a reflection of both the makers and the entire market.



FROM OUR FARM TO YOUR LIFE’S MOST MEANINGFUL MOMENTS

Discover the beauty of our luxurious garden roses, sustainably grown high in the Andes Mountains of Colombia and loved by designers around the world.

We grow the varieties florists trust – unique, reliable and available year-round.

Our garden roses elevate every design, bringing beauty and character to life’s most meaningful moments.

With more than 70 varieties and endless creative possibilities, there is a garden rose for every design.

Join us below to see what’s blooming.



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DUNA | DUNE

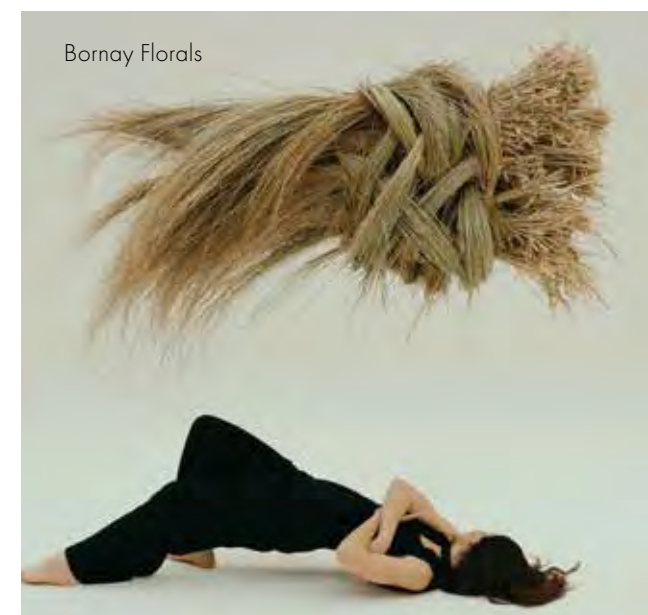


Princess Miyuki®
(First Snow)
Alexandra Farms



Noble Floral Co, Jordan Voth Photo

*Bold, architectural
elements in a modern,
minimalistic approach.*



Bornay Florals



Millefleur Florals,
Jason Watt Photo

Botanical Elements

Dried grasses and textural elements, smokebush, Grevillea, Banksia, cactus

Focal Design Principal

Texture

Color Palette

Earth tones, white, cream, lilac

Music Inspiration

Ali Farka Touré

Film Inspiration

"Dune"

Fashion Inspiration

Rag & Bone, Rohe

Ideal Use

Corporate events, retail display, floral installations

The vastness of the desert: endless slopes of undulating texture, the sound of wind whistling through dried grasses, the sharpness of crisp lines and bold shapes.

This is "Duna." Simple, minimalistic designs celebrate a visual break as well as the texture of earthy elements. It features an abundance of dried elements, mixed with textural foliages with minimal color. "Duna" pairs ivory with taupe, or sage with barely-there tones of lilac or cream. This trend goes well with bold, architectural elements in a modern, minimalistic approach. Examine the texture of a single element and allow that to inform your design. Focus on crafting space with these elements—allowing the details to breath and shine in their own element.



Accent Decor



Noble Floral Co, Jordan Voth Photo



Boy Blume Anya Kernes Photography



Brancoprata Florals



Bornay Florals



Alex Dia Uno Floral Studio
Styling + floral design @diaunofloral
Photography @jimenapalafoxw@jorgesarabiaphoto
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Jordan Voth Photo



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**ATREVIDO | BOLD**

Wanted
Alexandra Farms



Blossom & Vine Co Florals
Chuunice Photo Bespoke Decor

The electrifying moment before the spotlight hits: the pulse of a drum, the roar of color. It erupts with commanding energy, unapologetically taking its place. “Atrevido” revels in audacity. This trend dares us to confront the world head-on, to harness the intensity it takes to be seen and felt. This powerful, sculptural expression explores the raw authority of *Eremurus*, the dramatic cascade of *Amaranthus* and the opulent mass of *Hydrangea*. Bold design thrives on tension and precision, requiring masterful mechanics to craft striking contrasts. Think crimson, cobalt blue or bold yellow in saturated strokes of these monochromatic primary colors. From provocative daily work to unforgettable wedding statements, this trend demands attention and embodies fearless self-expression across the industry.

Sir Botanical
Alice Andre Photo



*Think crimson, cobalt blue
or bold yellow in saturated
strokes of these monochromatic
primary colors.*

Silk & Willow



Flowers by Karis

**Botanical Elements**

*Amaranthus, Hydrangea, garden rose,
Eremurus, marigolds*

Focal Design Principal

Color

Color Palette

Singular primary colors, crimson, cobalt,
yellow, orange

Music Inspiration

Bad Bunny

Film Inspiration

“Tarsem’s The Fall”

Fashion Inspiration

KAI Collective, Versace

Ideal Use

Everyday floral design, weddings



Seeded Events Floral
Erica Serrano Photo



Écorce Flowers



Sentimental Fools Events



Lys Lytle



Nixon Tran Florals



INESPERADA | UNEXPECTED



Lavender Bouquet
Alexandra Farms



In the early 20th century, the Dada movement shook the fine-art world. Artists across genres began to incorporate “found objects” into their work, creating art that was grounded in the everyday. “Inesperada” fully embraces this concept embarking on the art of discovering beauty in the mundane—from wire mesh to frayed fabrics, eggshells to grocery bags. Any object can be crafted and curated into gorgeous pieces, particularly when paired with a corresponding floral texture to bring out the artistry of these objects. This trend encourages you to look deeper, experiment and embrace the unexplored.



*Look deeper, experiment and
embrace the unexplored.*

Grace Jolie



The Fair Florals



Botanical Elements

Pincushion *Protea*, found objects, locally sourced blooms, foraged materials

Focal Design Principal

Contrast

Color Palette

Chartreuse, lilac, orange

Music Inspiration

“Gooney,” by Glass Animals

Film Inspiration

“Inception,” “The Gleaners and I” documentary

Fashion Inspiration

Rachel Burke

Ideal Use

Everyday, events, corporate



Michelle Pourroy



The House of Florals



Putnam Flowers with Cowboy Petals



Le Metier Florals



The House of Florals



Lush Flowers



Ven, Liu Jun with Instinct Florist School
Yang Guang Photography



NUEVA TROPICAL | TROPICAL



Sunset
Alexandra Farms



Lys Lytle Flowering Minds

The sound of waves gently lapping white-sand beaches. The sticky sweet taste of juicy tropical fruits. “Nueva Tropical” triggers vacation-mode and sets the mind at ease. It summons the sensation of light breezes and warm sunshine. This trend is a reminder to breathe deeply and delight in the freedom of open space like the outward-reaching tropical stems and surrounding greenery. Unique shapes, bold buds and natural bends in the stems of orchids and *Anthurium* inspire the act of breaking free and existing in originality.

Duo Des Fluers



Breathe deeply and delight in the freedom of open space.

El Creativo Floral Design



Botanical Elements

Orchids, coconut, tropical foliage, caladium, bird of paradise

Focal Design Principal

Space

Color Palette

Bright, tropical colors, such as oranges, purples and bold greens

Music Inspiration

“In the Valleys,” by Monster Rally;
“Feel the Sunshine,” by Kolohe Kai & HIRIE

Film Inspiration

HBO’s “White Lotus” series

Fashion Inspiration

Johanna Ortiz, Manuheali’i

Ideal Use

Everyday design, corporate, wearables

Britlyn Simone Floral
Bushwacked Photography
Beth Helmstetter Events





Frond Floral



Rulu Florals,
He Chen Photography



Hamish Powell



Frond Floral



El Creativo Floral Design



ONDULAR | WAVE



Princess Pinku (Pink) Spr
Alexandra Farms



“Ondular” is a trend fully embracing movement. The heat of a swaying dance floor, the movement of water, of the barrel of a wave. It reminds us to go with the flow—to ride the waves, while acknowledging the strength and resilience it takes to remain in motion. This flowing, rolling shape encourages exploration of the flexibility of stems: such as the soft-stemmed calla lily; the natural curves of *Allium*; and bands of tightly wound bear grass. This trend thrives on structure and requires strong mechanics to craft the perfect flow and movement, often using exposed stems to achieve this effect. From simple arrangements to impressive installs, “Ondular” has many utilizations across the industry.



Craft the perfect flow and movement, often using exposed stems to achieve this effect.

**Botanical Elements**

Calla lily, *Allium*, bear grass

Focal Design Principal

Movement

Color Palette

Green, plum, chartreuse, orange

Music Inspiration

“Surf Rider,” by Il Est Vilaine; “Dance of the Red Poppies,” by Makana

Film Inspiration

“Fantasia,” Amazon Prime’s “Surf Girls” documentary series

Fashion Inspiration

Iris Van Herpen

Ideal Use

Event work, every day, sympathy





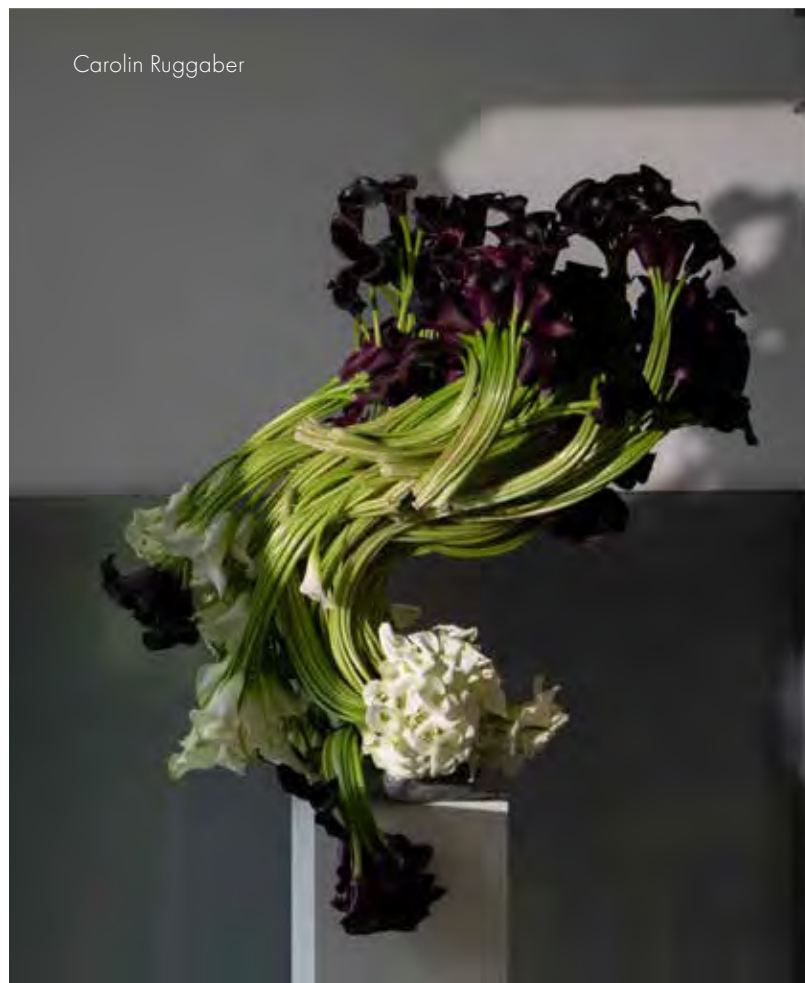
Calma Floral



The Flowerslinger Botanical



Carolyn Ruggaber



Carolyn Ruggaber



Greenmay
Sasha Heycox Photography

ROSES, ROSES, ROSES

CARE AND HANDLING

By John M. Dole, PhD
Professor, Horticultural Science
North Carolina State University
Presented by American Floral Endowment



Roses are the queen of cut flowers. With their elegant shape, myriad colors, soft fragrance and cultural significance, it is no wonder they continue to be the dominant cut flower. While roses are important year-round, they are especially significant for Valentine's Day and other spring holidays. The bulk of roses sold are the classic long-stem standard roses, but you may want to consider other types of roses as well: spray roses, garden roses and rose hips.

With Valentine's Day coming, let's first review postharvest handling of long-stem roses. You all know the drill, but with the intensity of the holiday, it is important to be ready. Be sure to provide training, even for long-time employees, to ensure that everyone is on board for how to properly handle the flowers and ensure customer satisfaction.

When the roses arrive, unbox and process them immediately. If this truly isn't possible, get the box into "cold cooler" so it can start to cool down again. How cold should the cooler be? The best temperature is 33 degrees to 34 degrees Fahrenheit, but we know that most businesses keep their cooler warmer to save money. This practice can be penny-wise and pound-foolish if the cooler is too warm and vase life is reduced.

During processing, be sure to check for insects and diseases, remove the

sleeves and remove leaves that will be under water in the buckets. Debris in the water has two effects: it can physically plug the stems and it can release carbohydrates into the water, which encourages the build up of microbial growth. Not surprisingly, neither are good!

Next, recut the stems. Standard recommendations call for removing 1 inch of stem but research has shown that recutting a little more, up to 2 inches, will increase vase life further. Not recutting produces the shortest vase life! Don't worry about recutting under water, research has also shown that rose stems can be exposed to the air for up to 10 minutes after being recut without affecting vase life.

Place stems into buckets of rose-specific flower food. First, it is important to know that roses respond well to flower foods, but it is even better to use products developed specifically for roses. We have tested them, we know they work, please use them!

SPRAY ROSES. Spray roses are versatile and present a different look for customers who want roses but with a twist. They are handled the same way as standard roses. Be even more careful with storage temperature for spray roses as the individual flowers tend to open up more quickly in warm temperatures. On the other hand, the multiple flowers per stem means each spray

will tend to last longer than a single flower on the standard stems.

GARDEN ROSES. Garden roses have become increasingly popular, especially at the local level. So, what are garden roses? Garden roses typically have open, rounded blooms and irregular centers, even when not fully open. The classic standard rose has a tight whorl of petals around a central point when not fully open. Most garden roses are more fragrant than the typical standard rose. Locally, the differences get a little more complicated as some of the outdoor-grown roses are tea-types with a look similar to that of the classic standard types. Vase life of true garden roses tends to be shorter than standard roses, limiting their use, but the differences are diminishing with some of the new garden roses specifically bred for cut flower use. Due to the shorter vase life and lack of a tight center, store garden roses as close to 33 degrees Fahrenheit as possible to maximize vase life. Continue to use rose-specific flower foods, as they work on garden roses as well.

ROSE HIPS. While they're more common in the fall, rose hips store well and can be available from late summer through winter. The clusters of long-lasting pink, red, orange or green fruits are easy to use and durable. Although rose hips can produce ethylene, effects will be minimal on other flowers if the

stems are stored below 40 degrees Fahrenheit. Upon receipt recut stems and place in a holding solution for maximum vase life.

LISIANTHUS. OK, so lisi is not a rose, but bear with me. The heavily double cultivars of this U.S. native can closely resemble roses. Lisianthus comes in almost as many colors as roses and boasts a long vase life. Alas, they don't have any fragrance. Lisianthus are durable and respond well to flower foods, which help the buds open up. After recutting, place stems in a holding solution in the shop. Stems are geotropic, meaning that they will bend in response to gravity, so keep them upright in the buckets after processing.

Interested in learning more? Check out American Floral Endowment (AFE)-funded research projects on post-production handling of roses and other cut flowers at endowment.org/afe-research-reports-post-production-series-400.

And, of course, it is always good to remind yourself and your staff of the basics of cut flower handling, regardless of the season. Request your free AFE poster at endowment.org/new-poster-gives-tips-for-flower-care.

To find a local/regional cut flower grower, check out the Association of Specialty Cut Flower Growers (ASCFG) "Local Flowers" resource at localflowers.org/find-flowers.



Rose Charlotte John Dole



Garden Rose Party Dress



Lisianthus ABC

Where TEXTURE is THE NEW COLOR

Floral design, text
and photos by
Kat Castagnoli, AIFD

SCULPTURAL BOTANICALS, BLEACHED TEXTURES AND INTENTIONAL NEGATIVE SPACE DEFINE THIS MODERN TAKE ON DESERT MINIMALISM.

In a world saturated with color and visual noise, the “Dune” trend offers a welcome exhale—an intentional return to stillness, simplicity and the raw poetry of texture. Inspired by the vast quiet of the desert, this aesthetic leans into sculptural lines, bleached botanicals and earth-toned materials that mimic wind-carved landscapes.

Designers are invited to slow down and look closer—to study the ridges of a dried seed

pod, the tension of a curving branch, the soft grit of a sand-like base. With a restrained palette of ivory, taupe and sage, “Dune” celebrates minimalism not as lack but as clarity—where every element is chosen with purpose and allowed room to breathe.

This sculptural, sand-textured arrangement embodies the quiet minimalism of the “Dune” trend: airy spacing, bleached botanicals and a grounding, rock-like base. Here’s how to craft it.



MATERIALS

BOTANICALS

- *Triadica sebifera* (tallow berry, Chinese tallow tree)
- *Xerochrysum bracteatum* (strawflower, everlasting flower)
- *Lathyrus odoratus* (sweet pea)

HARD GOODS

- Floral foam, 1 brick
- Water tubes (7"), 2
- Mod Podge sealant, 1 container
- Rust-Oleum Stone Spray Paint (Sienna Stone) 1 can



FINISHING NOTES

This design embodies the essence of the “Dune” trend: earthy texture, restrained color, architectural lines and space to breathe.

It’s ideal for:

- Modern retail displays
- Corporate installations
- Minimalist event tables
- Editorial floral art pieces



STEP BY STEP

STEP 1. Carve a brick of dry floral foam into a rough, irregular shape. With sculpting tools, create a naturalistic “dune rock” as a base.

Design tip: For a more dramatic desert vibe, vary the thickness of the textured layer, so the rock develops natural ridges and shadows, mimicking wind-swept dunes.



STEP 2. Press water tubes into your rock where desired, making sure they’re fully disguised. It’s OK if the tube ends poke through the bottom of the base; they act as “feet” that help stabilize the piece. Remove the water tubes until later.



STEP 3. With a paintbrush, coat the entire rock with Mod Podge or another clear sealant to prevent the foam from crumbling or shedding. Let it dry completely.

STEP 4. Spray-paint the entire rock with Rust-Oleum Stone, coating it evenly. Allow the rock to dry fully. Add a second coat if desired, making sure it dries completely before proceeding. Then, re-insert water tubes and fill them with water.



STEP 5. Establish the branch structure, keeping in mind that negative space is as important as the botanicals. Select two stems of dried tallow branches with gentle curves or forked ends—the more architectural, the better. Insert the tallest branch cluster off-center to create a strong vertical line. Add two or three supporting branches at staggered heights, allowing their natural shapes to guide the silhouette. Keep the form open and airy; avoid crowding.

Design tip: Aim for a quiet asymmetry that feels like desert flora shaped by wind.

STEP 6. Add textural botanicals, such as soft, ivory-toned dried blooms to echo the pale desert palette. Tuck three stems of natural white everlasting flowers into the base of the branches, making use of carved pockets as anchors. Repeat small textural moments higher in the design to create gentle upward movement. Keep the palette minimal: ivory, cream, soft taupe.

Design tip: Texture is the focal point. Let the form and surface variation shine.

STEP 7. Incorporate one fresh botanical with delicate movement. I chose white sweet peas (two stems) because they add life without breaking the minimalist aesthetic. Insert stems so they appear to grow from a sand pocket, letting them bend naturally toward the light rather than forcing symmetry.

Why this works: Fresh blooms provide contrast and softness against the rigidity of dried materials, enhancing the sculptural tension.

STEP 8. After all elements are placed, refine the negative space. Step back and study the silhouette from all angles. Remove anything that disrupts the quiet, sculptural feel. Editing is essential—think minimalism with intention.

Unexpected MOMENTS

'INESPERADA' INSPIRES
THIS TEXTURAL TAKE ON
TABLESCAPES.

Floral design and text
by **Bethany "Bee" Steinhauser**
Bees House of Design
Las Vegas
Photos by **Jordan Hendricks**
Las Vegas

One of my favorite trends in our industry is the elevated use of unexpected materials and textures—from sculptures of purple cabbage, dancing eggshells to swooping, dramatic fabrics. Mixed media in florals is having a moment. This trend offers an exciting gift to florists: expanded creative freedom. "Inesperada" invites designers to transform the unexpected and unconventional into art, highlighting the ingenuity that continues to define the flower industry.

While techniques like these may initially require more time to master, they often streamline the design process in the long run. Using non-perishable materials also allows florists to design key elements months in advance, reducing labor during the actual week of the event. Ultimately, this trend encourages experimentation with bold color, surprising texture and fresh forms—resulting in designs that feel truly intentional and one of a kind.



MATERIALS

BOTANICALS

- *Helleborus* × *iburgensis* 'Pippa's Purple' (hellebore, Lenten rose)
- *Ranunculus* spp. Butterfly™ series 'Moderna Star Riviera' (butterfly buttercup, butterfly crowfoot, butterfly *Ranunculus*)

HARD GOODS

- Textured fabric (tan)
- Non-slip rubber mesh (cream)
- Copper wire (20 gauge)
- Aluminum wire (22 gauge)
- Small vessels, such as bud vases



STEP BY STEP

STEP 1. Lay out fabric on a clean, flat surface. With sharp fabric scissors, cut long, thin strips measuring 1- to 1½-feet long by 1-inch wide. You'll need a minimum of 15 strips to begin.



STEP 2. Trim the fabric strips into 1x1-inch squares.

Design tip: If you're creating a larger arrangement, cut your fabric into bigger squares for a more dramatic finished product.



STEP 3. Now that the squares are ready, it's time to thread! Cut copper wire to desired length and fold one end into a small ball to prevent the fabric from slipping off. Next: take the fabric square and fold the opposite corners, so they touch and make a triangle shape. Keeping the corners folded, thread the opposite end of the wire through the middle section of the triangle and pull it onto the wire. Repeat this step until the garland is full.



STEP 4. Cut the rubber mesh into strips of various lengths and widths ranging from 1- to 3-inches thick. Then, pick up a strip by one end and fold small segments of the mesh accordion style to create three to six pleats. Hold in place.



STEP 5. Thread the aluminum wire through the right edge of the pleated mesh. Twist wire ends together to hold in place and then cut. Tuck sharp ends back into the mesh. Repeat Steps 4 and 5 to continue this process.

Design tip: Stay on the same edge or bounce between the left and right edge. The goal is to create a sculptural-like movement to the mesh. Listen to your heart and get creative! There's no right or wrong way.



STEP 6. Wire garlands to a stem or weave a bloom through the mesh to carry the material up into the design—there are endless ways to style! Add your blooms to bud vases. (I chose white ceramic bud vases accented with *Ranunculus* and hellebore.) Finally, place your design elements into a tablescape.

Design tip: Wire the stem of the *Ranunculus* for stability and more control when designing.





FLOWER INDUSTRY SOFTWARE UPGRADE

THESE PROGRAMS AND FEATURES
ENHANCE THE CUSTOMER EXPERIENCE.

By Bianca Bina

Flower businesses of any size should consider the benefits of contemporary software, as well as the growing need to evolve with both technology and the customer's desire for a seamless experience. Thankfully, numerous solutions cater specifically to florists. Whether you need a full point-of-sale (POS) system or simple invoicing and proposal tools, today's platforms can handle the tedious work of inventory and sales management, freeing you to focus on creativity and customer relationships.

So, what's the best choice for your business? While this article doesn't cover every option available, the range of features offered by select service providers shows that any flower business can find the right balance of functionality, pricing and support from software companies dedicated to serving our industry.

BloomNation

Florists seeking a full package of offerings in a POS system—from storefront to invoicing and performance analytics—should look no further than *BloomNation*. The company offers a seamless experience with numerous options all catering to

businesses looking to automate and easily manage their processes.

"Florists can manage in-store, online and phone orders in one place, eliminating duplicate data entry and improving visibility across sales channels," says **Sonia Maslovskaya**, BloomNation's head of marketing.

She says that while the POS and website programs were created to work optimally as a unified solution, some features are available to businesses requiring wedding and events solutions or delivery management, for example. Select programs within the catalog can be included in a contract based on plan level and need.

"BloomNation partners receive complimentary year-round email marketing, an SEO-powered custom website and access to the BloomNation Marketplace to help drive more direct orders," adds Maslovskaya. The company reports that florists who partner with BloomNation see an average 30 percent increase in online revenue after joining the platform, and 90 percent of partners see an increase in average order value.

Learning to launch and manage the business using BloomNation POS

couldn't be easier with a thorough training via the company's expert onboarding team, which provides hands-on education and continued partner support. The company also hosts regular live virtual training with its founder and CEO **Farbod Shoraka**, as well as other platform experts. Support has also expanded to Spanish-speaking partners.

As the company continues to evolve with a constantly changing industry, so do their offerings. "Right now, florists are focused on cutting unnecessary costs, protecting profit margins, saving time through automation and bringing customers back more often," says Maslovskaya. In response to florist feedback, BloomNation launched new features, including an AI receptionist, recipes and inventory management, gift cards, split payments and subscription.

More updates are underway. Interested businesses can expect upcoming releases of new features soon.



For more information,
visit: **BloomNation**.

Lobiloo

Proposal creation and invoicing is wrapped into a simple package with *Lobiloo*, a platform created specifically for wedding and event florists. Not only is this software customizable and an essential organizational tool for ingredients and design recipes, it's also an effortless way to manage client invoices and payments quickly and effectively.

"With Lobiloo, you can build mood boards, design arrangements, calculate costs and generate a complete proposal—emailed to your client and payment collected right from within Lobiloo," says **Adam Alphin**, CEO.

The platform is appropriate for businesses of all sizes and offers an appealing starting price point of \$29 per month, a digestible investment for smaller businesses. Plus, the platform's ease of use and straightforward product training videos ensure setup and launch are a breeze. Alphin says not only are users of the platform able to organize their business but optimize their time and invoices more efficiently. "I think it's also helped [florists] think of the 'business side' of floral design because it clearly shows all the per-stem costs and forces them to think about profit margin for each arrangement."

Developments are ongoing for optimized efficiencies and capabilities, including an expanded mood board template library, business performance reporting and potential integrations with wholesalers.

In the meantime, Lobiloo users can expect an experience that streamlines processes and customer interaction to increase sales and build upon clientele.



For more information, visit [Lobiloo](#).

AppJel

Like most of us, your customers are likely always on the go and completing tasks via their phone. Imagine a mobile app platform for your business that provides a full catalog of offerings and a seamless checkout experience. Enter *AppJel*. With AppJel, florists can customize a phone app to directly connect with customers, and increase sales performance and audience reach.

Built around three core values, AppJel boasts features that focus on loyalty, communication and content. The loyal customer base is the essential selling point and aims to encourage customer engagement using punch cards, membership clubs, birthday clubs and promotional codes. Businesses of any size will find the platform simple to learn and maintain, and the customization capabilities vast. "Florists have access to a back-end admin portal that allows them to customize almost every aspect of the app. It's based around a feed format so that owners can post deals, announcements, links, videos, etc., as easily as posting on social media," says **Eddy Ahmed**, a developer at AppJel.

Tapping into the goal of keeping customers engaged and coming back, AppJel

makes communication effortless. You can easily update deals, announcements, videos and more—giving customers fresh reasons to interact with your shop and keeping your business top of mind. The platform's built-in polls offer another way to invite participation, allowing customers to share feedback directly and strengthen their connection with your brand.

Visuals are essential in floral design, which makes strong content a priority when showcasing your products, promotions and creative process. AppJel makes it simple for florists to keep that content fresh, engaging and appealing to both new and returning customers.

AppJel also offers an optional e-commerce component that lets florists showcase their full catalog—or a curated selection of designs—for pickup or delivery. Payments are processed directly within the app through Apple Pay, Google Pay and major credit cards, allowing customers to complete purchases quickly and securely.

Coming up, AppJel is working on integrating a ChatBot and other capabilities, including automated reporting that notifies businesses of performance via the app.



For more information, visit [AppJel](#).

FLOWER BUSINESSES MUST EVOLVE WITH TECHNOLOGY TO MEET CUSTOMERS' EXPECTATIONS FOR A SEAMLESS EXPERIENCE.



gotFlowers

When there are too many aspects to manage in the business and processes could be streamlined in one location, *gotFlowers* has the ultimate solution. The software combines POS, design, delivery and marketing in one user-friendly location, requiring less time for processes and allowing more time for customer interaction.

Among the essential e-commerce features—such as SEO optimization tools, floral inventory management, delivery management and a POS system—gotFlowers proudly offers LILY AI. Integrated throughout the entire platform, LILY AI enhances SEO across product pages, related blog content, event planning tools and recipe creation.

"*Hilly Fields Florist* [of Tallahassee] discovered the benefit of modernization: the ability to

keep their website and marketing fresh with very little effort," says gotFlowers CEO **Sundaram Natarajan**. "By using the LILY AI assistant, the shop now promotes and sells their cooler products daily, thus driving more walk-in business and increasing rush deliveries. Just as important, they send a pre-delivery picture to every buyer, which helps ease any anxiety and results in more positive online reviews."

LILY AI also supports customers when creating a virtual card to accompany their delivery. If they're unsure of what to say, the AI assistant can suggest thoughtful messages based on just a few prompts. Customers can choose from these suggestions or write their own, ensuring every delivery includes the perfect sentiment.

Importantly—with gotFlowers—at the end of the week, businesses can reconcile their finances and analyze

performance through the dashboard that showcases numerous KPIs (key performance indicators), which provide feedback on sales, traffic and more.

"**Joyce Merck's** shop [*Joyce Merck Florist* of Gainesville, Ga.] transitioned from FTD Mercury and saw dramatic improvements," Natarajan says. "Under the old program, deliveries averaged \$9.95 each. With modernization, the shop increased its average delivery fee to \$29—a shift that directly boosted profitability while maintaining customer satisfaction."

gotFlowers creates software for any size business and provides training for all levels of experience and responsibilities within the business.



For more information, visit [gotFlowers](#).

CULTIVATING CALM

HOW FLORISTS CAN FLOURISH IN THE OFF-SEASON THROUGH STRATEGIC ORGANIZATION. By Kat Castagnoli, AIFD

For floral designers, the rhythm of the year swings between peak-season chaos and the quieter stretches that follow major holidays. While those bustling periods bring revenue, the downtime between Valentine's Day and Mother's Day—as well as after the year-end holiday rush—offers something equally valuable: the opportunity to reset, reorganize and prepare for future success.

Industry veterans understand that how you use these slower periods can determine whether your next busy season flows smoothly or becomes overwhelming. A well-organized workspace isn't just about aesthetics—it's about efficiency, profitability and preserving your creative energy when orders start flooding in again.

START WITH A CLEAN SLATE

Before tackling any large organizing projects, start with basic cleanliness. Your shop makes its first impression only once, and that initial perception matters to customers walking in for the first time. Sweep floors, wipe countertops regularly, move tables to clean back areas thoroughly and keep glass surfaces spotless. If your workspace shows signs of disorder or neglect, clients may question your ability to handle their important orders with care.

PLAN AHEAD DURING SLOW MONTHS

Slow seasons are not downtime—they're preparation time. **Kathleen Drennan**, a florist business coach and founder of *Little Bird Bloom* in Victoria, British Columbia, emphasizes the importance of planning in her blog.

"My rule is this: Spend three times as much time planning as you do 'doing,'" she says.

One practical strategy is to start from the event date and plan backward. "Building a work-back schedule early in your planning for busy seasons is one of the simplest things you can do to set yourself up for success," says Drennan.

Elizabeth Young, an Ottawa-based florist-turned-business advisor and owner of *Elizabeth In Your Business*, agrees.

"The J-months [January, June, July] may be slow—but they don't have to feel discouraging," she says. "Use this time to work on your business—not just in it."

ORGANIZING THE SMALL STUFF

When you're busy designing, the last thing you need is to search for ribbons, pins and picks. For organizing ribbons—often a major source of frustration—adapting

over-the-door organizers or building custom holders can reduce time spent hunting for the perfect accent.

For larger tools such as shears, pruners and glue guns, pegboard systems offer easy reach while freeing up workspace. Smaller items like boutonniere or corsage pins, floral picks and greening pins should be stored in multi-compartment, clearly labeled containers, so they're visible and easy to retrieve during a holiday rush.

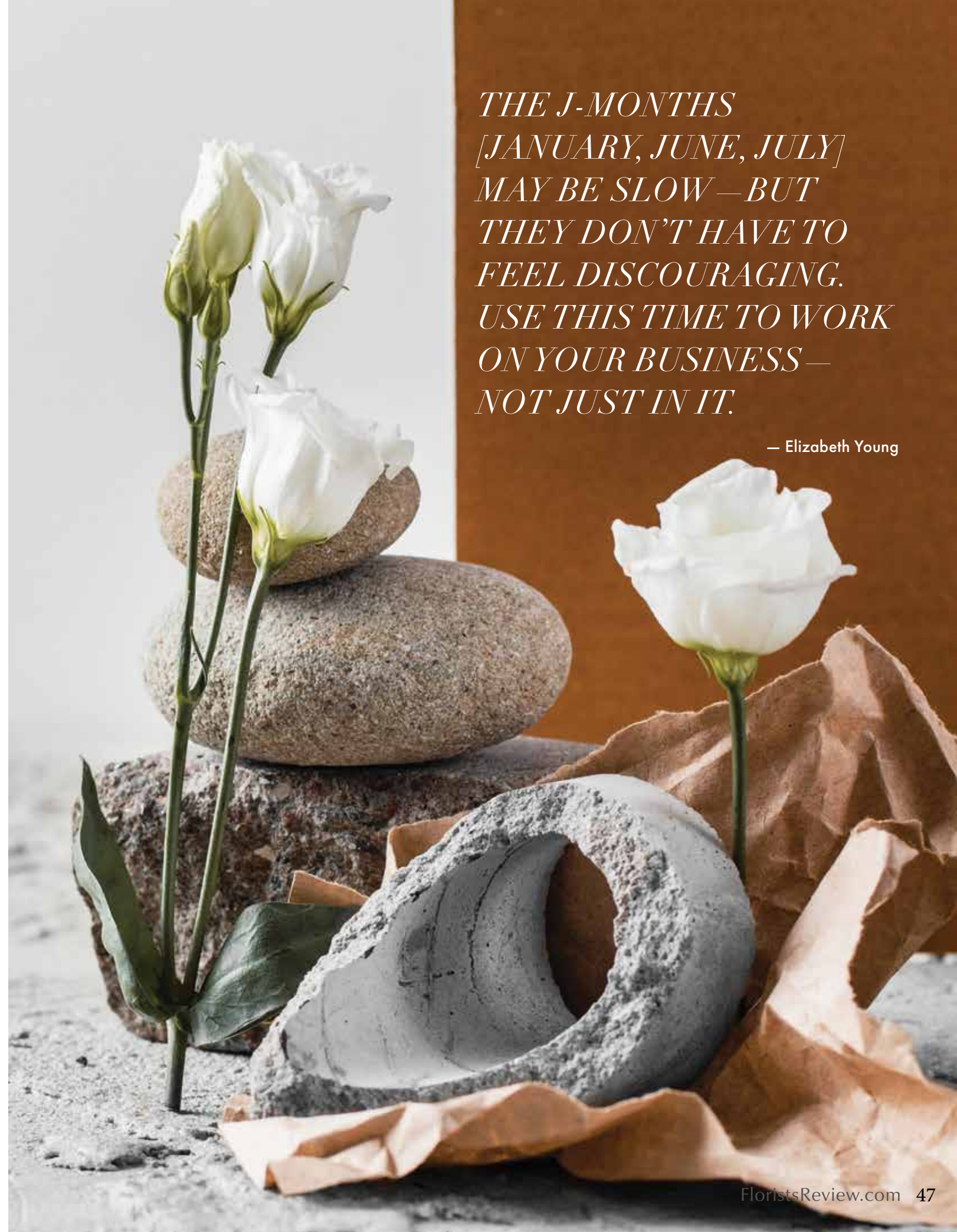
MAXIMIZE WORKSPACE AND FLOW

Floor space in a flower shop is often limited, making vertical storage essential. Multi-shelf units serve dual purposes: organized supply storage and a visual display for customer browsing. Stack smaller baskets inside larger ones to maximize space and arrange shelves by height to accommodate various container sizes.

Consider positioning workstations near your flower inventory to reduce the amount of time you and your staff walk back and forth. Establish clear pathways for customers and keep design areas discreet when possible. Portable design counters offer flexibility not only as additional workspace but also for seasonal workshops and holiday layout adjustments.

*THE J-MONTHS
[JANUARY, JUNE, JULY]
MAY BE SLOW—BUT
THEY DON'T HAVE TO
FEEL DISCOURAGING.
USE THIS TIME TO WORK
ON YOUR BUSINESS—
NOT JUST IN IT.*

— Elizabeth Young



**INVENTORY MANAGEMENT
THAT PROTECTS PROFITS**

Implementing a FIFO (first-in, first-out) system reduces spoilage and speeds order fulfillment, while digital inventory programs help monitor quantities and prevent overordering. Remember, time-management systems should remove pressure—not add to it.

“When planning for a busy season, know that some jobs you can do right now, even if your event is six months out,” Drennan says.

Before a holiday or large event, pre-greening vases or prepping buckets for assembly-line setups with

greens, fillers and focal blooms can significantly speed production. It also allows for easy delegation to other designers and staff.

“When you break down any event into individual steps,” notes Drennan, “you’ll see that YOU don’t need to be the one doing them all.”

**LEVERAGE TECHNOLOGY
AND MARKETING STRATEGIES**

Slow periods offer an ideal time to update your point-of-sale system, which can reduce administrative burdens and speed processing. It’s also the perfect time to review your digital presence and marketing. Take

a closer look at your website. Does it need a refresh or update?

Young also suggests preparing evergreen social-media content and requesting fresh customer testimonials.

“These small tweaks help keep your business relevant and more visible to future customers,” she says.

**TRAIN STAFF AND DOCUMENT
YOUR HOLIDAYS**

Down periods are also ideal for training staff and refining workflows—evaluating what’s working and what’s not. Creating clear vendor lists, product lists and recipe breakdowns allows teams to work confidently and independently, even during a rush.

Maintaining a seasonal log that captures what worked, what didn’t, and key inventory or sales insights is invaluable when planning for the next holiday, adds Drennan. “You’re going to tell yourself you’ll remember, but you won’t,” she says. “Do yourself a massive favor. Take 10 minutes and write it all down while it’s still fresh in your mind.”

THE BOTTOM LINE

Perhaps the most compelling reason to organize during a slowdown is its impact on stress levels when orders peak. Organization becomes an investment—not overhead. It supports future productivity and preserves creative energy for you and your team.

Those who treat slow periods as setup seasons enter busy times with confidence rather than anxiety. When the next holiday rush arrives, you’ll be refreshed, well-prepared and ready to genuinely enjoy what you do.

**TOP 5 POWER MOVES
FOR GETTING
ORGANIZED**

TASK	WHEN TO DO IT
Deep clean workspace	Monthly during the slow season
Set up ribbon and tool systems	Before a major holiday
Reorganize inventory FIFO-style	Weekly
Create task-based workstations	Early planning stage
Documenting your holiday	Immediately after the event



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SELF-LOVE *for Florists*

GET REENERGIZED
WITH THIS HELPFUL
CHECK IN.

By Molly Lucille

January is a time for rest and reflection—a month to reset and envision the year ahead. As we pause and prepare for our 2026 workload, it's essential for us in the flower industry to recharge physically, mentally and creatively. This quick guided reflection is a healthy, grounded way to do so.

You can perform these simple exercises at home, in your studio or office. All you'll need is a quiet room; a notebook or journal; and a yoga mat or blanket. Set up your cozy space and light a candle. Remember to breathe deeply. Now let's get started.

Begin with a light stretch—whatever feels good to your body, tune in and listen to what movements it may

need. Stretch your arms and toes, curl your knees into your chest and roll your back.

Suggestions of great, accessible stretches for florists:

- Child's pose
- Yoga squat
- Legs up the wall

A sun salutation yoga flow can be a beautiful way to engage your body too! You can find easy stretches on YouTube and other video platforms.

Sit in a cross-legged position and roll your shoulders. Next roll your head in gentle circles. We florists

carry an enormous amount of tension in our necks, so take your time with this step. Interlace your fingers and reach above your head, palms towards the sky, and rock gently from side to side.

A moment of gratitude: During these movements, thank your arms and hands for all the hard work they've done this last year. Thank them for all they carried and for all the beauty they created. Feel the muscles in your arms and massage your hands gently.

Lay on your back near a wall. Scoot as close to the wall as you can and rest your legs on the wall (for the aptly named "legs up the wall" yoga pose). This pose is a beautiful way to encourage blood flow and to rest your legs. Feel free to introduce some gentle movements in this position if it feels right.



A moment of gratitude: Thank your legs for the ladders they've climbed, the long hours on your feet, for the steps they've made and how they've carried you.

Find a comfortable seated position and take out your notebook. We'll begin with some simple exercises of gratitude. Feel free to use these prompts or your own—if creativity strikes, follow it!

- Remind yourself why you started in the flower industry in the first place. What drew you in? Was there a moment you realized this is what you wanted, or was it more gradual? Reflect on that beginning.
- Express your love for flowers. What do you enjoy about working with flowers? Is there a magic you once saw but maybe lost sight of in the chaos of busy season?
- What are some of your floral design-related goals? Broad goals

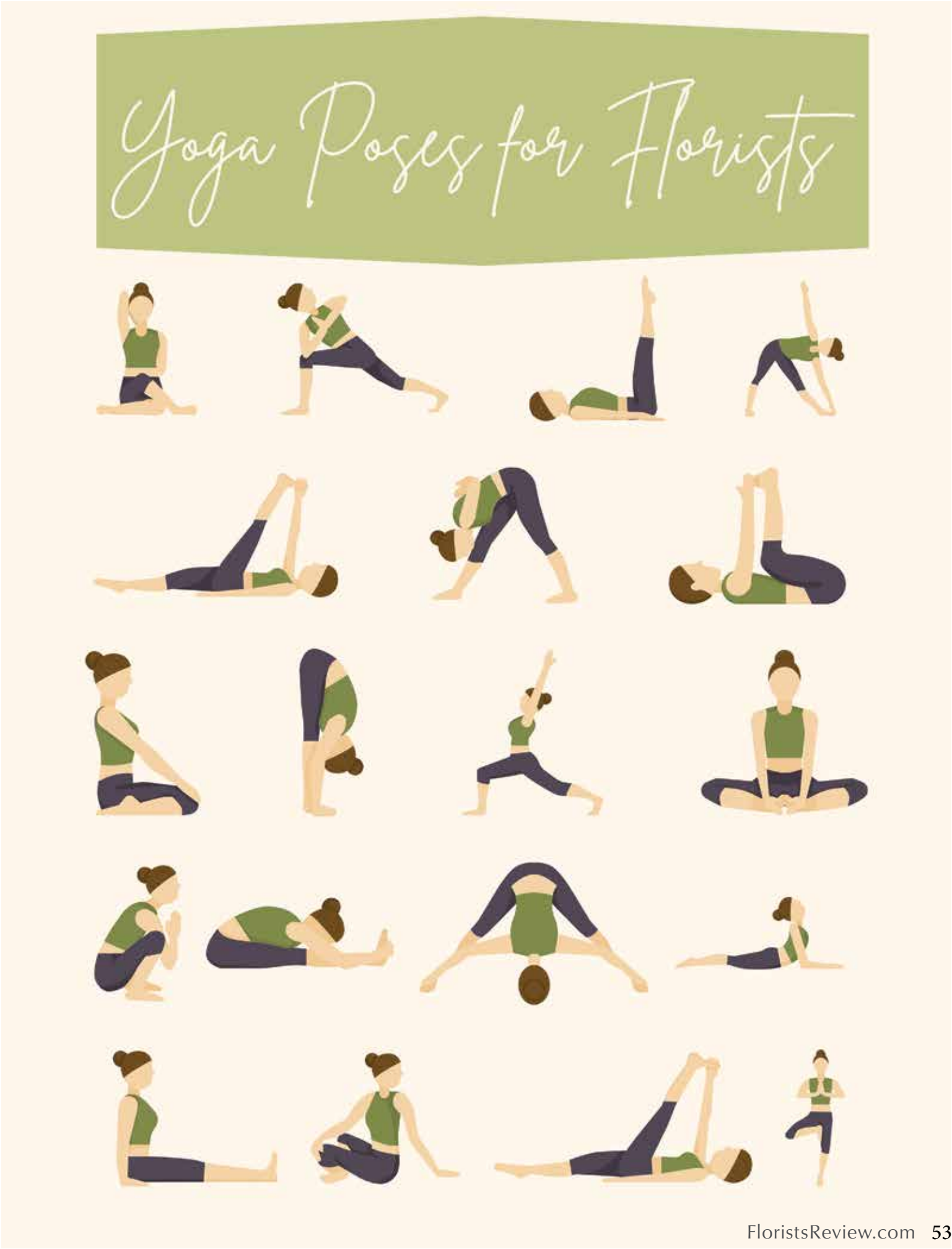
are good but think of small ones too. For example, is there a trend you'd like to try, a mechanic you want to test, a workshop you wish to attend?

- What is a moment you're proud of in your career?
- Write down things that inspire you—music, art, nature, whatever! If you like to sketch, draw a few of these things next to your notes.
- What are some ways that you ground yourself in the busy season? Are there any new things you want to try?

Finally, finish out this time of reflection with any final gentle movements, mindful journaling or clarifying thoughts you need to fully integrate your insights. Allow yourself to linger in this peaceful state, absorbing the clarity and intentions you've set. This practice of introspection

and self-care shouldn't be a one-time occurrence. While it serves as a powerful way to kick off the New Year—setting a foundational tone for mindful creation and business management—return to it whenever you need a moment of deep reflection and grounding in the busy months ahead. Think of this practice as a vital check-in, a sanctuary you can always access when the demands of floral design and entrepreneurship start to feel overwhelming.

We genuinely wish you a year of inspired creativity, sustainable success and profound well-being. May your work be fulfilling and your boundaries remain firm. We can't wait to see the beautiful and innovative creations you bring to life next! Just remember that caring for yourself is the most essential ingredient for caring for your business.



Coming Events

Flower industry events and gift markets through February 2026

NOTE: This information is current as of December 2025. Before planning to attend any event, check the organization's website for updated information.

JANUARY 2026

Jan. 6-8
Landscape Ontario Congress Trade Show & Conference
Toronto, Ont. Canada
locongress.com

Jan. 6, 7-10
The Florida Super Jam 2026 Balloon Convention
Orlando, Fla.
thefloridasuperjam.com

Jan. 7-9
Mid-Atlantic Nursery Trade Show (MANTS)
Baltimore, Md.
mants.com

Jan. 7-13
Dallas Total Home & Gift Market
Dallas, Texas
dallasmarketcenter.com

Jan. 9-14
Atlanta Market at AmericasMart
Atlanta, Ga.
atlantamarket.com
americasmart.com/markets/market-dates-and-hours

Jan. 10-12
Nordstil Winter
Hamburg, Germany
nordstil.messefrankfurt.com

Jan. 11-13
2026 Winter FancyFaire
(Specialty Food Assn.)
(formerly Winter Fancy Food Show)
San Diego, Calif.
specialtyfood.com

Jan. 11-13
NRF 2026: Retail's Big Show
New York, N.Y.
nrfbigshow.nrf.com

Jan. 12-14
Halloween & Party Expo
Las Vegas, Nev.
halloweenpartyexpo.com

Jan. 13-14
2026 ASCFG North American Conference
(Assn. of Specialty Cut Flower Growers)
Albuquerque, N.M.
ascfg.org

Jan. 14-16
Alaska Wholesale Gift Show
Anchorage, Alaska
alaskagiftshow.com

Jan. 15-19
Maison & Objet Paris
Villepinte (Paris), France
maison-objet.com/en/paris

Jan. 16-18
Hawaii Market Expo
Honolulu, Hawaii
hawaiimarketexpo.com

Jan. 18-21
MinneapolisMART Gift, Home, Apparel & Accessory Show
Minnetonka, Minn.
mplsmart.com/show-dates

Jan. 19-23
Seattle Market Week at Seattle Mart
Seattle, Wash.
seattlemart.com/markets

Jan. 21-23
Tropical Plant Int.l Expo (TPIE) 2026
Ft. Lauderdale, Fla.
tpie2026.smallworldlabs.com/home

Jan. 24-26
Biloxi Wholesale Gift Show
Biloxi, Miss.
wmigiftshows.com
Jan. 25-27
MIX Chicago Mart Apparel + Gift Show
Chicago, Ill.
silverliningshows.com

Jan. 25-29
(Pre-convention activities
Jan. 23-24)
FLOAT 2026 Balloon Convention
Reno, Nev.
floatconvention.com

Jan. 25-29
Las Vegas Market Winter Market
Las Vegas, Nev.
lasvegasmarket.com

Jan. 25-29
Toronto Spring Gift + Home Market
Toronto, Ont. Canada
cangift.org

Jan. 27-30
IPM Essen Int'l. Horticultural Trade Fair
Essen, Germany
ipm-essen.de/world-trade-fair

Jan. 30-31
Slow Flowers Worldwide Summit
Virtual/Online
slowflowerssummit.com

Jan. 30-Feb. 1
Yellowstone Expo
Billings, Mont.
billingsmarketassoc.com

FEBRUARY 2026

Feb. 1-3
NY NOW The Winter Market
New York, N.Y.
nynow.com

Feb. 1-3
SHOPPE OBJECT New York
New York, N.Y.
shoppeobject.com/new-york-city-show

Feb. 1-3
Philadelphia Gift Show
Oaks (Philadelphia), Pa.
philadelphiagiftshow.com

Feb. 1-4
Spring Fair (UK Marketplace for Home, Gift & Fashion)
Birmingham, England
springfair.com

Feb. 3-4
PLANTARIUM | GROEN-Direkt
"The Green Retail Fair" Spring 2026
Hazerswoude-Dorp, Netherlands
plantariumgroendirekt.nl/?lang=en

Feb. 6-7
Northern Michigan Show
Gaylord, Mich.
silverliningshows.com

Feb. 6-9
Creativeworld
Frankfurt, Germany
creativeworld.messefrankfurt.com

Feb. 6-10
Ambiente/Christmasworld
Frankfurt, Germany
ambiente.messefrankfurt.com
christmasworld.messefrankfurt.com

Feb. 10-13
Rocky Mountain Apparel, Gift & Resort Show
Denver, Colo.
rockymountainshow.com

Feb. 18-20
Myplant & Garden Int'l. Green Expo
Rho (Milan), Italy
myplantgarden.com/en

Feb. 18-22
Northwest Flower & Garden Festival
Seattle, Wash.
gardenshow.com

Feb. 19-22
Connecticut Flower & Garden Show
Hartford, Conn.
ctflowershow.com

Feb. 22-24
Alberta Gift + Home Market
Edmonton, Alta. Canada
cangift.org
Feb. 22-24
SAF Next Gen LIVE!
Raleigh, N.C.
safnow.org/next-gen-live

Feb. 24-26
Upstate New York Gift Expo 2026
Utica, N.Y.
upstatenygiftexpo.co

Feb. 25
Texas Floral Spotlight
(Texas State Florists' Assn.)
Dallas
tsfa.org/regional-events

Feb. 25-26
HortiContact
Gorinchem (Gorkum), Netherlands
horticontact.nl/en

Feb. 25-28
Twist & Shout 2026 Balloon Convention
Las Vegas, Nev.
balloonconvention.com

Feb. 26-March 1
Worcester Art Museum "Flora in Winter 2026"
Worcester, Mass.
worcesterart.org/flora-in-winter

Feb. 27-March 1
Great Lakes Floral & Event Expo (GLFEE)
Grand Rapids, Mich.
glfee.com

Feb. 27-March 1
South Dakota Florists Assn. 2026 Convention
Pierre, S.D.
sdfleurists.org/spring-convention

Feb. 27-March 1
St. Louis Art Museum "Art in Bloom 2026"
St. Louis
slam.org/event/art-in-bloom-2026

Feb. 28-March 8
PHS Philadelphia Flower Show 2026
Philadelphia, Pa.
phsonline.org/the-flower-show



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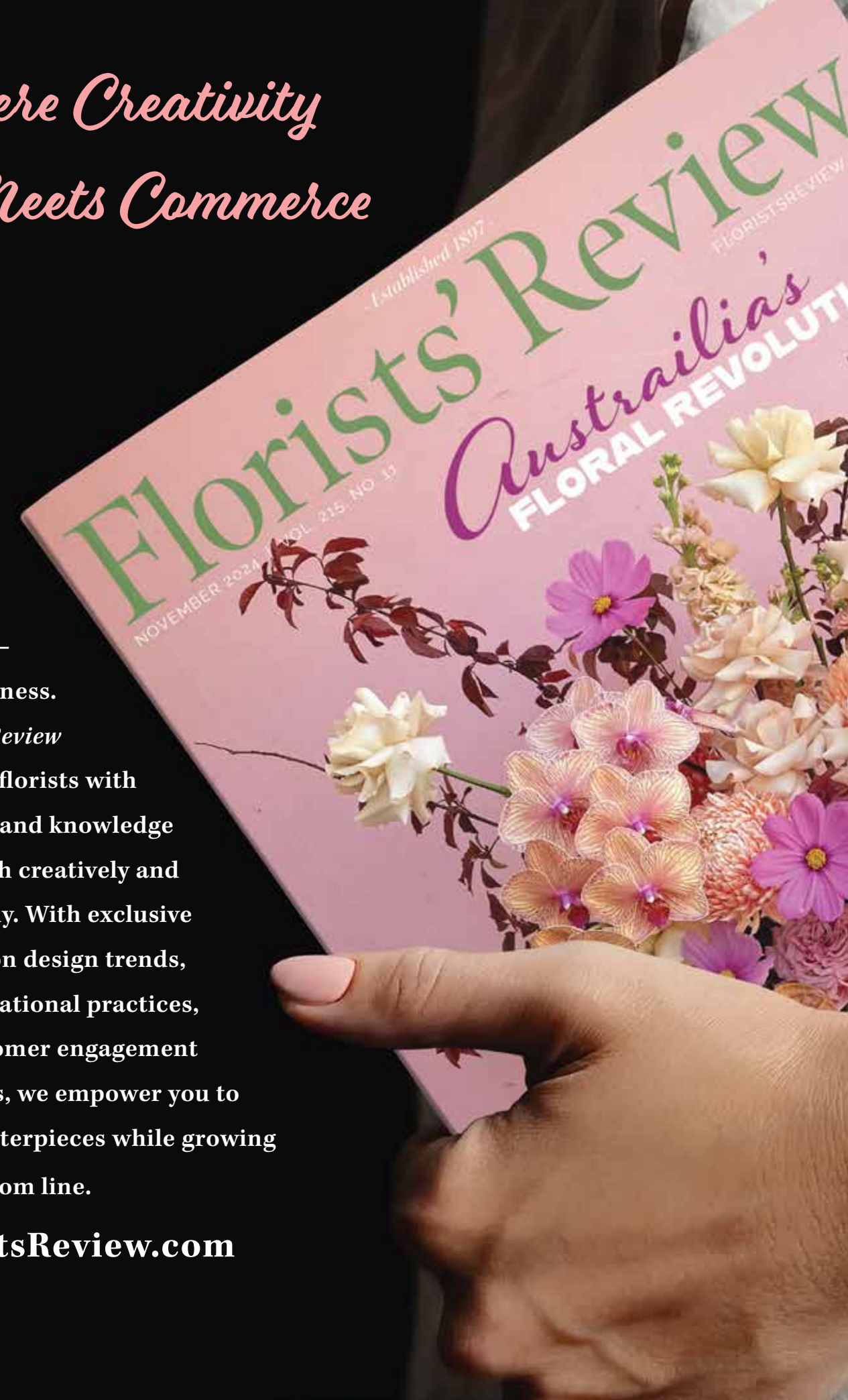
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