

Trend forecast 2021



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Lynn Karlin

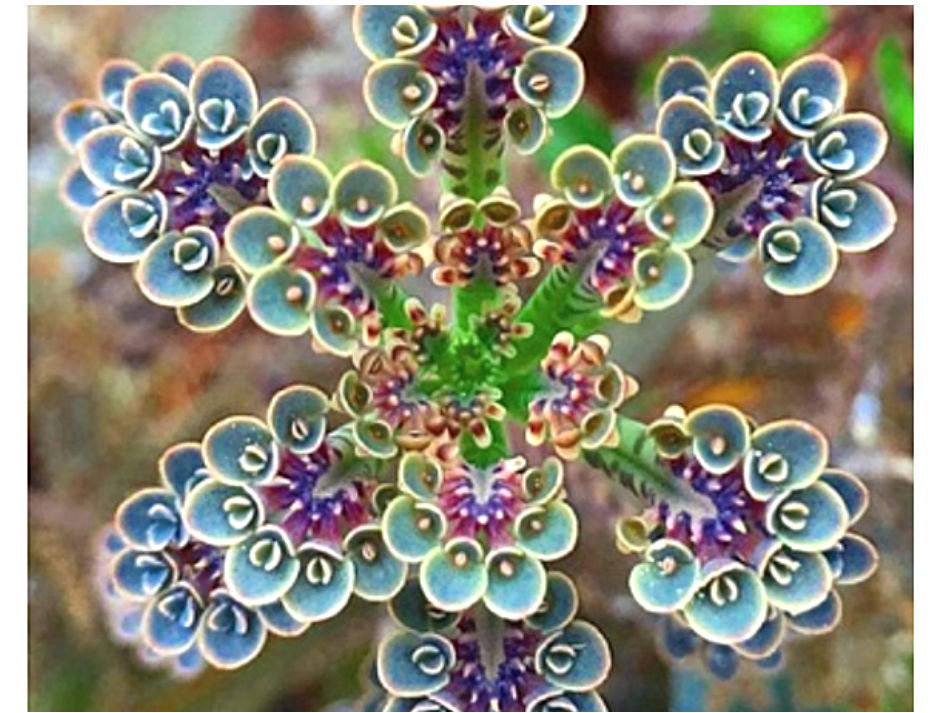


PLANT- AND FLOWER TRENDS 2021

This is an interpretation of the trend report from PEJ-group for 2021. The pictures may not be copied or shared.

In 2021 there will definitely be room for “free space”, where we are not constantly pushing ourselves and having feelings of not being good enough. Instead of focusing on the things we “shouldn’t do” we feel the freedom of believing in ourselves, and start living in peace, solitude, and with gratitude for life. We have the courage to think new and act big, without having too much of a bad conscience. This is not the same as giving in completely and stopping to think about future generations, or our fellow beings, but instead we seek more realism, good solutions, and less hysteria. But most importantly, we are meeting a future where we believe that there are infinite possibilities and positive things awaiting us.

The accelerated "screen society" makes many people long to put their hands in the soil and find peace and relaxation in nature. The vast variety of flora and fauna in nature becomes a room for inspiration in everyday life, and the positive health effect of nature takes more place in all aspects of our lives. We prioritize to spend more time in nature, no matter where we are, and are therefore inspired by processes that may have been forgotten or that are not yet discovered. Generally we see a tendency toward more out-door activities, slow processes, unpredictable beauty, and uncommon details that speak to those who are looking to slow down their pace and be more present in the now. With this we see more demand for more meaningful interactions with physical values. Scents, textures, shape, colour, and craft will be in focus and contribute to a calmer and more sensual holistic experience.





The colours, materials, and shapes of 2021 are mirrored in the raised interest of sustainability, chemical free living, recycling, and nature. That doesn't mean that 2021 will be flat and colourless, on the contrary it will take influences from nature's own colour palette with fresh greens, rusty browns, clear blues, and warm orange. Nature is full of life and this reflects the colour chart of 2021. Nonetheless, many of us will also seek a balance to an often hectic life with a colour palette that is grounded, natural, and soft, and that feels kind and comforting. This palette will be the base for 2021 as a healing element. The longing for nature and natural colours is also bringing a just as big attraction for natural materials and textures, that speaks to both our physical and mental senses. We will see everything from rustic, grainy, and cracked structures to super warm, calm, and smooth surfaces. In the future, materials will not only serve a specific item, but also activate our senses and take care of our earth. The tactile and sensory qualities of plants will play a huge part in creating special experiences that feels authentic, responsible, and healing, and at the same time they should be easy to care for and look good on social media. They should preferably also be long-lasting quality plants, easy to care for, sustainable, in need of less water, have intelligent and healing qualities, sensual surfaces, nice colours, smart expressions, and contribute to a positive ecosystem.

FOUR TREND THEMES FOR 2021

1. VACAY VIBES

2. LET IT GROW

3. HEALING POWER

4. OUT OF THIS WORLD



Ann Wood



Schneid



Hilda Hellström

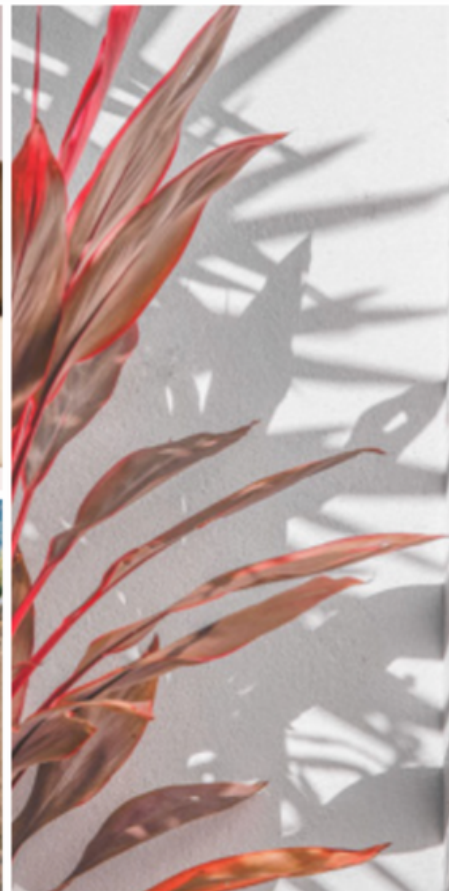
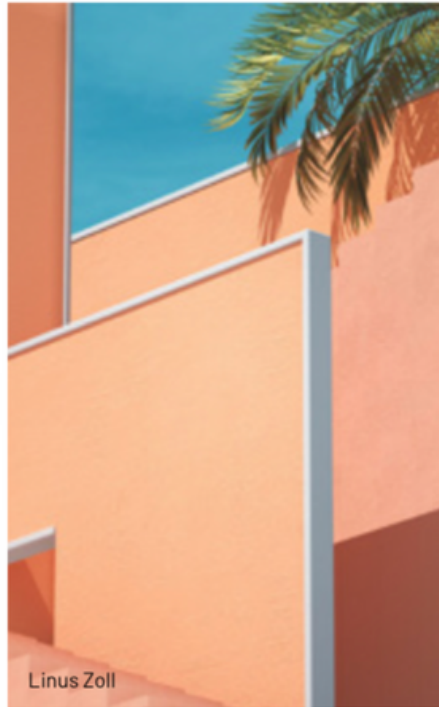


1.

VACAY VIBES

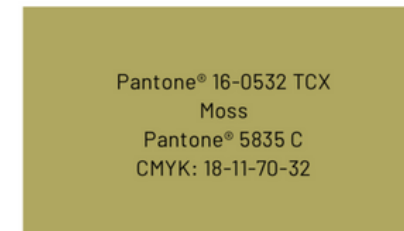
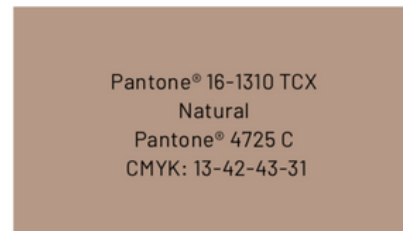
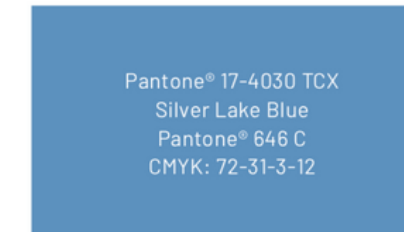
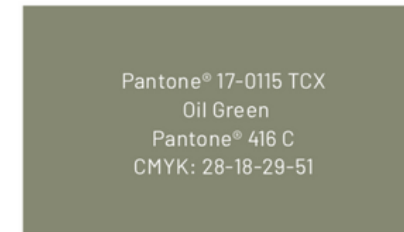
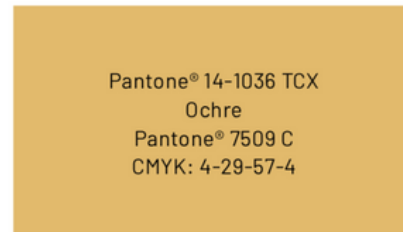
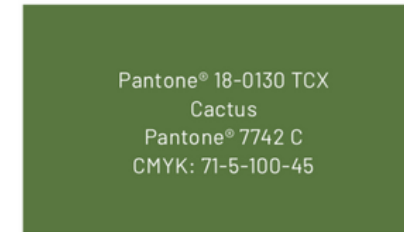
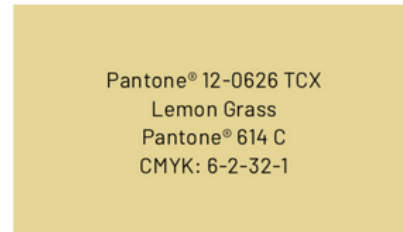
With the whole world as our playground we celebrate the good things in life in a slow pace with focus on "mindful reboot". This theme's soft and exotic plant combinations are filled with joyful vacay moments, with clear references to everything from fruity sherbet ice cream, to pistachio nuts, sunkissed skin, and beautiful sunsets. We see a distinct inspiration in archeology, ancient history, traditional craft, natural materials, and classical art from all over the world that are speaking of details, care, quality, and adventure. The popular outdoor-trend is being reinterpreted with new details and colours from the sunny south.

MOOD - VACAY MOOD



PLANT INSPIRATION – VACAY MOOD

- **Exotic plants**
 - **Tropical Plants**
 - **Plants with fruit**
 - **Plants you can dry**
- **Examples of varieties**
 - Palms
 - Bromelia
 - Protea
 - Aloe
 - Hibiscus
 - Hoya variegata
 - Kalanchoe
 - Cordyline red
 - Asplenium
 - Mandevilla
 - Nigella damascena
 - Ficus carica
 - Prunus persica
 - Citrus limon
 - Calathea
 - Monstera



2.

LET IT GROW

The work gloves are on and the hands are dug deep into the soil, ready to take responsibility for our future planet. DIY, sustainability, and recycling are primary consumer drivers and trigger a new interest in long-lasting glas-, paper-, and silk flowers. The fresh green colours of this theme give a feeling of vast love for nature where colourful plant art, romantic flower prints, sustainable plant mixes, and recycled rest materials are creating a sense of youthful creativity - with a hint of nostalgic "marble kitch".

MOOD -LET IT GROW



PLANT INSPIRATION – LET IT GROW

- **Wild plants and weeds**
- **Herbs, eatable plants, and vegetables**
- **Insect friendly plants**
- **Plants from "Grandma's time"**

- **Examples of varieties**

- | | |
|-------------|-------------|
| Erigion | Borago |
| Ranunculus | Dahlia |
| Hyacinthus | Trifolium |
| Tulipa | Anthurium |
| Narcissus | Orchids |
| Primula | Bregner |
| Rosa | Amaranthus |
| Pelargonium | Helichrysum |
| Aster | Grass |
| Anthirrinum | Zinnia |
| Anemone | Helipterum |
| Lavandula | Centaurea |
| Tropaeolum | Nasturtiums |
| Salvia | |
| Cosmos | |



Pantone® 13-0002 TCX
White Sand
Pantone® Warm Gray 1 C
CMYK: 3-3-6-7

Pantone® 18-1306 TCX
Iron
Pantone® 410 C
CMYK: 22-33-28-60

Pantone® 13-4304 TCX
Ballad Blue
Pantone® 5455 C
CMYK: 17-4-6-4

Pantone® 14-4203 TCX
Vapor Blue
Pantone® Cool Gray 4 C
CMYK: 12-8-9-23

Pantone® 19-0712 TCX
Demitasse
Pantone® 439 C
CMYK: 53-61-47-83

Pantone® 19-4324 TCX
Legion Blue
Pantone® 7477 C
CMYK: 86-29-21-67

Pantone® 16-1109 TCX
Greige
Pantone® Warm Gray 8 C
CMYK: 17-24-25-49

Pantone® 14-0418 TCX
Bog
Pantone® 453 C
CMYK: 11-7-35-15

3. HEALING POWER

Tactile plant mixes and design that invite you to sensual interactions is working as medicine for both body, mind, and soul, and meets the growing appetite for physical wellbeing, tangible and sensory experiences. Because of this, everything gets extreme tactile surfaces, where both soft, comfortable, and rough surfaces reassure and tease at the same time. With focus on a more calm life tempo this theme gives a plant experience that stimulates contrasts, comfortable interactions, and well being qualities. All physical senses are activated with everything, from surfaces to design language, materials, touch, taste, sound, and scent.

MOOD - HEALING POWER



2DoDesign



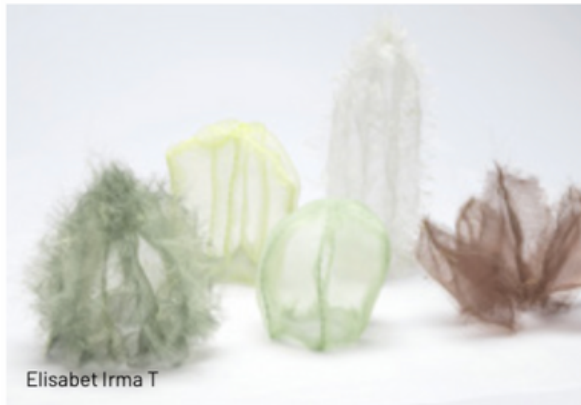
Daniel Elkayam



Yasmine Mei



Artilleriet



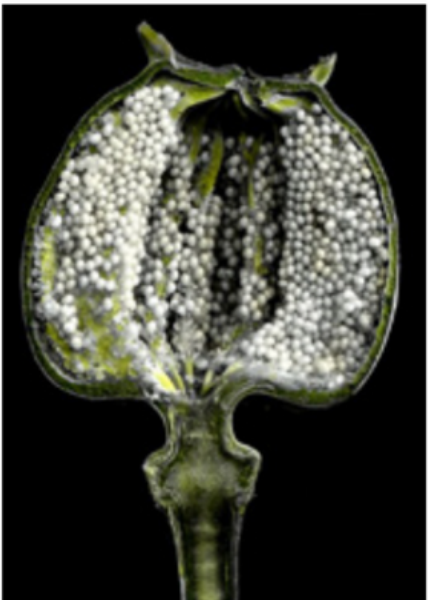
Elisabet Irma T



Rodebjer



Loose Leaf Studios



Qdami



Pernille Folcarelli



Emma Mitchell

PLANT INSPIRATION – HEALING POWER

- **Scented plants**
- **Plants that benefit indoor environment**
- **Plants that are fun to touch**
- **Plants to make tea from**
- **Medicinal herbs**
- **Algae and seaweed**
- **Sed bulbs**

- **Examples of varieties**

Lavandula
Echeveria
Platycerium
Ginko biloba
Eryngium
Senecio candicens
Carex
Salvia
Aleo
Ferns
Philodendron
Peperomia

Sanseveria
Begonia rex
Matricaria chamomilla
Filipendula ulmaria
Svampe
Philodendron
Calathea
Alocasia
Stachys byzantina



Pantone® 15-2205 TCX
Dawn Pink
Pantone® 5155 C
CMYK: 13-31-2-8

Pantone® 15-6414 TCX
Reseda
Pantone® 7494 C
CMYK: 35-5-42-14

Pantone® 19-4024 TCX
Dress Blues
Pantone® 533 C
CMYK: 95-72-15-67

Pantone® 18-1405 TCX
Flint
Pantone® 437 C
CMYK: 21-40-18-56

Pantone® 15-5711 TCX
Dusty Jade Green
Pantone® 557 C
CMYK: 44-4-37-10

Pantone® 19-4220 TCX
Dark Slate
Pantone® 7545 C
CMYK: 58-32-18-54

Pantone® 16-0639 TCX
Golden Olive
Pantone® 618 C
CMYK: 14-10-85-27

Pantone® 16-4610 TCX
Stillwater
Pantone® 549 C
CMYK: 56-8-9-21

Pantone® 17-1129 TCX
Wood Thrush
Pantone® 729 C
CMYK: 7-45-66-18

Pantone® 18-4630 TCX
Tahitian Tide
Pantone® 7714 C
CMYK: 96-0-30-45

4. OUT OF THIS WORLD

New perspectives and beliefs are actively being sought out and this theme's therapeutic colours and futuristic design radiate an uplifting and almost cleansing mood. With playful plant combinations we experiment with how colour and light can affect our mind and offer euphoric and surreal experiences, where the mind can have free flow. Iridescent surfaces, dreamy colour combinations, transparency, sci-fi references, shiny materials, and inflated design language is working as a much needed dream machine in the everyday life.

MOOD - OUT OF THIS WORLD



PLANT INSPIRATION – OUT OF THIS WORLD

- **Plants with rare flowers**
- **Plants with long stems**
- **Flowers with many colors**
- **Flowers with shifting color effects**
- **Carnivorous plants**
- **Flowering succulents**

- **Examples of varieties**

- | | |
|-------------|----------|
| Ferns | Hibiscus |
| Orchids | Petunia |
| Clematis | Rosa |
| Waterplants | Dahlia |
| Cerithe | Aloe |
| Caladium | Calathea |
| Ptilotus | Muscari |
| Sarracenia | Coleus |
| Dionaea | Protea |