

Trend forecast 2023

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GREENERY TRENDS 2023

This is an interpretation of the trend report from PEJ-group for 2023. The pictures may not be copied or shared.



In 2023 consumers feel a need to be present in the now. In comparison to the past, we are starting to take notice of the present and what the consequences are of the steps we take for the time ahead. Consumers begin to trust their own gut feeling and begin to act on what seems right.

In recent years we have been forced to be adaptable when it comes to changes in the workplace and the way we work. There is a desire to leave the high-speed society that is greater than it has been for a long time.

When it comes to environment, consumers are looking for ways to make a difference in both small and big decisions. It has dawned that the marks that are being set today have an impact for tomorrow.

There is a greater focus on being offline and being present in the situations that we are in. After a time of separation, community and presence in the now are once again high on the agenda.





The colours, materials, and shapes of 2023 reflect a consumer that demands that sustainable choices are made in production and manufacturing, with consideration for the environment. A consumer who likes to surround themselves with nature and wants to bring nature into their home.

Lively colours come into play. There is a resurgence of strong colours and a mix in which all colours have equal value. The need to be surrounded by colour is greater than it has been in a long time, and multi-coloured elements are becoming prominent.

Materials and surfaces are raw and unprocessed. They are authentic and with an immediate expression. Vases and jars must have a touch of uniqueness and look handmade.

The dried element continues to be an important aspect of flower arrangements. There is a mix of dried and fresh flowers and plants in nice combinations. This gives flowers a longer shelf life. Flowering and withering of flowers has an aesthetic and elegant expression.

FOUR TREND THEMES FOR 2023

Colour Splash
Into the Woods
Artistic Bloom
Simplicity





1.

COLOUR SPLASH

Colours and flowers breathe a sign of optimism. It can especially be traced in the energetic and powerful mixing of colours. The combinations are reminiscent of lush gardens, full of life and joy. All colours are given equal attention. New ways of decorating with flowers and colourful creativity are seen. Think alternative presentation and creative bouquets to light up and occupy the space.

COLOUR SPLASH - MOOD



COLOUR SPLASH - MOOD



FLOWER AND PLANT INSPIRATION – COLOUR SPLASH

- Everything from the garden can be used
- Branches with fruits
- Mixed perennial beds in many colours
- Mixed colour expression can easily be created by sowing the contents of seed bags
- Complete and handy solutions with flower meadows rolled out as turf

Examples of varieties

- Alchemilla
- Allium
- Ammi Majus
- Antirrhinum
- Aster
- Chysanthemum
- Cosmos
- Epilobium
- Gerbera
- Geum
- Lathyrus
- Leucanthemum
- Nepeta
- Papaver
- Paeonia
- Ranunculus
- Rosa
- Sapiens
- Scabiosa
- Statice
- Zinnia

Allium Pink Jewel



Chrysanthemum Couture



Paeonia Coral Charm



Rosa Stanley Abbey



Lathyrus Barcelona Wedding



Ammi Majus Graceland



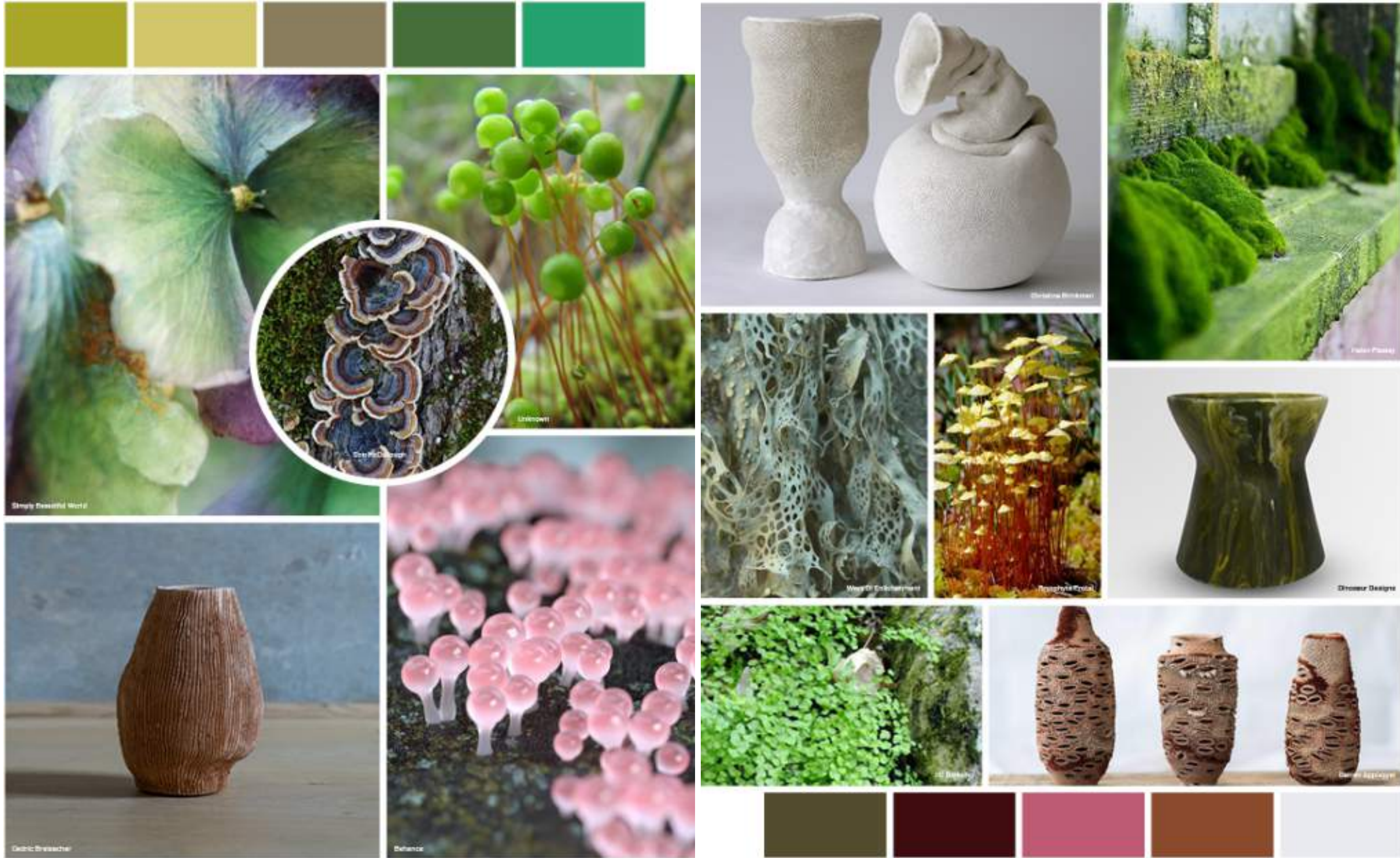


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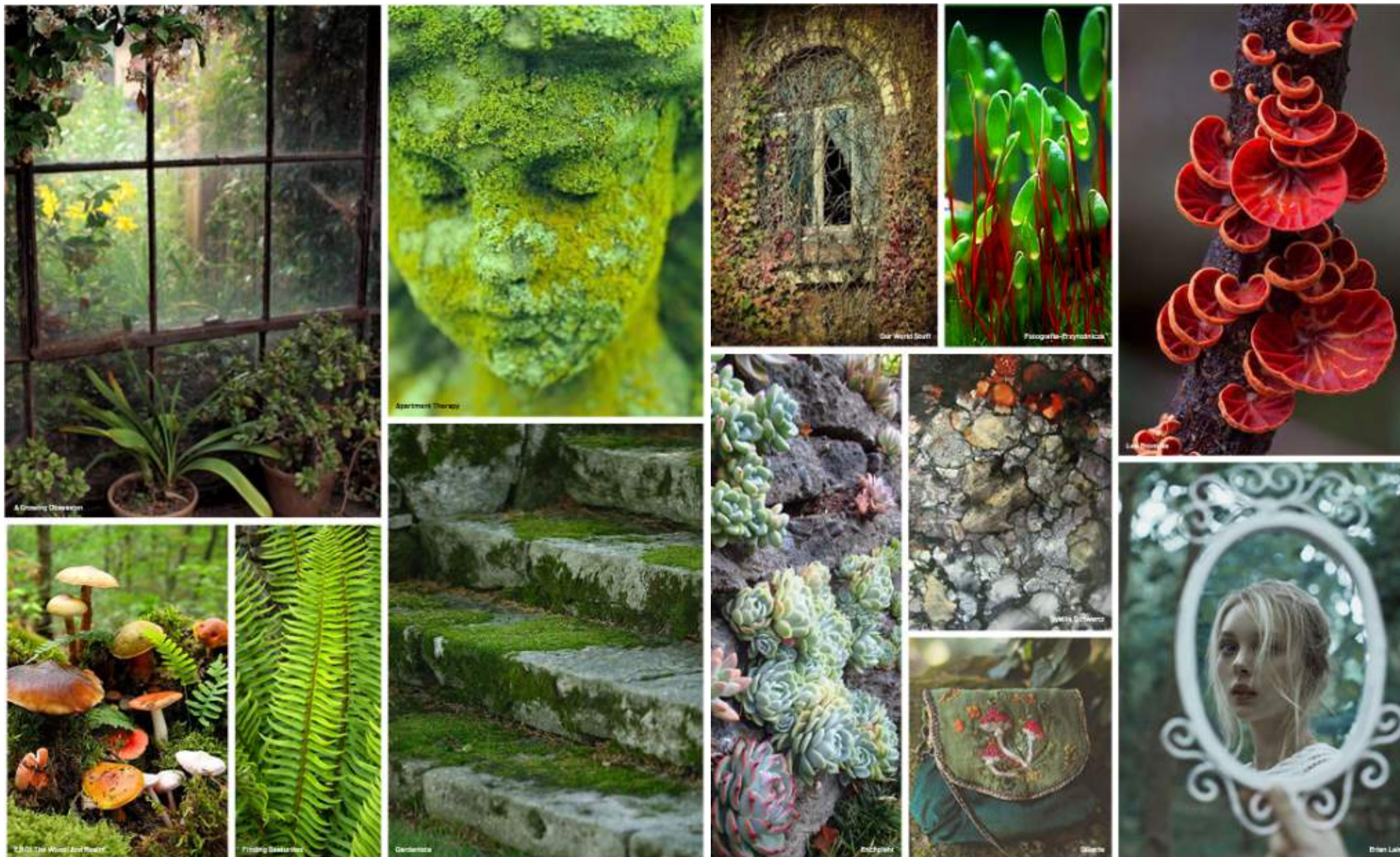
INTO THE WOODS

After years of digitization consumers feel a need to surround themselves with greenery, and they bring nature into their home. Nature in its purest and untamed form is invited inside. It's allowed to trickle through the cracks and cover surfaces with natural growth. A forest habitat is recreated within gardens and outdoor spaces.

INTO THE WOODS - MOOD



INTO THE WOODS - MOOD



FLOWER AND PLANT INSPIRATION – INTO THE WOODS

- Green areas in the garden with foliage from trees, where moss and mushrooms grow
- A carpet of forest ferns
- Mushrooms in arrangements and table decorations
- Moss as a surface and base for table scaping

Examples of varieties

- Adiantum
- Asplenium
- Echeveria
- Hatiora
- Hosta
- Humata
- Nephrolepis
- Phlebodium
- Pilea
- Sagina
- Selaginella
- Saxifraga

Flatmoss



Hosta Francee



Hydrangea Pimpernell Classic



Echeveria on stick



Ammi Visnaga



Sanguisorba Officinalis Arnhem





3. ARTISTIC BLOOM

The traditional way of decorating with flowers is being rethought. Flowers are used as artistic installations. The flowers take on a character of living wallpaper, in aesthetic and artistic ways. There are new, interesting ways to decorate with flowers. This represents a consumer who wants to look at and preserve flowers - both fresh and dried.

ARTISTIC BLOOM - MOOD



ARTISTIC BLOOM - MOOD



FLOWER AND PLANT INSPIRATION – ARTISTIC BLOOM

- Vivid wallpapers with cut flowers in hanging tubes
- Hanging installations with dried flowers on strings
- Dry and pressed flowers for frames, collages, and to decorate

Examples of varieties

- Anemone
- Astilbe
- Astrantia
- Calendula
- Dahlia
- Eucalyptus
- Gypsophila
- Helianthus
- Helichrysum
- Helleborus
- Hyacinthus
- Iris
- Lavendula
- Muscari
- Narcissus
- Oxalis
- Pelargonium
- Ranunculus
- Rosa
- Scabiosa
- Scilla
- Salvia
- Tulipa
- Viola

Anemone Marianne Panda



Eucalyptus Populus



Dahlia Eslit



Scabiosa Blackberry Scoop

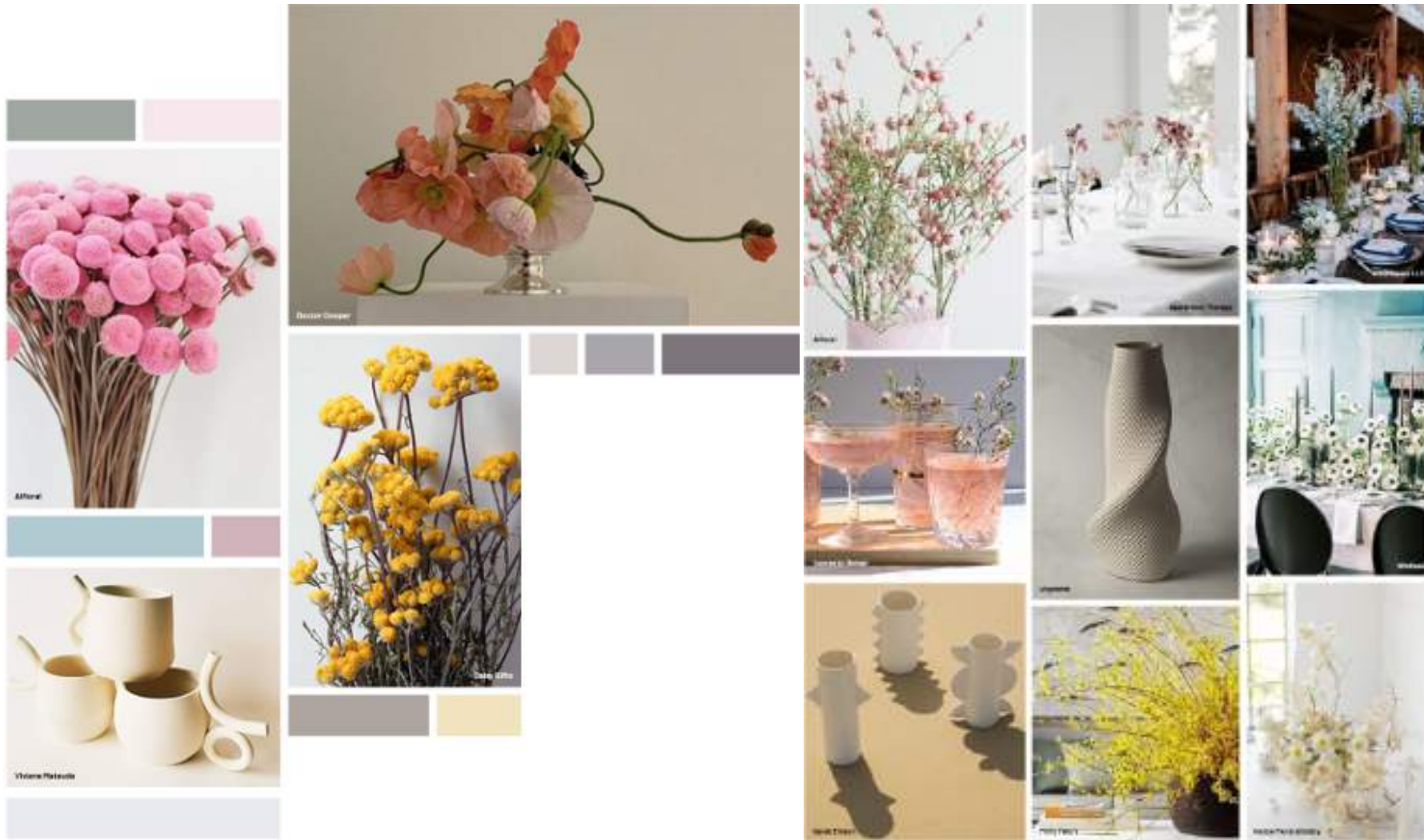


Helleborus Aarendelle Lexa Dark Purple



Ranunculus Butterfly Europe





4.

SIMPLICITY

Simple and immediate, large quantities of the same flower are gathered in a uniform bouquet. The expression becomes powerful in its simplicity, whether it's a single branch, or many flowers of the same kind. They have a rather voluminous expression when placed in places with plenty of space and air around. They provide predictable silence and harmony.

SIMPLICITY - MOOD



SIMPLICITY - MOOD



FLOWER AND PLANT INSPIRATION – SIMPLICITY

- Large and voluminous expressions with many of the same kind of flowers
- Many of the same plants together in a garden bed
- Voluminous arrangements with berry branches and flowering branches
- Preserved wild and natural expressions with the same kind of flowers
- Table decoration with the same kind of flowers with a natural look

Examples of varieties

- Armeria
- Astrantia
- Campanula
- Chamelaucium
- Coleus
- Dahlia
- Delphinium
- Echinacea
- Helianthus
- Helichrysum
- Anemone
- Leucanthemum
- Papaver
- Purpura
- Paeonia
- Rudbeckia
- Syringa
- Verbena
- Zantedeschia
- Forsythia
- Leucospermum

Campanula Champion Pink



Delphinium Dewi Blush



Syringa Romance



Zantedeschia Honeymoon



Chamelaucium Jupiter



Papaver Pizzicato

