

Trend forecast 2022

Hukra . [www.hukra.com](http://www.hukra.com)

## GREENERY TRENDS 2022

This is an interpretation of the trend report from PEJ-group for 2022. The pictures may not be copied or shared.





In 2022 consumers will be much more aware than they were before and therefore they are not afraid to break away from the norm. There has been a shift in value, and people are more inclined to follow their intuition and gut feelings. There is an increasing will power to make the world a better place, but also a better everyday life in which duty and pleasure are equal.

Consumers will be feeling a bit torn then it comes to flowers and plants. While some yearn for fun, colours, and action around them, there will also be consumers who need space and calm, and not too much fuss. This can be seen throughout all the seasons.

Being outdoors has become a favourite among many during the pandemic, and this will continue to be an integral part of our lives. People will continue to explore nature and all that it has to offer. Collecting and gathering has become a hobby, and this also reflects in the way we enjoy flowers and plants in our homes and gardens.







**The colours, materials, and shapes of 2022** reflect the continuous adaption to a sustainable lifestyle. During lockdowns, people have learned the joys of producing things at home. This is a completely natural survival mechanism, but it also highlights the sustainable mind set of consumers. Therefore, they like to buy items that are different and unique, and which have been produced with a thought for the impact on the environment. Products do not need to be refined, and all should have their own story to tell. Raw, unpolished and untreated surfaces, alternative 'ingredients', and compositions made what with you can find in nature are popular.

Dried flowers continue to be popular, as they seamlessly merge with the consumer's need for sustainability.

The colours of 2022 are a combination of calm, earthy tones and grey shades, which can be translated to the need for tranquillity and contemplation. But, on the opposite side is a need for action, with a lot of fun colour combinations. Therefore 2022's colour palette is a wide range of shades.

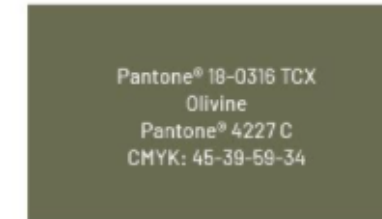
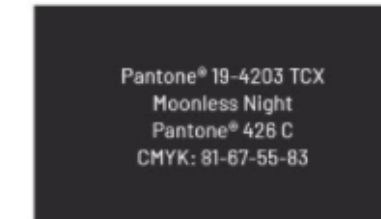
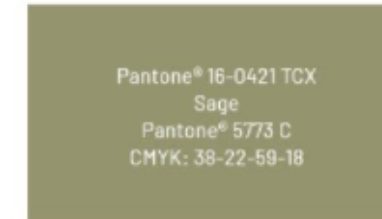
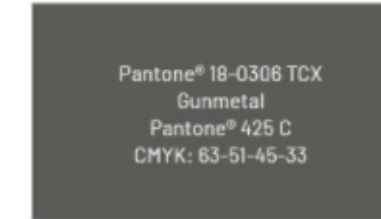
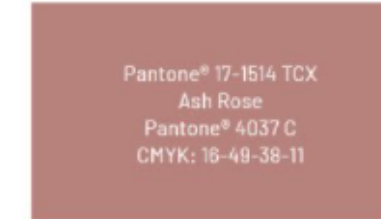
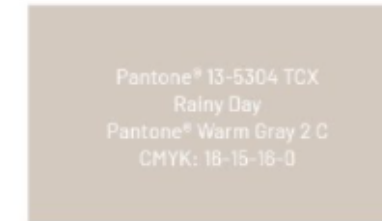


## **FOUR TREND THEMES FOR 2022**

Collecting  
More is More  
New Minimalism  
Cheerful







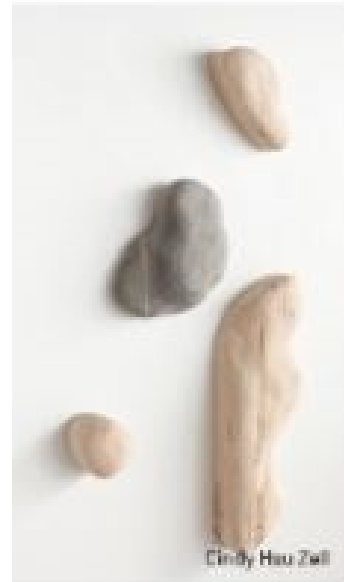
1.

## COLLECTING

The essence of a good life is collecting the best from nature. Finding and picking from what nature has to offer us has become an important element of well-being. The colour palette that corresponds with this style is earthy in nature, with greenish shades. Designs are created with an eye for nature and experiences in it, but at the same time they have to feel comfortable and be made from functional materials. Modern life in harmony with nature is the key here.



# COLLECTING - MOOD





# FLOWER AND PLANT INSPIRATION – COLLECTING

- Dried seedlings, shells, grasses, flowers, and leaves
- Branches with fruits
- Edible plants and herbs
- Salix branches with goslings
- Stones used as decorations or as addition to composition
- Large green plants with air-purifying qualities
- hanging plants with visible roots

## Examples of varieties

- Aegopodium podagraria
- Alliaria Petiolate
- Allium Ursinum
- Achillea Millefolium
- Angelica archangelica
- Bellis perennis
- Epilobium augustifolium
- Alocasia
- Calathea
- Hatiora
- Chamaerops
- Musa
- Hosta
- Pennisetum
- Humata
- Orchids
- Sansevieria

Rosemary stems



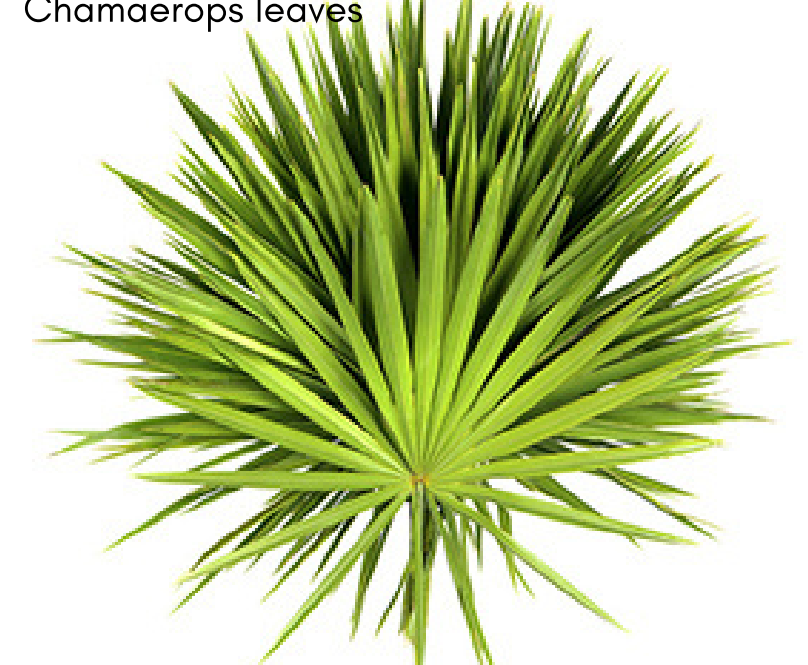
Vanda Chocolate Brown



Achillea Millefolium 'Paprika'



Chamaerops leaves



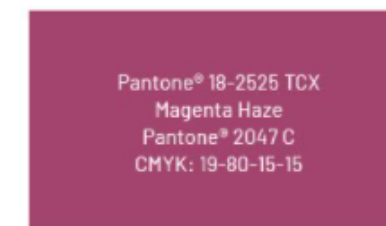
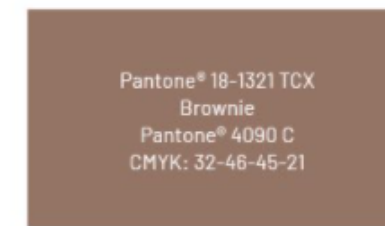
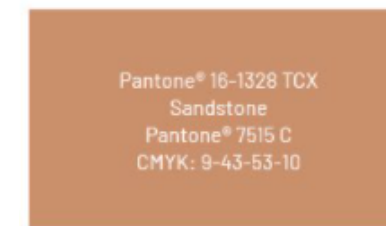
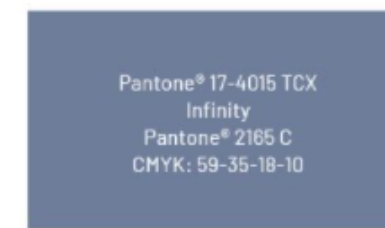
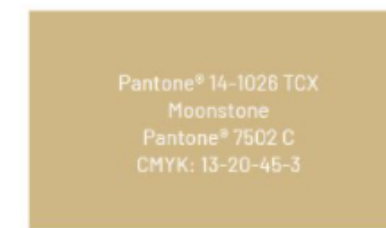
Pennisetum Karley Pink



Angelica Archangelica







2.

MORE IS MORE

The amount of consumers with a sustainable mind set is growing. This can be seen in anything, from plants and flowers, to pots and vases that hold them. Nothing is too much. Diverse flowers and plants are put together in surprising combinations, because consumers use what is available to them. The influence of social media plays an important role. Compositions have to be eye catchers. A variety of lavishly composed cut flowers



MORE IS MORE - MOOD





# FLOWER AND PLANT INSPIRATION – MORE IS MORE

- A variety of lavishly composed cut flowers
- A collection of various vases with cut flowers to make up a composition.
- Large green plants
- Hanging plants with visible roots.

## Examples of varieties

- Papaver rhoeas
- Aster
- Strelitzia
- Narcissus
- Scilla
- Muscari
- Amaryllis
- Alocasia
- Calathea
- Hatiora
- Chamaerops
- Musa
- Hosta
- Pennisetum
- Humata
- Orchids
- Sansevieria

Hippeastrum Arctic Nymph



Strelitzia Reginae



Aster Cassandra



Narcissus Precocious



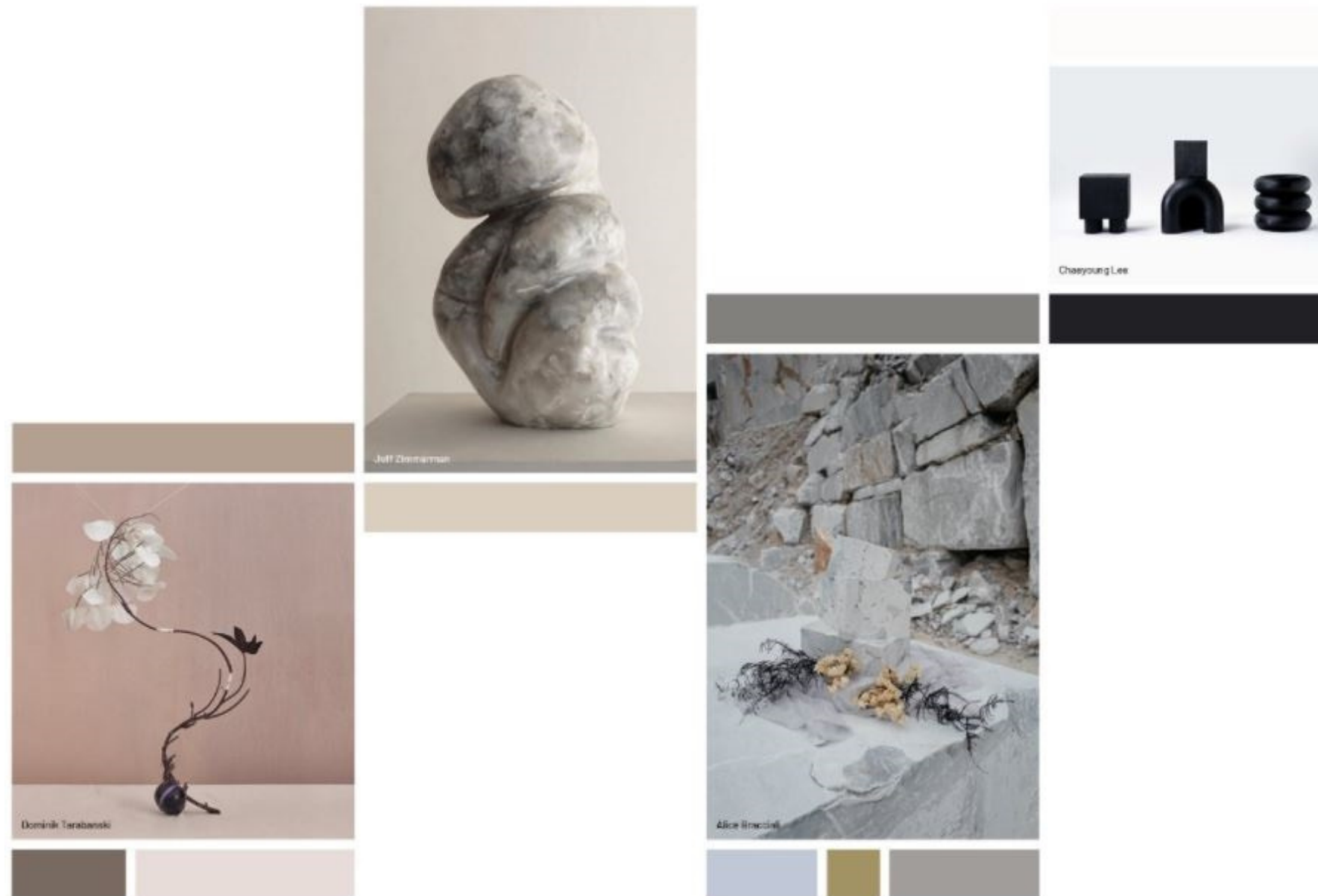
Pennisetum Karley Pink



Scilla Meike







|   |  |  |
|---|--|--|
| Pantone® 11-0601 TCX<br>Bright White<br>Pantone® White C<br>CMYK: 0-0-0-0     | Pantone® 16-3802 TCX<br>Ash<br>Pantone® 4283 C<br>CMYK: 30-29-23-3           | Pantone® 16-0726 TCX<br>Khaki<br>Pantone® 7503 C<br>CMYK: 23-26-57-13          |
| Pantone® 11-0603 TCX<br>Pastel Parchment<br>Pantone® 7804 C<br>CMYK: 4-12-5-0 | Pantone® 17-1500 TCX<br>Steeple Gray<br>Pantone® 2332 C<br>CMYK: 41-34-34-11 | Pantone® 18-1112 TCX<br>Walnut<br>Pantone® Warm Gray 10 C<br>CMYK: 43-43-48-24 |
| Pantone® 13-0907 TCX<br>Sandshell<br>Pantone® 482 C<br>CMYK: 8-17-20-0        | Pantone® 19-4007 TCX<br>Anthracite<br>Pantone® 426 C<br>CMYK: 81-67-55-83    | Pantone® 19-4906 TCX<br>Green Gables<br>Pantone® 446 C<br>CMYK: 71-53-55-53    |
| Pantone® 16-1210 TCX<br>Light Taupe<br>Pantone® 4268 C<br>CMYK: 23-30-35-5    | Pantone® 13-4110 TCX<br>Arctic Ice<br>Pantone® 537 C<br>CMYK: 24-12-1-0      | Pantone® 18-6114 TCX<br>Myrtle<br>Pantone® 4201 C<br>CMYK: 64-34-52-33         |

### 3. NEW MINIMALISM

A new kind of minimalism is on the rise. It's different from the original minimalism as this new form includes warm and delicate details, as opposed to the original version with mostly industrial expressions. Surfaces are structured, and colours are warm. Plants and floral designs are simple. Some designs are heavily inspired by the Japanese Ikebana style. Space and tranquillity are required around plants and flowers, which puts emphasis on the decor of wellness and calm.



NEW MINIMALISM - MOOD





# FLOWER AND PLANT INSPIRATION – NEW MINIMALISM

- Simple sculptured flowers in vases
- Flowers and grasses that can be dried
- Ikebana inspired
- Hanging branches of branches in a vase
- hanging moss surfaces or moss balls
- Sculptural plants
- Cut plants like bonsai trees

## Examples of varieties

- Statice
- Gypsophila
- Protea
- Ficus microcarpa
- Aloe
- Crassula

Limonium Apricot Sun Birds



Protea Cynaroides



Gypsophila Mirabella



Flatmoss



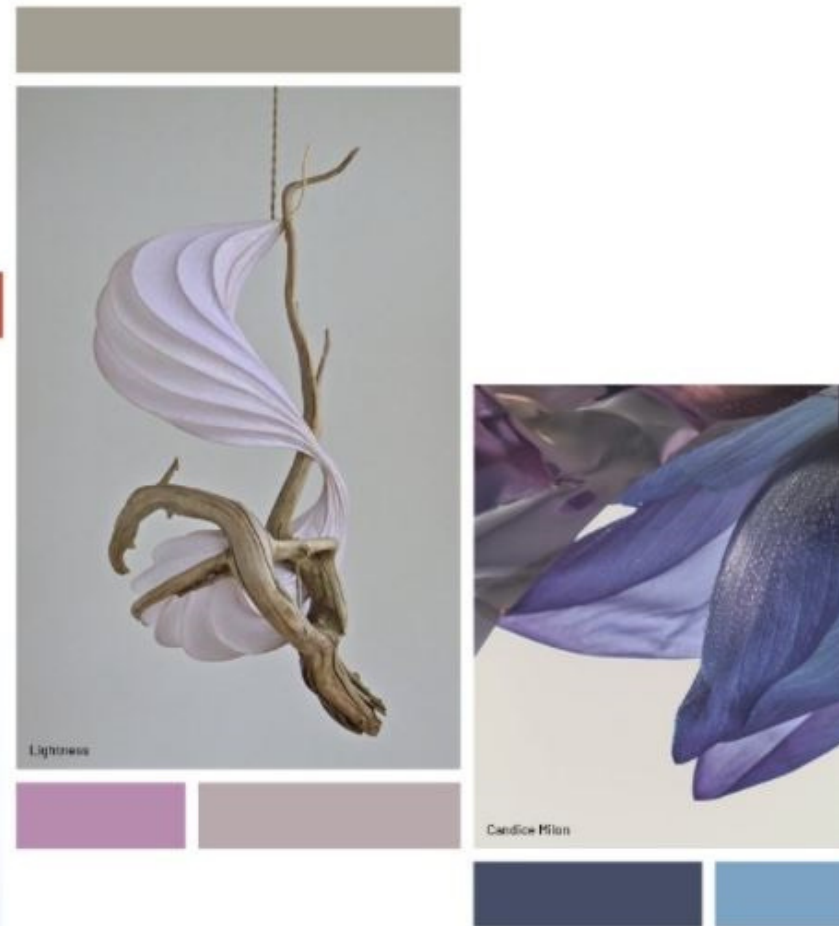
Chasmanthium Latifolium



Miscanthus Rotfeder







|  |   |   |
|--|---|---|
| Pantone® 16-4120 TCX<br>Dusk Blue<br>Pantone® 645 C<br>CMYK: 51-23-0-1     | Pantone® 19-1627 TCX<br>Port Royale<br>Pantone® 4103 C<br>CMYK: 29-92-41-70 | Pantone® 14-1116 TCX<br>Almond Buff<br>Pantone® 4249 C<br>CMYK: 17-25-40-4  |
| Pantone® 19-3926 TCX<br>Crown Blue<br>Pantone® 4131 C<br>CMYK: 71-60-30-38 | Pantone® 16-3110 TCX<br>Smoky Grape<br>Pantone® 2058 C<br>CMYK: 22-51-2-1   | Pantone® 17-1321 TCX<br>Woodsmoke<br>Pantone® 4090 C<br>CMYK: 32-46-45-21   |
| Pantone® 14-4818 TCX<br>Amazonite<br>Pantone® 4174 C<br>CMYK: 48-1-19-0    | Pantone® 15-3802 TCX<br>Cloud Gray<br>Pantone® 435 C<br>CMYK: 21-24-14-0    | Pantone® 18-1451 TCX<br>Autumn Glaze<br>Pantone® 2436 C<br>CMYK: 3-73-72-19 |
| Pantone® 13-0522 TCX<br>Pale Green<br>Pantone® 5865 C<br>CMYK: 17-10-43-1  | Pantone® 16-0207 TCX<br>London Fog<br>Pantone® 402 C<br>CMYK: 34-30-33-8    | Pantone® 19-1657 TCX<br>Karanda Red<br>Pantone® 202 C<br>CMYK: 1-98-58-44   |

4.

CHEERFUL

Creating joy has become an important aspect of life. And that joy can be a of a quirky quality. Plants and flowers should be a crazy input in fun and inventive ways. Colours are composed and look abstract and artistic. This is also a result of using all the leftovers. Plants, flowers, ceramics, and vases bring a festive look with their added colours.



# CHEERFUL - MOOD





# FLOWER AND PLANT INSPIRATION – CHEERFUL

- Crazy, fun, and festive flower styling
- Untraditional compositions of flowers with mushrooms and vegetables
- Mixing fresh flowers with dried and artificial flowers
- Playful colours and shapes
- Plants in pots and vases for festive looks

## Examples of varieties

- Tulipa
- Liatris
- Statice
- Rosa
- Orchids
- Iris
- Liliales
- Anthurium
- Alocasia
- Clematis
- Dipladenia
- Lewisa
- Primula

Tulipa Rasta Parrot



Liatris Spicata



Anthurium Cinnamon (tinted)



Iris Professor Blaauw



Clematis Amazing Havana



Cymbidium Guido

