

The Recipe

EVERLASTING FAUX FLORALS

Sarah Garforth

Floral Brand Manager



HALL 19, D20-D21

A Year in Floral

Introduction – The Recipe

Faux – From strength to strength

Floral Trends – Growth areas

Floral Sales – making the most of your stock

Our USP – why you should buy from us



The Recipe

Put simply, a flower recipe is a list of ingredients required for a flower arrangement or bouquet. On a romantic level it evokes well-worn notebooks with handwritten scripts of floral formulas tried and tested over the years. On a practical level, it is an essential guide with all the necessary knowledge to create an arrangement ensuring the correct numbers of stems are ordered.



The Recipe

- Launched at Spring Fair 2018
- Brand of Hill Interiors
- Signature Supplier Programme
- Floral Support
- Design Support



Faux – Strength to Strength

- Floral History – a good basis
- Recognition as a key part of interior trend devp.
- Identifying growth areas
- Anticipating trends
- The beauty draw
- Product Development & pricing



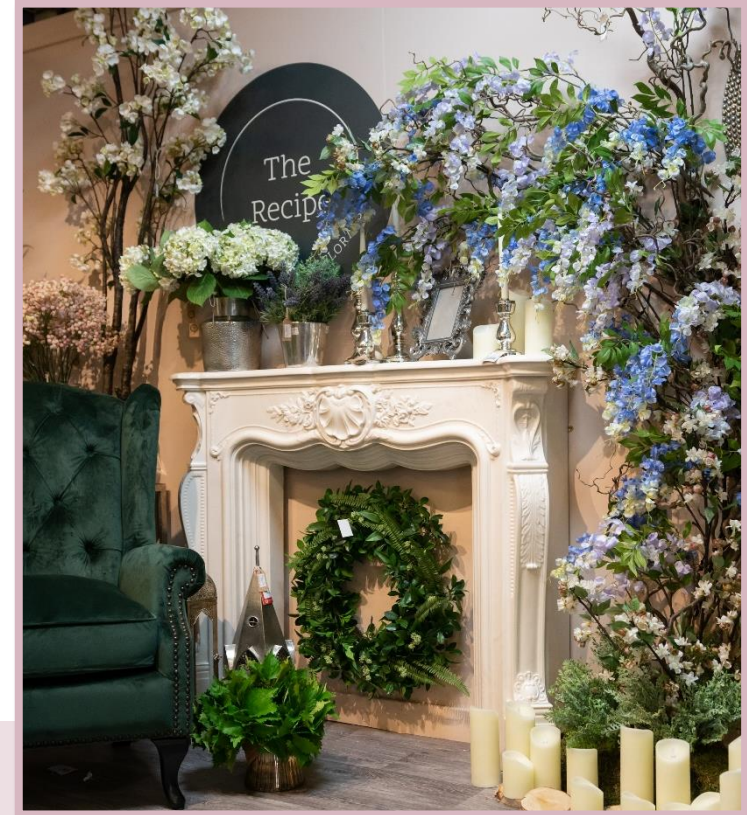
Floral Trends – Growth Areas

- Potted Plants and Flowers
- High End Range/Contract
- Meadow Florals
- Wild and Wonderful
- Enduring styles



Floral Sales – Making it work

- Merchandising
- Inspirational idea
- Floral know how
- Seasonal stock
- Know your customer



Why The Recipe?

- Signature supplier programme
- Expert floral advice
- Bespoke installation & design support
- Realism & accuracy
- Product development

