

Fall & Holiday Trends: On Brand





Derek Woodruff

AAF, AIFD, CFD, CF, PFCI
Owner, Floral Underground
Traverse City, MI
Sponsored By:



Syndicate The Syndicate logo, which consists of a stylized red rose with green leaves and a small green square containing the letters "SS" in white.



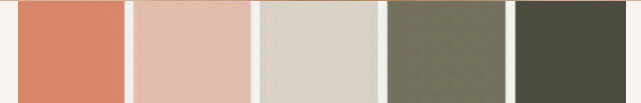
Today!

- An Exercise in Floral Branding
- Translating Fall Trends
- Translating Holiday Trends
- Fall/Holiday Workshops Ideas
- Holiday Decorating Hacks

Finding Your Floral Brand



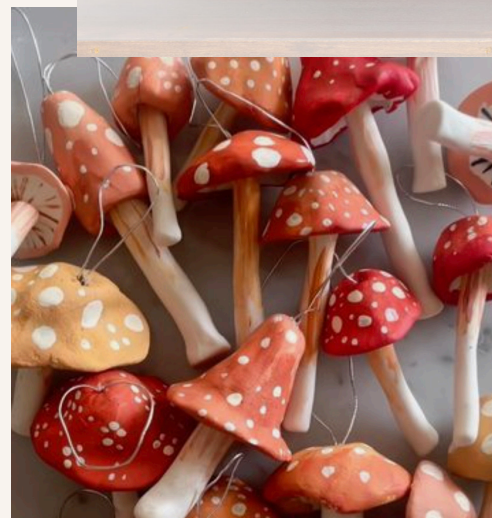
Autumn Inspo for 2024



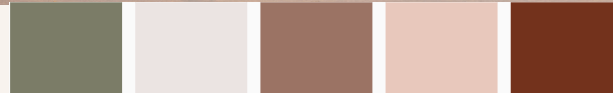
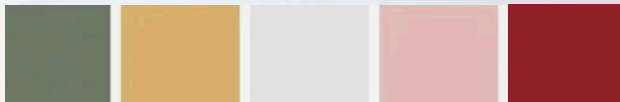
Autumn Inspo for 2024



Autumn Inspo for 2024



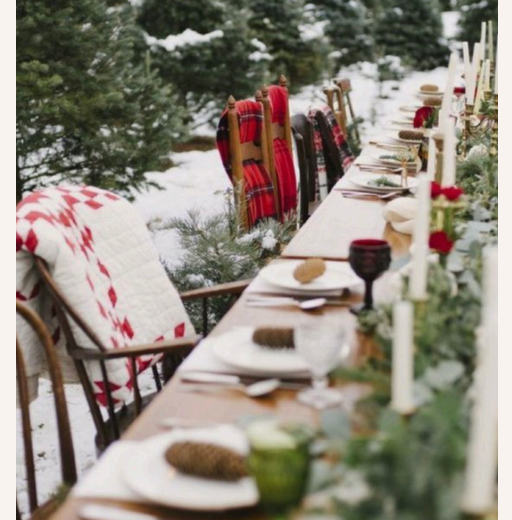
Holiday Inspo for 2024



Holiday Inspo for 2024



Holiday Inspo for 2024



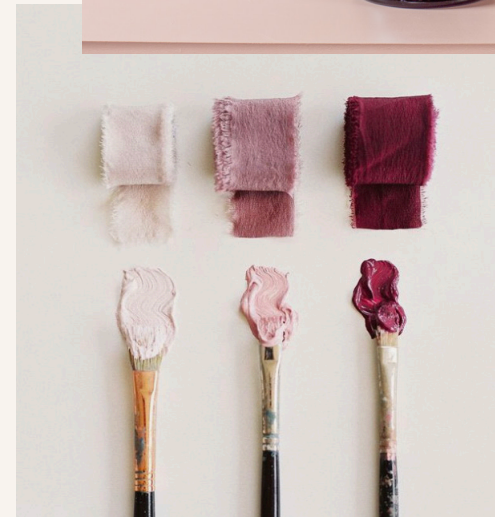
Autumn Inspo for 2025



Autumn Inspo for 2025



Autumn Inspo for 2025



Holiday Inspo for 2025



Holiday Inspo for 2025



Autumn Workshops



Thanksgiving Centerpiece Workshop



Succulent Pumpkin Workshop



Freakabana Workshop

Holiday Workshops



Grinch Tree Workshop



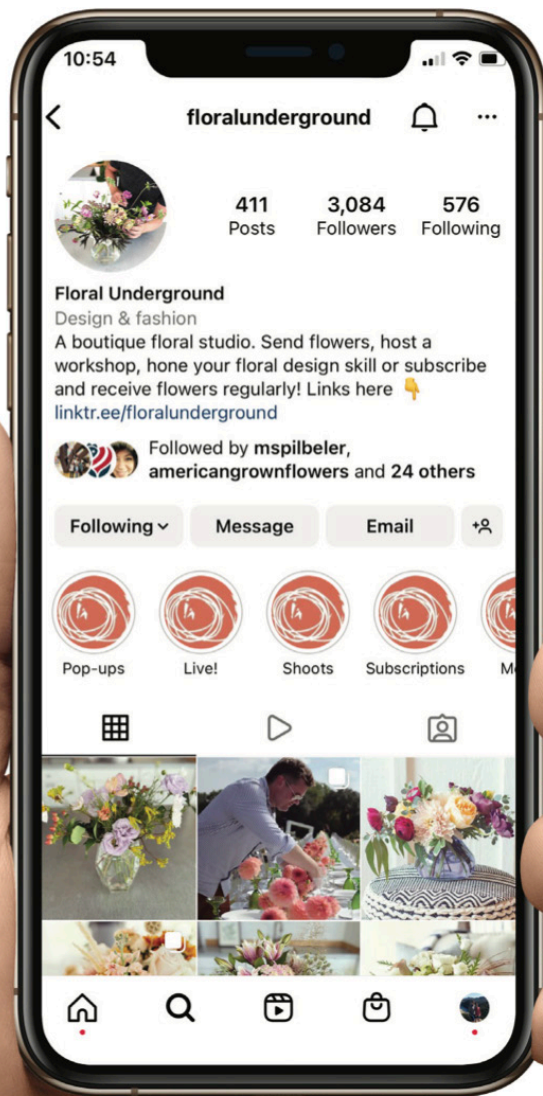
Holiday Terrarium Workshop



Holiday Centerpiece Workshop

Bonus: Holiday Decorating Hacks





Lets Connect!



Floral Underground



@floralunderground



@derekthebartender



@derekthebartender

Thank You!



Syndicate 