



MAKE IT WORK

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Syndicate 

D V  F L O R A TM





FLORAL | UNDERGROUND

Your Personal Floral Stylist

floralunderground.com

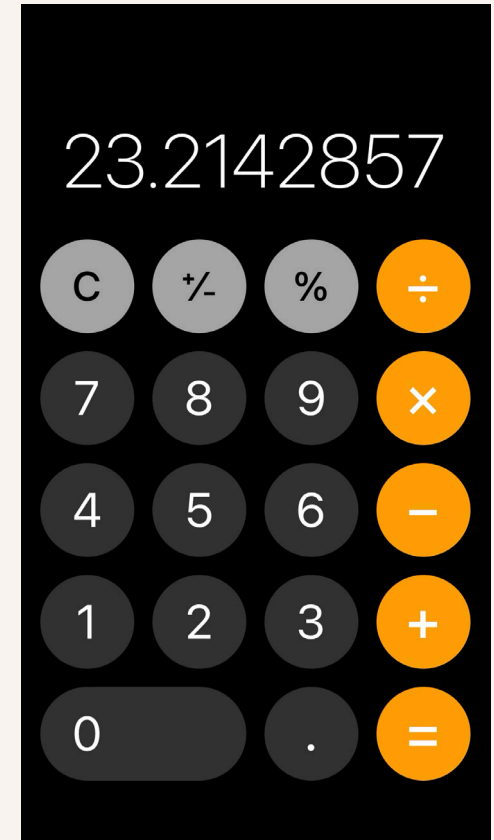
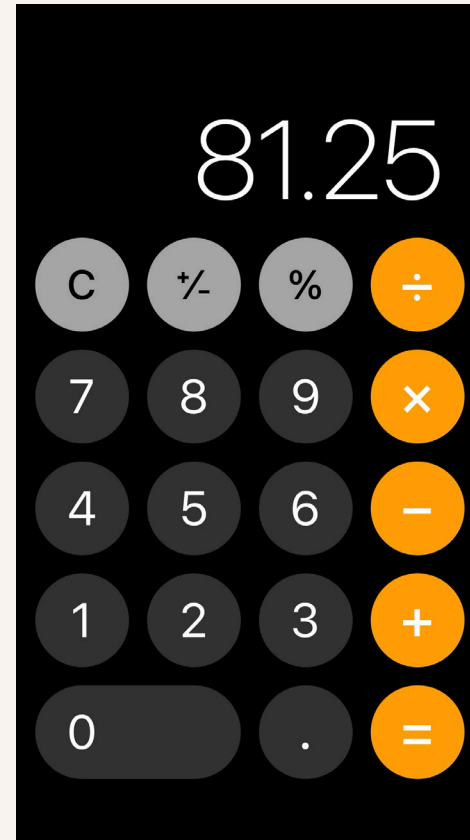
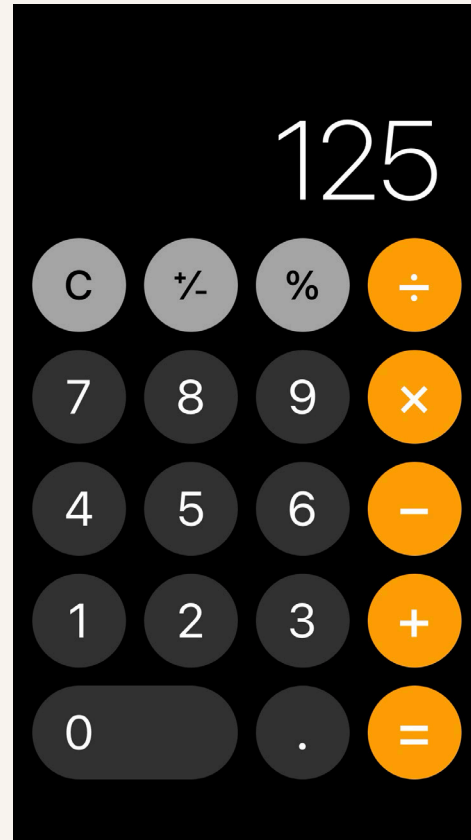
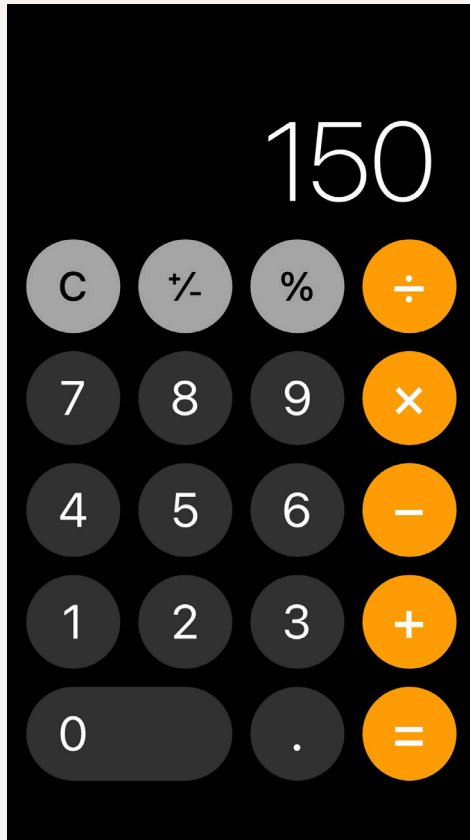


IN TODAY'S DISCUSSION:

- How to be creative with limited resources
- How to pivot and make alternative substitution selections
- The latest in design styles, trends, and products



HOW I SHOP



HOW I PRICE



HOW PEOPLE BUY

- Color
- Shape
- Size
- Cost



HOW I DESIGN



BE A PIVOT PRO

What to do in a world of supply chain shortages,
natural disasters and social disruptions



LOOK & FEEL

- Evokes the same sense of style, color, and most of all, emotion
- Is the same relative scale
- If you squint, they look the same



INSPIRATION

- Design Styles
- Trends
- Products



MODERN & MINIMAL

- Minimal Ingredients
- Repetition
- Low-cost Containers



TODAY'S DESIGN STYLE



WHAT'S TRENDING IN FLROAL DESIGN?

- Colors
- Textures
- Sentiment



NEW PRODUCT
TO ELEVATE
YOUR DESIGNS



QUESTIONS & ANSWERS



THANK YOU!

Society of
American Florists

Sponsor: Syndicate Sales

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LETS CONNECT

 Floral Underground

 @floralunderground

 @derekthebartender

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