

IFD Floral Trends Spotlight

March 2011

Trend Information for the Event Flower Specialists

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www.youtube.com/oasisfloral

Create Impact That Stirs Emotions

When it comes to decorating safely, especially in home décor, we think neutral colors. Preferring to avoid risk and not be overpowering can be smart decorating. Today's new neutrals pick up shades of gray tinged with green and blue and can be seen in any of the current shelter magazines. But when it comes to event decorating you need to have impact, excite the eye and stir emotions. So how do you create energy, still be edgy, showcase trendy colors and yet be elegant?

Let the flowers energize your next event. Flowers set the stage, or in most cases the table, to engage your guest! Flowers, and their wide range of colors, stimulate our visual receptors and act as the emotional conduit that allows our guests to chase away worries and anxieties and be drawn in to an unforgettable event.

Here we showcase a graceful palette that incorporates the new neutrals tinged with green, smoky gray or amethyst and combines the impact of flowers in purples, lavenders and bold glamorous greens. Sheer Elegance produces an excitement in regal proportions guaranteed to make guest 'ahhhhh', smile and be excited to be part of your event.



Oasis' new "Mystic" color palette, coming out in May 2011.

Creating this graceful yet emotionally stirring look is done with color, texture and being able to create lines and balance by using flowers at varying heights.

The exact placement of the flowers is achieved with OASIS Table Deco Holders; available in small, medium and large.

(Continued on page 2).



Sheer Elegance

Not only do the OASIS Table Deco Holders provide you with a ready-to-use flower vessel, the small size can make perfect take-away gifts. Set on tables to compliment the centerpiece, or tuck in place cards to make them serve multiple purposes!

Oasis Table Deco Holders come loaded with Oasis MaxLife floral foam that maximizes flower longevity. Available in three sizes that match the most popular event design sizes. Sizes can be mixed and matched on the table or stacked for extra height and visual interest. Their smooth black surface easily disappears in the design and works in any tablescape scheme. Anytime you have a large number of tables to decorate and need a convenient and fast method to make less look like more, choose Oasis Table Deco Holders.

Why be safe when everything you need to create Sheer Elegance can be found at your IFD Floral Distributor.

The flower distributors who have a Spotlight on emerging floral trends.

More new design ideas for Spring 2011 at www.youtube.com/oasisfloral.



Table Decos
1051 Small, 1052 Medium,
1053 Large



Member Spotlight

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