



Empowering floral partners

WWW.FMGROUP.FM



Summer Spring 2026
Autumn Winter 2026/2027

Trendbook

2026/2027



WHERE *nature*
BLOSSOMS,
dreams grow

Trend overview

SPRING / SUMMER 2026



Trend 1

03





Trend 2

05





Trend 3

07



AUTUMN / WINTER 2026 / 2027



Trend 1

11





Trend 2

13





Trend 3

15







DISCOVER Masterpieces

Masterpieces is the place for florists to exhibit their creativity, increase their visibility and connect with growers and other partners in the floriculture sector. In short, an enrichment for every florist. Check out the wall of fame and get inspired by other florists!

Check out the wall of fame! →











Get inspired

The world is changing fast. And with it, color, form, and emotion evolve as well. This FM Group Trend Report offers a glimpse into what inspires, moves, and connects us. With insights from Pantone and the trend forecasts of Christine Boland, we translate global directions into practical inspiration for our industry. Let these pages take you through the seasons and reveal how color and atmosphere will develop. So you can tune your creations, collections, or choices into the trends of tomorrow.

Trend 1 SS26

This trend is a creative counter-reaction to uniformity, celebrating uniqueness and personal expression. It feels playful and energetic, like wandering through a flea market and discovering hidden treasures along the way. This is reflected in patchwork and folklore patterns, as well as playful combinations of second-hand furniture and ceramics. Stained-glass details, color, and handmade objects fill interiors that don't need to be perfect but instead feel truly personal.

EXPERIMENTAL

PERSONAL EXPRESSION

FOLKLORE

PLAYFUL

SECOND-HAND

HANDMADE



GERBERA PASTA



GLORIOSA

LILIUM

“Creativity takes courage.”

– Henri Matisse

MAGENTA PURPLE PANTONE 19-2428 TCX PANTONE 229 C CMYK 47, 93, 36, 44	KARANDA RED PANTONE 19-1657 TCX PANTONE 202 C CMYK 29, 93, 66, 34	SLATE ROSE PANTONE 18-1635 TCX PANTONE 2342 C CMYK 22, 72, 46, 11	APRICOT PANTONE 15-1153 TCX PANTONE 715 C CMYK 0, 53, 87, 0
PASTEL LILAC PANTONE 14-3812 TCX PANTONE 4120 C CMYK 32, 34, 4, 0	FUCHIA PINK PANTONE 15-2718 TCX PANTONE 673 C CMYK 13, 59, 0, 0	SALMON PANTONE 14-1323 TCX PANTONE 2022 C CMYK 0, 43, 43, 0	CARAMEL CAFÉ PANTONE 18-1148 TCX PANTONE 1615 C CMYK 30, 72, 92, 32
BRIGHT AQUA PANTONE 16-5422 TCX PANTONE 2401 C CMYK 75, 10, 47, 0	MEDIUM GREEN PANTONE 17-6229 TCX PANTONE 6181 C CMYK 77, 28, 82, 12	DARK CITRON PANTONE 16-0435 TCX PANTONE 2304 C CMYK 44, 20, 81, 4	LIMA BEAN PANTONE 13-0333 TCX PANTONE 461 C CMYK 12, 9, 50, 0

Trend 2 SS26

In a world full of stimuli, we long for peace and balance. This trend therefore feels like a gentle embrace, a visual comfort that allows our minds to breathe. You can see this reflected in transparent layers, rounded shapes, and tactile materials such as silk, porcelain, and glass, which together radiate understated luxury.

PEACE

BALANCE

UNDERSTATED LUXURY

COMFORT

ROUNDED SHAPES

GENTLE



DIANTHUS



“Simplicity is the ultimate sophistication.”

–Leonardo da Vinci

BLUE FINCH PANTONE 13-4016 TCX PANTONE 643 C CMYK 22, 11, 7, 0	LACY LILAC PANTONE 14-3926 TCX PANTONE 4120 C CMYK 29, 93, 66, 34	PEACHES N' CREAM PANTONE 14-1521 TCX PANTONE 4066 C CMYK 4, 47, 32, 0	RHODODENDRON PANTONE 19-2024 TCX PANTONE 2042 C CMYK 35, 87, 48, 47
ORCHID TINT PANTONE 13-3802 TCX PANTONE 664 C CMYK 14, 15, 7, 0	LATTE PANTONE 15-1220 TCX PANTONE 2311 C CMYK 18, 34, 48, 6	PEACH MOUSSE PANTONE 12-1121 TCX PANTONE 4030 C CMYK 5, 25, 34, 0	ICE PANTONE 11-4803 TCX PANTONE 6197 C CMYK 19, 12, 18, 0
TILLANDSIA PURPLE PANTONE 19-2024 TCX PANTONE 7680 C CMYK 82, 93, 16, 5	CANARY GREEN PANTONE 12-0108 TCX PANTONE 7485 C CMYK 24, 5, 33, 0	PALE LIME YELLOW PANTONE 12-0520 TCX PANTONE 6191 C CMYK 16, 0, 46, 0	FESTIVAL BLOOM PANTONE 12-2908 TCX PANTONE 2050 C CMYK 6, 21, 4, 0

Trend 3 SS26

This trend celebrates the beauty of imperfection and reinterprets history through a modern lens. It feels both rebellious and romantic. As if a fairytale princess chooses her own path and rewrites the past. In fashion, this translates into rich fabrics like brocade and lace, combined with ruffles and frays. In interiors, you will see dark woods and gilded frames alongside velvet chairs and ornate chandeliers, always with a raw twist.

IMPERFECTIONS

HISTORY

MODERN

GIRLISH

ROMANTIC

POWERFULL

REBELLIOUS





“Imperfection is beauty, madness is genius and it’s better to be absolutely ridiculous than absolutely boring.”

– Marilyn Monroe

PEAT MOSS PANTONE 18-0428 TCX PANTONE 7750 C CMYK 57, 42, 84, 54	CARTOUCHE PANTONE 17-1325 TCX PANTONE 4256 C CMYK 29, 37, 52, 17	ANTIQUE GOLD PANTONE 16-0730 TCX PANTONE 4515 C CMYK 30, 29, 64, 10	ANISE FLOWER PANTONE 12-0717 TCX PANTONE 7506 C CMYK 7, 15, 35, 0
PERSIAN RED PANTONE 19-1860 TCX PANTONE 7426 C CMYK 23, 100, 59, 18	CARNELIAN PANTONE 16-1435 TCX PANTONE 6026 C CMYK 13, 63, 65, 2	MELLOW ROSE PANTONE 15-1515 TCX PANTONE 2338 C CMYK 11, 43, 33, 1	LEVENDER HERB PANTONE 16-3310 TCX PANTONE 4081 C CMYK 34, 46, 21, 3
NOVELLE PEACH PANTONE 12-1005 TCX PANTONE 2309 C CMYK 11, 21, 31, 1	ANTIQUE WHITE PANTONE 11-0105 TCX PANTONE 7527 C CMYK 8, 11, 20, 0	DEEP GRASS GREEN PANTONE 17-6219 TCX PANTONE 625 C CMYK 71, 32, 55, 16	CELADON PANTONE 13-6108 TCX PANTONE 5595 C CMYK 31, 12, 26, 1

Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

*“Evolve with the trends,
while staying true to your
unique touch.”*

Let's continue with the *Autumn / Winter trends*



Trend 1 AW26/27

In a time of unrest and uncertainty, the need for simplicity and stability grows. This trend breathes understated strength and feels like a sanctuary where calmness and protection are central. This sense of shelter and simplicity is also reflected in its forms and materials. Minimalistic yet monumental rough, coarse yet refined materials like concrete, wool, and ceramics, and a muted color palette create a sense of strength and timeless calmness.

SIMPLICITY

STRENGTH

PROTECTION

BRUTALISM

CALMTH

FUNCTIONAL

COMFORT



HELLEBORUS

“In character, in manner, in style, in all things, the supreme excellence is simplicity.”

– Henry Wadsworth Longfellow

EUSTOMA

CABERNET PANTONE 19-1724 TCX PANTONE 4101 C CMYK 36, 90, 64, 55	RUST PANTONE 18-1248 TCX PANTONE 7585 C CMYK 23, 70, 80, 13	SUDAN BROWN PANTONE 18-1160 TCX PANTONE 723 C CMYK 23, 60, 95, 14	PERISMMON ORANGE PANTONE 16-1356 TCX PANTONE 158 C CMYK 0, 64, 91, 0
FOUR LEAF CLOVER PANTONE 18-0420 TCX PANTONE 4223 C CMYK 58, 42, 63, 33	OLIVE DRAB PANTONE 18-0622 TCX PANTONE 6208 C CMYK 47, 42, 65, 31	CORNSTALK PANTONE 16-1315 TCX PANTONE 4255 C CMYK 29, 35, 51, 15	BIRCH PANTONE 13-0905 TCX PANTONE 7527 C CMYK 19, 15, 24, 1
CORK PANTONE 16-1422 TCX PANTONE 6032 C CMYK 25, 48, 50, 15	MAPLE SUGAR PANTONE 15-1316 TCX PANTONE 4260 C CMYK 17, 36, 41, 5	WHISPERING PEACH PANTONE 12-1015 TCX PANTONE 4031 C CMYK 7, 25, 26, 0	GRAY MIST PANTONE 15-4706 TCX PANTONE 5507 C CMYK 43, 22, 31, 4

Trend 2 AW26/27

We turn to traditions and heritage to find stability, but reinterpret them in a way that fits today. It feels familiar and nostalgic, with classic patterns and materials given a fresh and contemporary twist. Warmth and recognition in a renewed form.

This is reflected in heritage fabrics such as tweed and wool, combined with glossy accents and modern lines. In interiors, dark woods and checks meet contemporary light colors and subtle details.

HERITAGE

SPORTY

ELEGANT

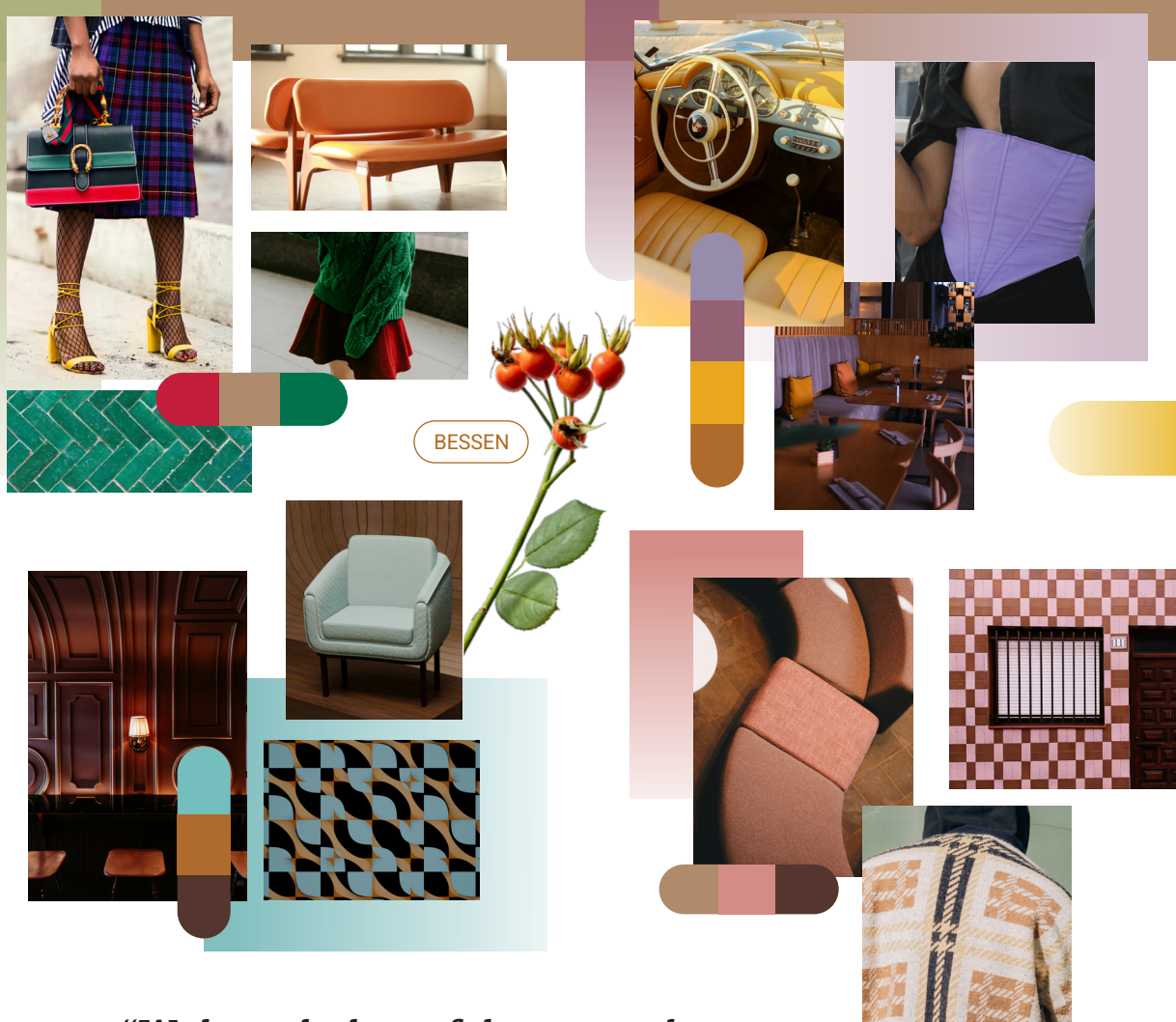
SENSUAL

WARMTH

RENEWED



AMARYILLIS



BESSEN

“We keep the best of the past and shape it for tomorrow.”

DOWNTOWN BROWN PANTONE 19-1223 TCX PANTONE 7596 C CMYK 41, 64, 64, 58	ICED COFFEE PANTONE 15-1040 TCX PANTONE 2467 C CMYK 24, 40, 57, 13	ROSETTE PANTONE 16-1518 TCX PANTONE 7606 C CMYK 13, 51, 39, 2	URBAN RED PANTONE 19-1756 TCX PANTONE 200 C CMYK 17, 100, 78, 7
SUDAN BROWN PANTONE 18-1160 TCX PANTONE 723 C CMYK 23, 60, 95, 14	BUMBLE BEE PANTONE 14-0958 TCX PANTONE 124 C CMYK 7, 36, 100, 1	BORDEAUX PANTONE 17-1710 TCX PANTONE 6069 C CMYK 35, 63, 34, 17	EARLY HOURS PANTONE 13-2930 TCX PANTONE 5165 C CMYK 19, 27, 12, 0
GREEN TAMBOURINE PANTONE 18-6033 TCX PANTONE 7727 C CMYK 98, 29, 84, 19	WEeping WILLOW PANTONE 15-0525 TCX PANTONE 4235 C CMYK 35, 22, 57, 5	LEISURE TIME PANTONE 14-4815 TCX PANTONE 4174 C CMYK 54, 7, 27, 0	VIOLA PANTONE 16-3815 TCX PANTONE 666 C CMYK 42, 44, 16, 1

Trend 3 AW26/27

Luxury becomes a form of resistance: refinement and elegance offer comfort in uncertain times. This trend exudes an enveloping atmosphere of soft fabrics, deep colors, and subtle shine. Comfort and elegance without excess. Velvet, satin, and glass in tone-on-tone combinations define the look, alongside rich shades such as emerald green and ruby red, with refined, timeless details.

LUXURY

HISTORIC

SOFT

POETIC

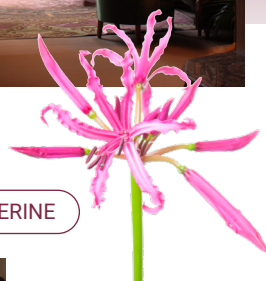
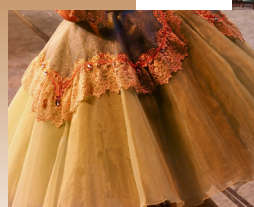
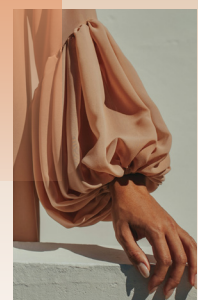
COMFORT

LACE

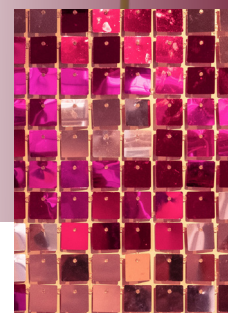
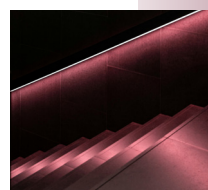
TOUGH & TENDER



CYMBIDIUM



NERINE



***“Luxury must be comfortable,
otherwise it is not luxury.”***

—Coco Chanel

ANTIQUÉ WHITE PANTONE 11-0105 TCX PANTONE 7527 C CMYK 19, 15, 24, 1	MACADEMIA PANTONE 12-0709 TCX PANTONE 2309 C CMYK 11, 21, 31, 1	PINK SAND PANTONE 15-1318 TCX PANTONE 7513 C CMYK 11, 32, 33, 2	CABERNET PANTONE 19-1724 TCX PANTONE 4101 C CMYK 31, 87, 50, 38
DOUGLAS FIR PANTONE 19-0220 TCX PANTONE 6188 C CMYK 69, 46, 75, 46	MAUVE SHADOWS PANTONE 16-3205 TCX PANTONE 4107 C CMYK 35, 44, 23, 5	APRICOT TAN PANTONE 15-1237 TCX PANTONE 472 C CMYK 7, 45, 60, 1	RUMBA RED PANTONE 19-1940 TCX PANTONE 7638 C CMYK 31, 87, 50, 38
BANANA PALM PANTONE 18-0230 TCX PANTONE 4215 C CMYK 68, 37, 82, 27	DARK CITRON PANTONE 16-0435 TCX PANTONE 2304 C CMYK 44, 20, 81, 4	SPICY MUSTARD PANTONE 14-0952 TCX PANTONE 6003 C CMYK 12, 28, 81, 2	SUDAN BROWN PANTONE 18-1160 TCX PANTONE 723 C CMYK 23, 60, 95, 14

This image shows a full page of white paper with horizontal grey ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for handwriting practice or general writing. There are no margins, text, or other markings on the page.