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TREND

Wild Woods



Nature's rough wildness as we know it from the huge Canadian forests enters our living-rooms, kitchens and bathrooms as effects in the autumn 2009 - a masculine contrast to the stylish, classic furniture with a colour range signalling autumn.

Green plants are placed on separate bases as trees, imitating the wild forest. Smaller plants with varying leaf shapes can be gathered in a single base, imitating the forest floor. Bases such as pots or plant boxes made of raw wood, leather, rusted objects, clay, hollowed tree roots are covered with a "forest floor" of moss and styled with grass and branches, bones and horns, oilskin and fur in uncontrolled shapes.

Wild Woods is a result of our lack of nature and part of the nature megatrend that characterises fashion and interior designs in these years.

WILD WOODS



Selaginella apoda



Homalocladium platycladum
A very efficient air-cleaning plant. Place it in a bright position, preferably in direct sunlight. Water to keep the plant constantly moist. Feed frequently.



Selaginella apoda
Place the plant in shade or semi-shade and water to keep it constantly moist. Feed sparingly.

Homalocladium



Kalanchoe
Place it in a bright position or semi-shade and water moderately. Let the plant dry out between waterings.



Kalanchoe WildFlowers®



Beaucarnea recurvata



Beaucarnea recurvata
Place it in semi-shade and water moderately. Feed sparingly.



Syngonium podophyllum
Place it in semi-shade and water moderately. Feed frequently.



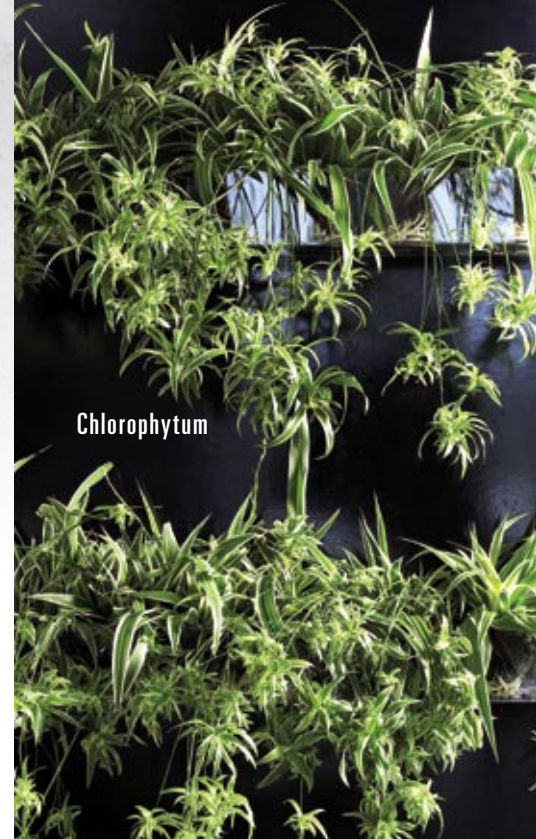
Carex
Place it in a bright position and water regularly since it does not tolerate drying out. Feed sparingly.



Syngonium

Carex

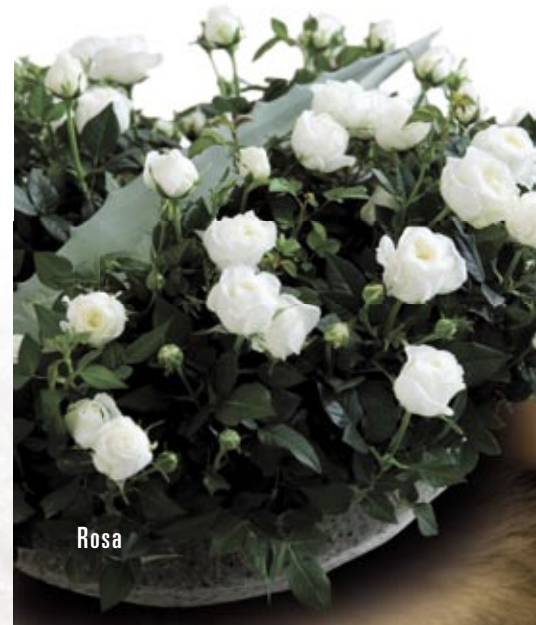
We found this trend - with its Nordic touch - in the shop owned by Anette Østergaard who has also used raw nature in the form of beech trunks and roots in her plant decorations. This internationally recognised flower stylist also shows how to create an exciting plant wall with Chlorophytum. www.aplusa.dk



Chlorophytum

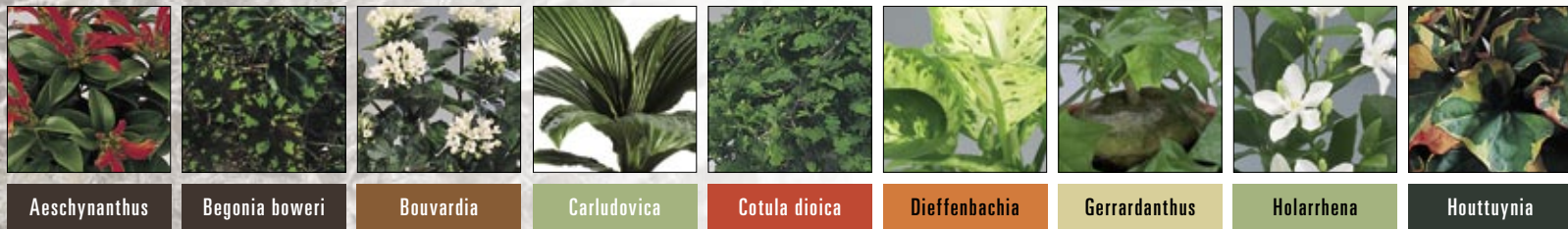


Chlorophytum comosum
Place this air-cleaning plant in shade or semi-shade. Keep the plant moderately moist. Feed sparingly.



Rosa

OTHER PLANTS FOR THE TREND



Aeschynanthus

Begonia boweri

Bouvardia

Carludovica

Cotula dioica

Dieffenbachia

Gerrardanthus

Holarrhena

Houttuynia



Humata

Ixora

Philodendron scandens

Phyllitis scolopendrium

Pilea peperomioides

Platycerium bifurcatum

Polyscias balfouriana

Scindapsus pictus



Ficus microcarpa
Find raw cache-pots in wood and style the plant using large surfaces of moss.

Capsicum
Cover a wooden box with bark and carry nature out of the shop.



Asplenium Epipremnum
Show your customers the effect of stylish plant walls.



Microsorium
Use bark round the pot and create a look of wild nature with raw branches



NEWS FROM DENMARK



Eryngium

Eryngium

The plant is beautiful and has a sculptural shape when green. It flowers luxuriantly for 3-4 weeks producing 70-150 flowers, ranging from fresh lime green to deep and dark violet. Eryngium is a perennial that grows 30-35 cm tall. Available in pots from 15-23 cm from July to September. www.tvillingegaarden.dk



Bruguiera sexangula

This plant, also called Oriental mangrove, is known from the southeastern parts of Asia where it becomes a 10-15 m tall tree when growing wild. It grows along river banks and as a pot plant, it also thrives best in moist soil or directly in water. With its sculptural shape, it is well suited to be arranged in groups of 3-5 plants. www.50299-kronborg.dk

IDEAS FOR NATURAL STYLING



Sedum Sagina
Create the right look by winding roots from the common spruce round the pot.

Anigozanthos
Plant in hollowed tree trunks and create a sculpture using living branches.

Nematanthus
Create a forest floor of low plants and moss and style using rough branches.



Solanum pseudocapsicum
Add a touch of nature to your styling by placing cut branches at the bottom of a wooden dish.



Anigozanthos
Place it in a bright position, preferably in direct sunlight. Water often to keep the plant constantly moist. Feed frequently.



Capsicum annum
Place it in a bright position, preferably in direct sunlight. Water and feed frequently.



Solanum pseudocapsicum
Place it in a bright position. Water frequently to keep the plant moderately moist. Feed frequently.



Otacanthus azureus Atlantis®



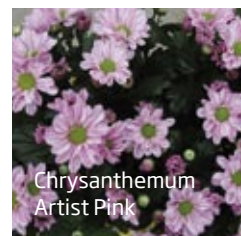
Amaranthus cruentus Sunshine



Ajania Pacific® White



Chrysanthemum Caio



Chrysanthemum Artist Pink



Heliotropium

A white variant is now available. The plant gives off a spicy scent of vanilla, hence its popular name Vanilla flower. It is well suited to be planted out but should be placed in semi-shade. Water regularly and feed frequently. 50272@mail.dk

Maxillaria tenuifolia

With its exotic look and scent of coconut, this orchid calls palm islands and white beaches to mind. Give it a sunny position and fresh air, water and feed it once a week during summer. The new plant flowers in April-June. Water less and let the plant dry out once in a while during winter. Available from April 2010. The nursery Gartneriet Helios, Denmark.



Little Lady for you - Espresso for two

The popular and sturdy, small-flowered Phalaenopsis, Little Lady®, is now available as an untraditional gift for the hostess. Espresso cups in white porcelain serve as bases for 2 plants. All available ready packed and easy to carry. Available from January, 2010. The nursery Gartneriet Helios, Denmark.



Inspiration

for additional sales during late summer

Your customers are preparing themselves to freshen up their summer containers with new autumn plants. You can prepare yourself for additional sales. Find new inspiration for presenting the wide Danish range for your customers. It is now popular to arrange many plants together – in company with herbs.



Thymus



Helichrysum

Sedum sieboldii



Chrysanthemum

Hedera

Solanum pseudocapsicum

Kalanchoe



Solanum pseudocapsicum



Capsicum



Rosa

Brassica

Sempervivum

Hebe

Celosia

Echeveria

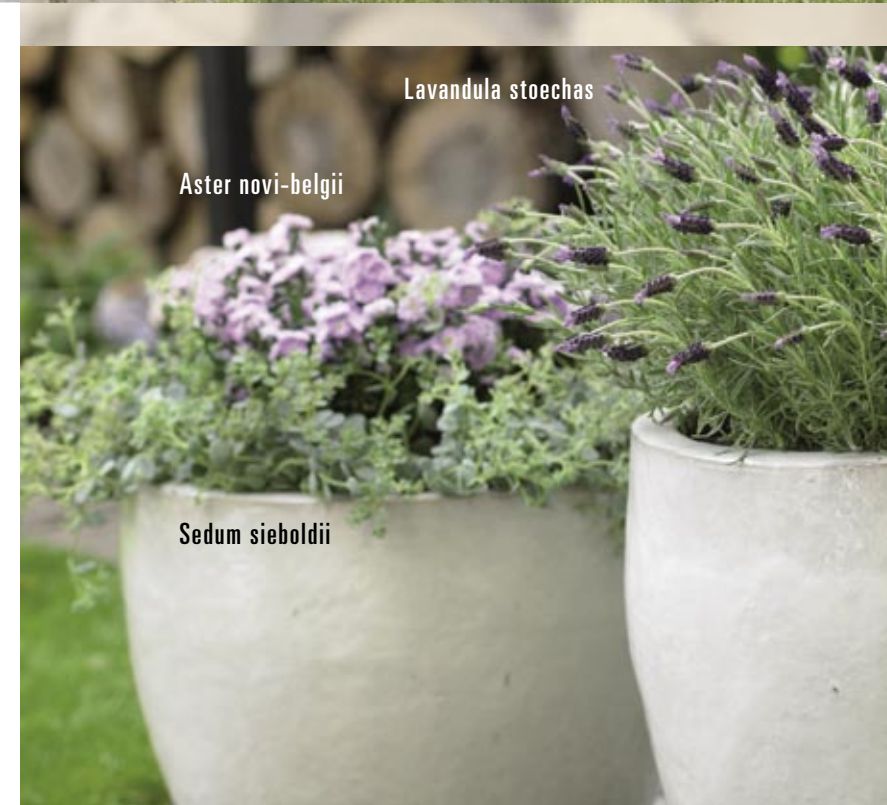
Crassula

Capsicum



Heuchera

Cyclamen



Lavandula stoechas

Aster novi-belgii

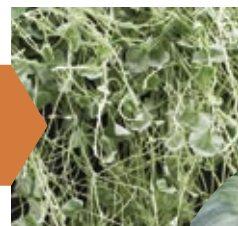
Sedum sieboldii



Gentiana

Calocephalus

OTHER SEASONAL PLANTS



Dichondra



Hosta



Salvia



Trachelium

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- Check the predictions of some of Europe's leading trend researchers – see the photos and use the ideas.
- Check Press to find articles and photo packages ready for use or inspiration.

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- learn about the possibilities of the next trend
- find inspiration for styling in new ways
- spot ideas for additional sales
- read about developments in the industry

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