Trends Impacting My Profession

My profession is floral design and event planning. One of the trends that relate to costs of labor and production is how the trend of decorating your own wedding is becoming more of a trend as budgets become tight and they need to save money. Weddings especially are not cheap and brides try to find ways to save as much money as they can. Flowers and decorations are one of them. As the trend of “DIY” or “do it yourself” is becoming more popular, brides take it into their own hands and do their own floral designs. Lots of my friends as well are not hiring floral shops to buy and decorate for their wedding due to low budgets. They find it easier and much cost effective to just do their own. In order to adjust to this trend, I think would be to ensure customers that we are willing to adjust to their budget and let them know that we can help them find the right decorations they want. It may be easier and cheaper to make your own floral design pieces but I don’t think brides think about possible disasters. Because they are not experts they might have floral designs that are not very stable and safe. On the day of the wedding these designs can possibly fall apart (if it is large) and it may be hard to fix it. That may cause even more problems for these brides so finding a floral design shop to help them is actually a lot safer and less stressful. You pay these shops to make sure that your day will be safe and stable and by not using these services you give up that safety if not done right. And in the end it may even cause you to waste more money than help you safe it.

Another trend that is becoming more and more prevalent is replacing sympathy floral pieces for donations in charity in funerals. People think that floral pieces are wasteful and not helpful. They think it does not do any good than just be “pretty” on that day. They think it is better to use that money put into floral arrangements to be donated into a charity. So more and more funerals lately are saying to do not bring floral pieces but to donate instead. To combat that trend I think is to think about why they believe that floral pieces are not helpful. They don’t realize that flowers send a message. These messages can be felt by looking at these pieces made specifically for this person. And by banning people from giving them flowers the floral design business goes down. Instead of telling people to not bring flowers I think it would be helpful to educate people on why they shouldn’t ban people but to say to also donate to charity along with bringing flowers. Just because they are not wanted does not mean people will just want to donate. There may be many others that would like to donate and bring flowers. I think we are in an age where we desperately try to find things that last forever and think about things more technically than emotionally. Flowers may be temporary but the message and emotions that you portray last for a life time. Those colors, scents, messages in these pieces send positive vibes to these people. Although charity donations are great they aren’t really great ways to sympathize with others directly. Flowers are meant to portray these emotions that charity donations cannot in person. Just like how the Rio Olympics replaced fresh flowers with little plastic figures for their Olympic medalists. Although you could keep these figures forever you lose a sense of emotion and color that you get with flowers. Why do you need another plastic figure when you already have a significant piece like a medal? I feel like flowers help people understand and feel the accomplishments they have achieved.

Flowers since dating back to our historic roots have become ways to express emotions, send messages. Seeing trends that prevent flowers from becoming a part of our traditions is becoming more prevalent but I think it is also important to educate others on why we need to have flowers in our lives. We have to put the effort into seeing the world in an artistic way than becoming too technical and calculating.