

Edition n°1

2024

MILAGRO IN SEASONS

Trend Magazine



Your Ultimate Flower Playbook for
summer and fall 2024.

Dive into a world of trends that'll
unleash creativity and new ways to style
your events and compositions.



MILAGRO

WELCOME TO MILAGRO

At Milagro you will find the most exquisite selection of roses and summer flowers, grown with delicate craftsmanship in Colombia.

Our portfolio is shaped by trends. We have a passion for closely studying trends to better understand the needs of floral designers in their quest to reflect their unique floral style.

We focus on curating a selection of roses, ranunculus, and anemones that are seasonless and versatile enough for everyday use.



pg 4.

SUMMER FLORAL TRENDS

Summer Mauves
A spectrum of Corals



pg 12.

SUMMER FEATURED VARIETIES

Sara E
Symbol
Honeydrop
Princess Crown



pg 20.

SUMMER FLORAL TRENDS

A pop of fall
Lobby color blocking



pg 28.

FALL FEATURED VARIETIES

Barista
Bali
Candlelight



pg 34.

ARTISTS CREDITS



Summer floral Trends

This summer, join us as we explore how florists are pushing boundaries, blending vibrant hues with contemporary flair to create stunning botanical masterpieces that captivate the senses through our roses and summer flowers.

SUMMER MAUVES

The ever popular mauve color palette is a delight to work with all year long; this is our take for a summer twist.

To achieve this look we highlighted our creamy Cafe Latte with our Milagro exclusive variety Sara E by creating playful garden style compositions that allow for depth to achieve a shifting color effect.

To create a feeling of openness and seamlessly integrate the flowers, we included a selection of our tender, buttery, and softly pink-toned ranunculus.



Attention to detail
For an elegant touch, we gently turned back the petals of our Hellebores to emulate the graceful movement of dancing ballerinas.





A SPECTRUM OF CORALS

What screams summer more than a coral palette, kissed by the sun with vibrant yellows, oranges, peaches, and pinks? An experience so vivid, you can practically smell and taste it

This Tulipina-inspired still life accentuates stem movement through a subtle, delicate manner. A combination of Milagro's Princess Crown, Honeydrop, Kings Cross, and Symbol roses, along with vibrant orange and coral ranunculus, create the ideal pairing.

It's all in the details: Observe how our Symbol rose tones down saturation and enriches the color palette with its unique dark gold complexion.



Attention to detail
Enhance your summer floral choices with fruit accents for an extra touch of flair.

SARA E

In Summer

Our exclusive Sara E is quite a stunner. It has a creamy vintage blush-pink, bright enough to use for summer arrangements. Its high petal count, large head size and upper leaves are ideal to design any composition and allows for an intricate blooming experience.

This variety is exclusive to Milagro with its lightness and luminosity yet nostalgic overall look, we proudly named it Sara E in honor of our grandmother Sara Elisa.

●●●●○ Vase life
●●●●○ Head size

●●○○○ Stem length
●●●○○ Blooming



Summer Season

01. Floral design



CORAL CRUSH
#f7bbc3 #d96f74

RGB: 247 187 195 / 217 111 116
CMYK: 0 36 14 0 / 11 67 44 2

#f2f3e3
Perfect match: Playa blanca

#eeaebe
Perfect match: Saga

#f08a62
Perfect match: Kahala

02. Interior design



ROSE QUARTZ
#f7bbc3 #d96f74

RGB: 247 187 195 / 217 111 116
CMYK: 0 36 14 0 / 11 67 44 2

#f3d8d7
Perfect match: Shy, Pink Mondial

#f3b1ae
Perfect match: Hermosa

#ad3a50
Perfect match: Ascot

03. Fashion



BLUSH OLIVE
#f7bbc3 #d96f74

RGB: 247 187 195 / 217 111 116
CMYK: 0 36 14 0 / 11 67 44 2

#f4d8dc
Perfect match: Shy, Pink Mondial

#f4cacd
Perfect match: Phoenix

#b2b651
Perfect match: Wasabi

SYMBOL

In Summer

Symbol rose commands attention with its striking appearance, boasting richly colored blooms of dark tan yellow accented by edges dipped in dark, earthy pink, adding depth to its color.

As it opens completely, this rose takes on a new dimension, becoming even more beautiful. Its long-lasting, warm, and amber tea blooms open widely, maintaining their shape with tightly furled petals at the center and graceful curves along the edges, enhancing its allure and beauty.

●●●●○ Vase life
●●●●○ Head size

●●●○○ Stem length
●●●○○ Blooming



Summer Season

01. Floral design



HONEYED BEIGE
#cf9061 #bd6839

RGB: 207 144 97 / 189 104 57
CMYK: 17 47 64 5 / 21 64 81 10

#eaceco
Perfect match: Quicksand

#caa183
Perfect match: Cafe Latte

#b98150
Perfect match: Symbol

02. Interior design



CREAMY CARAMEL
#cf9061 #bd6839

RGB: 207 144 97 / 189 104 57
CMYK: 17 47 64 5 / 21 64 81 10

#e9ad97
Perfect match: Cafe latte

#ce926e
Perfect match: Barista

#ab6646
Perfect match: Barista

03. Fashion



TOFFEE TAN
#cf9061 #bd6839

RGB: 207 144 97 / 189 104 57
CMYK: 17 47 64 5 / 21 64 81 10

#dfdoc9
Perfect match: Quicksand

#b98264
Perfect match: Cafe Latte

#74452b
Perfect match: Cafe Del Mar



HONEYDROP

In Summer

Milagro exclusively cultivates this unique true mustard-colored rose with a distinctive golden yellow glow, making it a one-of-a-kind gem.

Its warm afterglow hue makes it perfect for everyday use, while its exceptional vase performance ensures it remains a stunning ray flower centerpiece.

- Vase life
- Head size

- Stem length
- Blooming

Summer Season

01. Floral design

SUNRISE AURA
#ecc420 #ed9f24

RGB: 236 196 32 / 237 159 36
CMYK: 9 21 91 1 / 5 93 41 10

#eae9f1
Perfect match: Westminster Abbey

#a589cf
Perfect match: Shocking blue

#b2c55b
Perfect match: Matcha



02. Interior design

GOLDEN GLOW
#ecc420 #ed9f24

RGB: 236 196 32 / 237 159 36
CMYK: 9 21 91 1 / 5 93 41 10

#eae2d7
Perfect match: Quicksand

#dab8bo
Perfect match: Shy, Pink Mondial

#b98d17
Perfect match: Honeydrop



03. Fashion

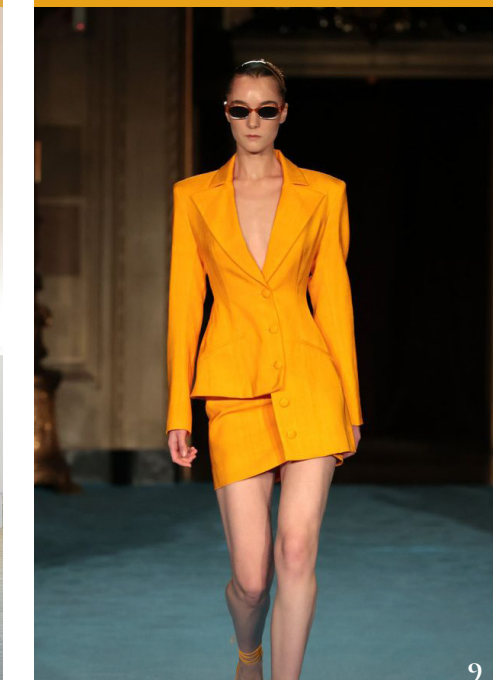
HONEY HUES
#d4d265

RGB: 236 196 32 / 237 159 36
CMYK: 9 21 91 1 / 5 93 41 10

#fbc457
Perfect match: King's Cross

#fbb20b
Perfect match: Momentum

#e8a016
Perfect match: Honeydrop





PRINCESS CROWN

In Summer

This peach rose stands out with its delicate swirls and ruffles.

Its stunning gradients of peachy blush allow this rose to blend in perfectly with any color palette.

●●●●○ Vase life
●●●●○ Head size

●●○○○ Stem length
●●●●● Blooming

Summer Season

01. *Floral design*



CHERRY CRUSH
#e1c9c7 #e48b7d

RGB: 225 201 199 / 228 139 125
CMYK: 9 22 16 5 / 8 55 46 0

#f5c9d7
Perfect match: Saga, Hermosa

#e0676e
Perfect match: London eye

#97143c
Perfect match: Ascot

02. *Interior design*



CORAL CHARM
#e1c9c7 #e48b7d

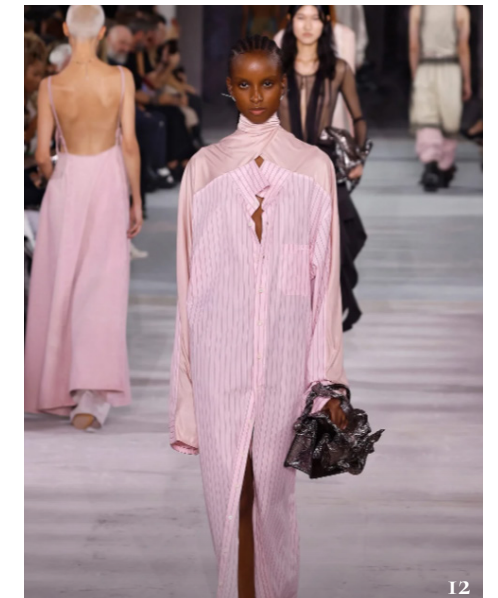
RGB: 225 201 199 / 228 139 125
CMYK: 9 22 16 5 / 8 55 46 0

#e1b6b0
Perfect match: Shy, Pink Mondial

#df4d37
Perfect match: Dante, Nina

#c78a3b
Perfect match: Symbol

03. *Fashion*



COTTON CANDY
#d4d265

RGB: 225 201 199 / 228 139 125
CMYK: 9 22 16 5 / 8 55 46 0

#e4cdd7
Perfect match: Silver Sand

#e0676e
Perfect match: Shy, Pink Mondial

#e9b0c1
Perfect match: Sara E



Fall floral Trends

Fall, a season for getting cozy and turning up the nostalgia with enriching and warm colors. Let's go through some of our favorite fall trends from table runners to monochrome installs.

A POP OF FALL

Here is our take on a stunning and versatile table runner arrangement for Thanksgiving.

We used traditional yet trendy fall colors as a base like our Cafe Latte, and Barista and added a pop of color through our Cafe del Mar to turn it up a notch.

Its unique burnt terracotta shade gives this piece a fiery added value, ideal for fall.

Also, our Bali spray rose takes center stage as it is grouped and color blocked to add texture and a buttery warmth to the composition.





The cherry on top:
Contrasting dark
burgundy ranunculus
with white anemones.



LOBBY COLOR BLOCKING

Monochromes and Color Blocking were two trends used in this dimensional installation.

Up top, we have a subtle contrast between our warm Candlelight rose and the grayish off-tone Westminster Abbey.

Still, this composition is also being contrasted by a lower grouping of flowers, which we call a Burgundy Dream. Here, stars such as Queen's Crown, Ascot, and dark ranunculus create a monochromatic heaven.



Attention to detail
Ranunculus and green helleborus were added to create lots of movement and freshness to the composition.



BARISTA

In Fall

What is more mauve than this earthy, pale pink, Italian clay perfection of a rose? Barista is well known for its unique color that is unmatched by any other rose.

Its beauty lies in an intriguing color transition that can be found in each petal, ideal to use as a blending tone with any color palette.

- Vase life
- Head size
- Stem length
- Blooming



Summer Season

01. Floral design



ANTIQUÉ ROSE

#ecbdad #c77157

RGB: 236 189 173 / 199 113 87
 CMYK: 7 32 30 0 / 18 62 64 7

#eecbb8

Perfect match:
Quicksand

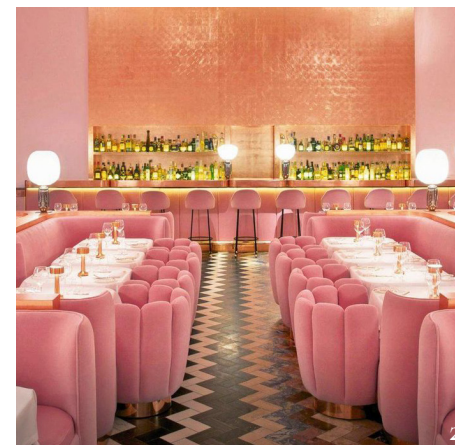
#d49e94

Perfect match:
Cafe Latte

#864434

Perfect match:
Cafe Del Mar

02. Interior design



SUNSET BLEND

#ecbdad #c77157

RGB: 236 189 173 / 199 113 87
 CMYK: 7 32 30 0 / 18 62 64 7

#f4bdba

Perfect match:
Shy, Pink Mondial

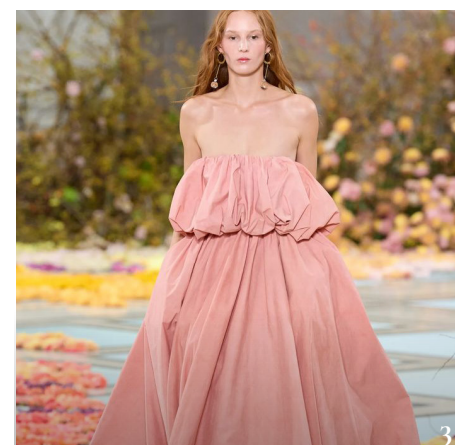
#da8685

Perfect match:
Barista

#ea9053

Perfect match:
High and magic

03. Fashion



MUTED PINKS

#ecbdad #c77157

RGB: 236 189 173 / 199 113 87
 CMYK: 7 32 30 0 / 18 62 64 7

#f8c8c6

Perfect match:
Pink O'hara

#eba599

Perfect match:
Phoenix

#b1594d

Perfect match:
Barista



BALI

In Fall

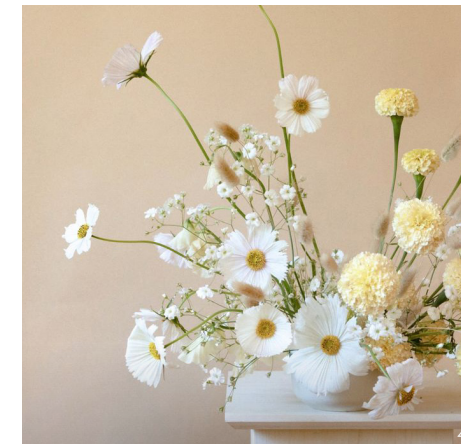
Bali is spray rose perfection. Timeless and refined, this pristine buttery spray rose is a staple wedding bloom. With its generous bud size, natural garden-like form, and diverse shoots, it lends an elegant touch to bridal bouquets and centerpieces.

Milagro's version of this variety has yielded a flower that lasts long and showcases a breathtaking shape and a mesmerizing ivory creamy hue, impressing everyone who sees it.

- Vase life
- Head size
- Stem length
- Blooming

Summer Season

01. Floral design



WHISPERING SUNSHINE

#f1eee7 #f2e4cc

RGB: 241 238 231 / 242 228 204

CMYK: 7 6 10 0 / 6 11 23 7

#f9fcff

Perfect match:
Proud

#d0c1aa

Perfect match:
Westminster Abbey

#edd895

Perfect match:
Mondial, Buttercup

02. Interior design



QUIET COMFORT

#f1eee7 #f2e4cc

RGB: 241 238 231 / 242 228 204

CMYK: 7 6 10 0 / 6 11 23 7

#e8dfd6

Perfect match:
Silver Sand

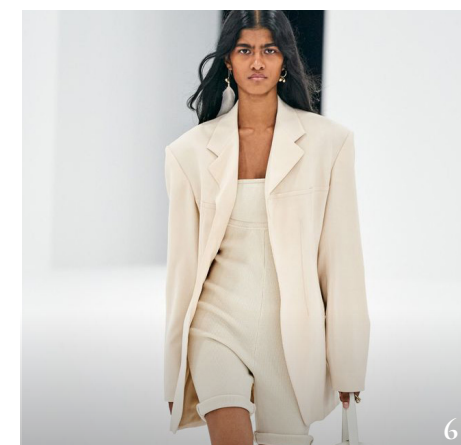
#e1dob6

Perfect match:
Quicksand

#ccbfae

Perfect match:
Westminster Abbey

03. Fashion



CHAMPAGNE DELIGHT

#f1eee7 #f2e4cc

RGB: 241 238 231 / 242 228 204

CMYK: 7 6 10 0 / 6 11 23 7

#e9e3d1

Perfect match:
Playa Blanca

#eadccb

Perfect match:
Quicksand

e4d7c6

Perfect match:
Cafe Latte

CANDLELIGHT

In Fall

Milagro's Candlelight rose is the epitome of sophistication. It has a natural white tone with an inner ray of celestial, cream glow.

This garden type rose has a high petal count that allows an elevated blooming experience. Perfect for those seeking a traditional rose with a contemporary twist.

- Vase life
- Head size
- Stem length
- Blooming



Summer Season

01. Floral design



PEACHES AND CREAM

#ffdf6 #fcf3e0

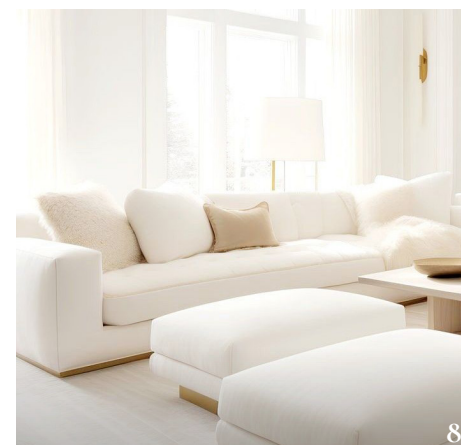
RGB: 255 253 246 / 252 243 224
 CMYK: 0 1 5 0 / 2 5 15 0

#e7ccc8
 Perfect match:
 Cafe Latte

#d1c4bd
 Perfect match:
 Westminster Abbey

#f0c099
 Perfect match:
 Kahala

02. Interior design



SILKEN DREAMS

#ffdf6 #fcf3e0

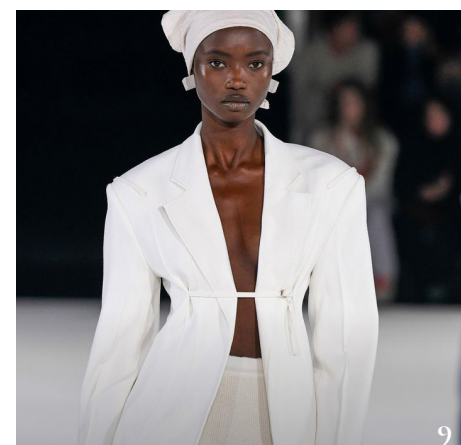
RGB: 255 253 246 / 252 243 224
 CMYK: 0 1 5 0 / 2 5 15 0

#fefefe
 Perfect match:
 Proud

#foe9df
 Perfect match:
 Quicksand

#eod1ba
 Perfect match:
 Quicksand

03. Fashion



ARCTIC DREAM

#ffdf6 #fcf3e0

RGB: 255 253 246 / 252 243 224
 CMYK: 0 1 5 0 / 2 5 15 0

#eaeaec
 Perfect match:
 Silver Sand

#e2dedb
 Perfect match:
 Westminster Abbey

#d8cebc
 Perfect match:
 Cafe Latte



Artists credits

Milagro in seasons summer

1. bycatalea (s.f.) Recuperado de: <https://pin.it/2Thh4odgK>
2. Wijnen, A. (2019) Recuperado de: https://www.architecturaldigest.com/story/zilverblauw-netherlands-home-no-color-is-off-limits?mbid=nl_daily&CNDID=55997341&utm_source=nl&utm_medium=email&utm_brand=ad&utm_mailing=ard_monthly_news_newdb_
3. Samuttha, T. (2024) Recuperado de: <https://xoxofashionmag.com/son-jung-wans-new-collection-revealed-in-nyfw-2024/>
4. JMe Florist (2023) Recuperado de: <https://www.instagram.com/p/CtRUKLdPaFN/?igsh=cXMoaHBjaTJsOTQ4>
5. Beton Dynasty (2020) Recuperado de: <https://www.instagram.com/p/CCobAKxnKZe/>
6. Santa Resistencia (2024) Recuperado de: <https://pe.fashionnetwork.com/galleries/photos/Santa-Resistencia,48402.html>
7. Aesme Studio (2019) Recuperado de: <https://www.aesme.co.uk/blog/november2019>
8. Joyn Studio (2018) Recuperado de: https://www.domino.com/content/swedish-design/?utm_campaign=dom-pin-pm-29-79367
9. Siriano's, C. (2022) Recuperado de: <https://www.pinterest.es/pin/186477240811604207/>
10. Bloomin Wild (2022) Recuperado de: https://www.instagram.com/bloomin_wild_/p/CivxKoKvXJ5/
11. Cawley, J. (s.f) Recuperado de: https://www.schoener-wohnen.de/architektur/umbauen-renovieren/gekonnt-gemixt--die-kueche-im-sixties-look_13166694-13166692.html?utm_source=pinterest&utm_medium=posting&utm_campaign=sw_fanpage
12. Y Project (2023) Recuperado de: <https://nowfashion.com/y-project-ready-to-wear-spring-summer-2024-paris/>

Milagro in seasons fall

1. Studio Viola Perth (200) Recuperado de: <https://co.pinterest.com/pin/624030092144571492/>
2. Shrigley, D. Mahdavi, I. (2014) Recuperado de: <https://admagazine.com/interiorismo/galeria-de-fotos-the-gallery-at-sketch-londres-20140910-141-galerias>
3. Vogue Magazine (2023) Recuperado de: <https://co.pinterest.com/pin/35606653296514269/>
4. Kneifl, C.(s.f.) Recuperado de: <https://co.pinterest.com/pin/8303580554972710/>
5. Chango & Co (2023) Recuperado de: <https://www.pinterest.es/pin/637751997265792702/>
6. Vogue Magazine (2022) Recuperado de: <https://co.pinterest.com/pin/70439181663853617/>
7. Flutter Mag Editorial (2018) Recuperado de: <https://co.pinterest.com/pin/81768549480255428/>
8. Via Pinterest. Recuperado de: <https://co.pinterest.com/pin/16536723625359489/>
9. Jacquemus (2020) Recuperado de: <https://co.pinterest.com/pin/600386194100583819/>

GET IN CONTACT WITH US

