

Edition n°2

2024

MILAGRO IN SEASONS

Trend Magazine



Your ultimate Flower Playbook and Inspiration
for Winter and V-Day trends for 2024/25.

Meet new varieties and get inspired with
tablescapes and still life installations to
highlight any celebration.

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*.



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WINTER FLORAL TRENDS

*Tis the season
End of the year timeless neutrals*



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WINTER FEATURED VARIETIES

*Café del Mar
Dante
Red Panther
Barista
Café Latte
Quicksand*



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V-DAY FLORAL TRENDS

*Sunset glory bouquet
Tablescape: milky matcha*



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V-DAY FEATURED VARIETIES

*London Eye
London Bell
Symbol
Westminster Abbey
Matcha*



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ARTISTS CREDITS



Winter floral Trends

Winter floral trends for 2024 showcase a beautiful blend of bold and contemporary styles for still life installations that attend warm and elegant christmas celebrations.

TIS THE SEASON

Let's give christmas a bold twist through structural still life compositions with shades of red and lava accents to spark up the color palette.

In this color blocked composition, we highlight an elegant transition of our Café del Mar terracotta rose, with our fiery **exclusive variety** Dante rose

that adds light, blended with a classic Freedom and specks of Red Panther rose. Also note the relevance of showcasing the perfectly shaped and bushy leaves of our stunning Café del Mar.



LET'S TALK SUMMER FLOWERS

This stylish composition is complemented with lavish red ranunculus and pops of deep indigo anemones that add eccentricity and a unique touch of a modern blue.

Pro Tip

Still life wouldn't be still life without adding drama of fruits and veggies plus playing with elongated stems that add movement and depth to all compositions.



END OF THE YEAR TIMELESS NEUTRALS

This winter wonderland inspired floor installations are a modern flair to a perfect photo spot or winter wedding altar.

It is also influenced by earthen textures that are brought out by using our striking Barista and Cafe Latte roses.

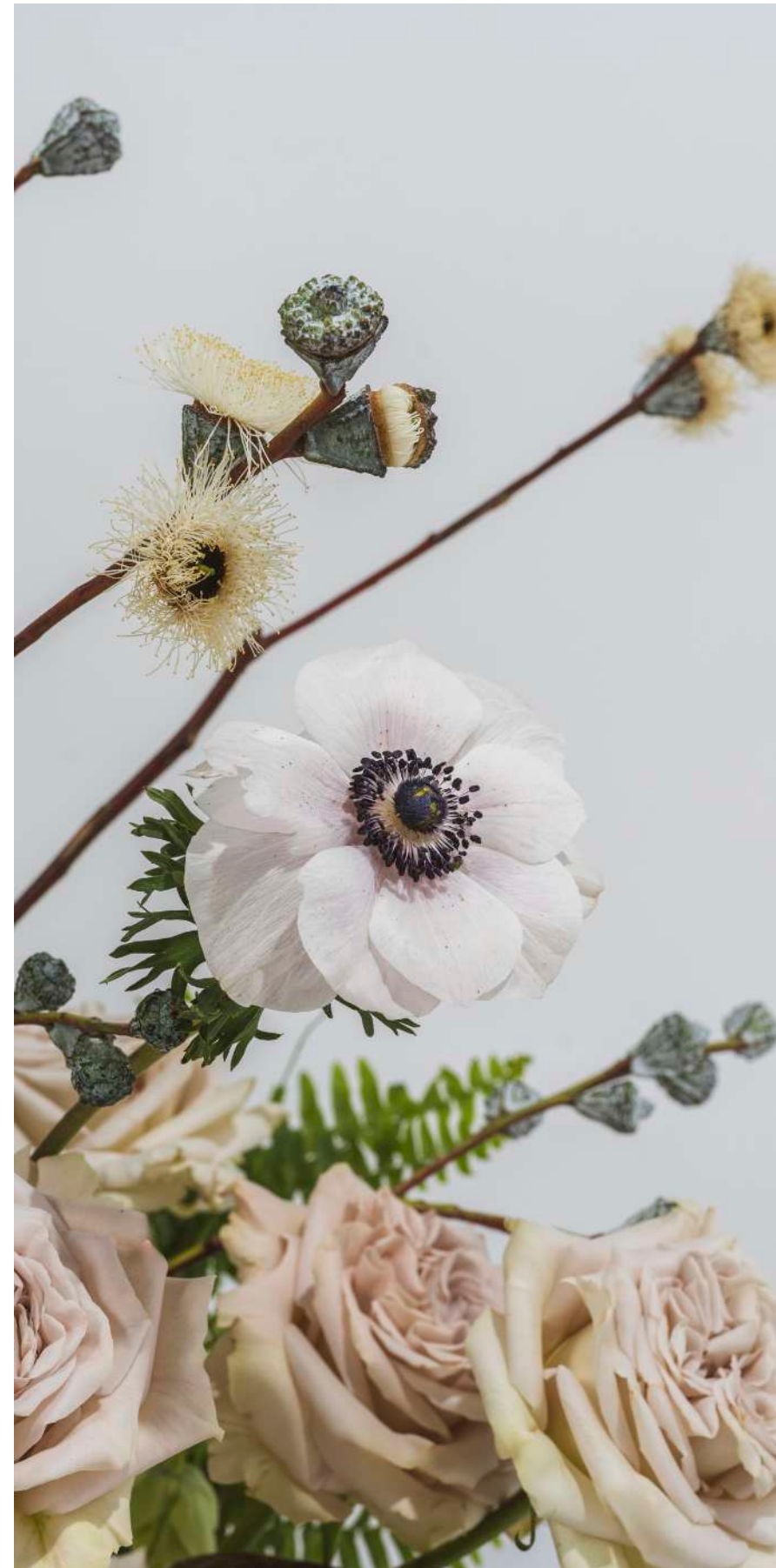
These clay-colored roses are color blocked with creamy and regal tones with our true grey Westminster Abbey and ever popular Quicksand rose.

Let's have a closer look!





Attention to detail
Crude neutrals shades are intervened with our ultra light pink Hanoi ranunculus and a sultry chocolate ranunculus to add a touch of sophistication.



ANEMONE CRAZE

Anemones are the epitome of sophistication. Here we used our white anemone to accompany grey toned Westminister Abbey rose. It's iconic textured center, adds a pop of drama to the installation.

CAFÉ DEL MAR

In Winter

Café del Mar roses boast toasted deep wine red velvety petals with hints of burnt carmine and coffee orange. With a rustic charm reminiscent of red ochre and burnt brick.

Their rusted flame undertones create a fiery display of natural elegance.

- Vase life
- Head size

- Stem length
- Blooming



Winter Season



01. Floral design

AUTUMN LEAVES

#9f171c #ce391d

RGB: 159 23 28 / 206 57 29
CMYK: 20 100 91 26 / 12 88 96 4

#a3201b
Perfect match: Hearts

#ee8759
Perfect match: Kahala

#efc377
Perfect match: Bali SP



02. Interior design

RUSTIC RETREAT

#9f171c #ce391d

RGB: 159 23 28 / 206 57 29
CMYK: 20 100 91 26 / 12 88 96 4

#ecd4b8
Perfect match: Buttercup

#c68773
Perfect match: Cafe Latte

#b3411f
Perfect match: Kahala



03. Fashion

DESERT SUNSET

#9f171c #ce391d

RGB: 159 23 28 / 206 57 29
CMYK: 20 100 91 26 / 12 88 96 4

#821d2f
Perfect match: Ascot, Lola

#d16839
Perfect match: Kahala

#dea886
Perfect match: Quicksand



DANTE

In Winter

Dante roses are distinguished by their high petal count and vivid true orange hue, reminiscent of a blazing flame. With shades ranging from bright orange to cyber orange, these blooms exude fiery energy and intensity.

Their hot flame-like appearance adds dynamic and a captivating element to any floral arrangement, ideal for contrasting with any color.

●●●●○ Vase life
●●●●○ Head size

●●●○○ Stem length
●●●●● Blooming

Winter Season



01. Floral design

TROPICAL BLOOM

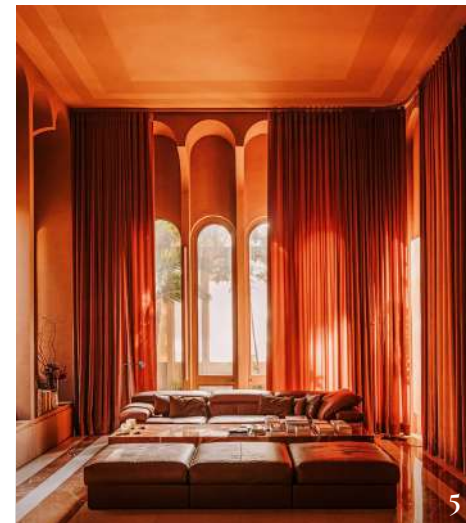
#e13c23 #e3682e

RGB: 225 60 35 / 227 104 46
CMYK: 4 87 91 0 / 6 69 87 0

#9ba923
Perfect match: Wasabi, Matcha

#c1222c
Perfect match: Full Monty

#da8395
Perfect match: Hermosa, Saga



02. Interior design

TOFFEE ORANGE

#e13c23 #e3682e

RGB: 225 60 35 / 227 104 46
CMYK: 4 87 91 0 / 6 69 87 0

#d76013
Perfect match: High & Magic

#9f2fc6
Perfect match: Hearts, Explorer

#8c3606
Perfect match: Café del Mar



03. Fashion

LILA ON ORANGE

#e13c23 #e3682e

RGB: 225 60 35 / 227 104 46
CMYK: 4 87 91 0 / 6 69 87 0

#f8a145
Perfect match: High and Magic

#e3adc6
Perfect match: Sara E

#ff4d0f
Perfect match: Nina

RED PANTHER

In Winter

Deep burgundy-red is more fierce now in this variety thanks to this stunning splash of intense pink within its petals. These are a distinctive element that brings new energy to the classic red rose.

A wild deep intriguing cherry wine that gives the monochrome trend a modern twist. Plus it reflexes beautifully.

●●●●○ Vase life
●●●●● Head size

●●●●○ Stem length
●●●●○ Blooming



Winter Season



01. Floral design

CRIMSON DELIGHT

#ad1823 #d10a48

RGB: 173 24 35 / 209 10 72
CMYK: 20 100 87 17 / 7 100 56 6

#e1abc5
Perfect match: Sara E

#871725
Perfect match: Ascot

#bd291f
Perfect match: Freedom



02. Interior design

SCARLET FROST

#ad1823 #d10a48

RGB: 173 24 35 / 209 10 72
CMYK: 20 100 87 17 / 7 100 56 6

#e39196
Perfect match: London Eye, Saga

#bb1f23
Perfect match: Dark X-expression

#ecdedd
Perfect match: Westminster Abbey



03. Fashion

IMPERIAL RED

#ad1823 #d10a48

RGB: 173 24 35 / 209 10 72
CMYK: 20 100 87 17 / 7 100 56 6

#f2f3e3
Perfect match: Freedom

#eeaebe
Perfect match: Ascot

#f08a62
Perfect match: Explorer



CAFE LATTE

In Summer

Cafe Latte rose lives up to its name by offering unparalleled comfort with its delicate blend of light mocha and mauve petals.

Its distinctive muted pinky brown tone color, shape, and fragrance make it a beloved choice among rose enthusiasts.

With each spiral-petaled bloom, its strong lavender scent unfolds, adding a sophisticated and unexpected dimension.

- Vase life
- Head size
- Stem length
- Blooming

Winter Season



01. Floral design

LATTE and BERRIES #ebc3c6 #c89087 RGB: 235 195 198 / 200 144 135 CMYK: 7 30 16 0 / 19 47 40 7	#ebc3c6 Perfect match: Pink O'hara
	#c3856c Perfect match: Barista
	#721b3e Perfect match: Ascot



02. Interior design

PISTACHIO MOCHA #ebc3c6 #c89087 RGB: 235 195 198 / 200 144 135 CMYK: 7 30 16 0 / 19 47 40 7	#d4a89d Perfect match: Quicksand
	#d08f77 Perfect match: Barista
	#a9aa3c Perfect match: Lemonade



03. Fashion

DARK HAZELNUT #ebc3c6 #c89087 RGB: 235 195 198 / 200 144 135 CMYK: 7 30 16 0 / 19 47 40 7	#c5b4a4 Perfect match: Westminster Abbey
	#a68983 Perfect match: Barista
	#6a4434 Perfect match: Cafe Latte

QUICKSAND

In Winter

Milagro's Quicksand rose is a stunner worldly known for its delicate yet unique color. Its true beige, blush and dusty pink tones create an elegant and sophisticated appearance.

These roses are idyllic for all floral creations in weddings for its soft, romantic hues, and classic beauty. Their subtle fragrance and sturdy stems make them a favorite choice for florists and gardeners alike.

●●●●○ Vase life
●●●○○ Head size

●●●●○ Stem length
●●●●● Blooming



Winter Season



01. Floral design

SPRING BREEZE
#f1f1f1 #eee4db

RGB: 241 239 234 / 238 228 219
CMYK: 7 5 9 0 / 7 10 14 1

#e1abc5
Perfect match: Matcha

#871725
Perfect match: Candlelight

#bd291f
Perfect match: Symbol



02. Interior design

NAKED NEUTRALS
#f1f1f1 #eee4db

RGB: 241 239 234 / 238 228 219
CMYK: 7 5 9 0 / 7 10 14 1

#ede5da
Perfect match: White O'hara

#e5e4e0
Perfect match: Silver Sand

#cdcac5
Perfect match: Westminster Abbey



03. Fashion

DESERT SANDS
#f1f1f1 #eee4db

RGB: 241 239 234 / 238 228 219
CMYK: 7 5 9 0 / 7 10 14 1

#e1abc5
Perfect match: Bali SP

#871725
Perfect match: Caffè Latte

#bd291f
Perfect match: Buttercup



Valentine's day Floral Trends 2025

Experience our unique vision of Valentine's day through the timeless beauty of bouquets and tablescapes. Discover how each flower tells its own enchanting story through trends.

SUNSET GLORY BOUQUET

Introducing our Sunset Glory bouquet. A take on a coral yet romantic bouquet ideal for gifting this Valentine's.

In this composition we colored blocked our bright London Bell garden rose with a nostalgic golden Symbol rose.



Complemented with stunning light pink ranunculus that add depth when paring them with our **exclusive pink-peach variety London Eye** on a base level.

The final touch
Long, exaggerated laces in various colors and textures that accentuates the gifting idea.



TABLESCAPE:
MILKY MATCHA

This sustainable table is all that is right when talking about how to create romantic settings through alternative and atypical combinations of colors for Valentine's day.

A peaceful color palette of milky greens create a heartfelt and tender idea for a V-day tablescape all with just four of Milagro's varieties: Westminster Abbey and Matcha roses, white Commedia ranunculus topped off with dramatic white anemones.

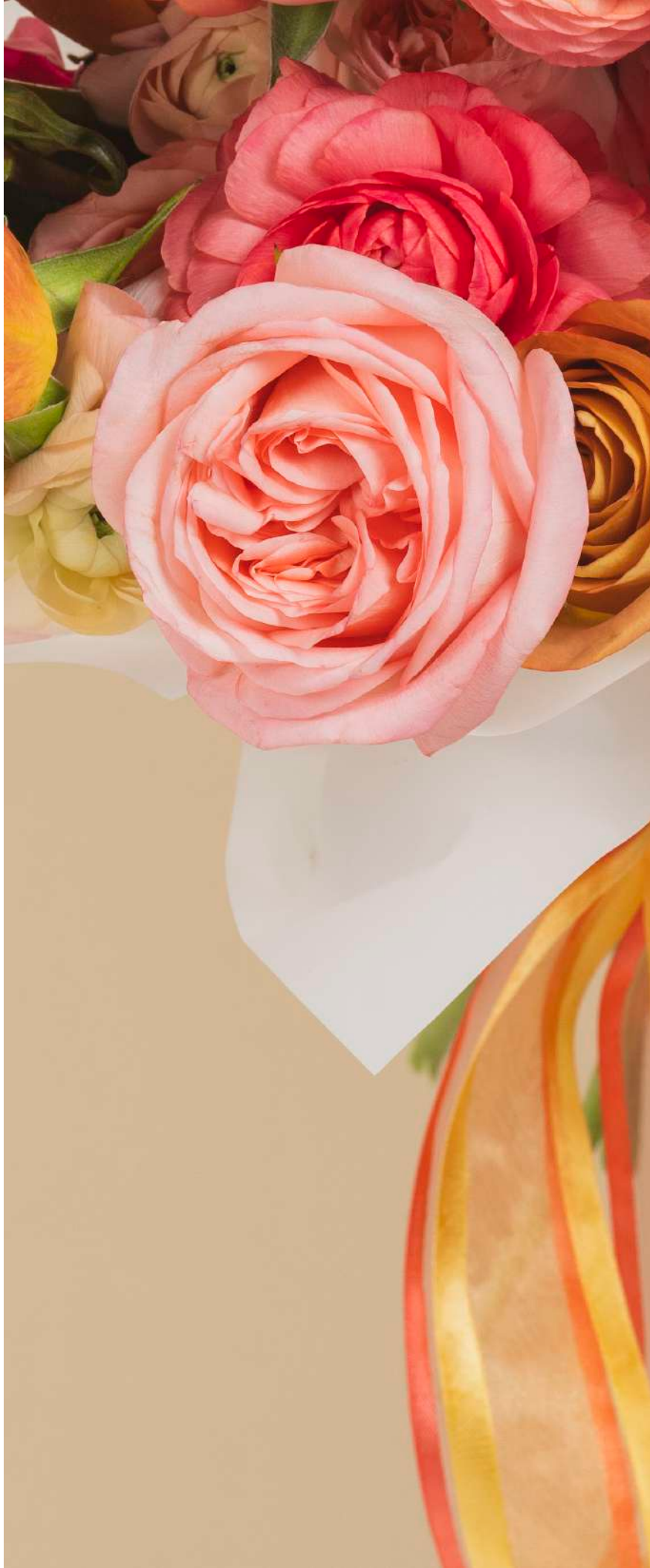




Let's give them something to talk about:

This is a sustainable way to celebrate by using chicken wire mechanics to give our roses and summer flowers an airy movement, paired with plants, artichokes and cactus.





LONDON EYE

In V-day

Dive into Coral Elegance and blushy perfection.

A captivating blend of coral pinks and peach tones that evoke a romantic vintage charm. With soft pink outer petals transitioning to a blushy center.

Their abundant layers of petals lend them a full appearance, perfect for casual bridal bouquets or standalone arrangements.

- Vase life
- Head size
- Stem length
- Blooming

Summer Season

01. Floral design

CHERRY BLUSH
#f9d5d4 #f4a09f

RGB: 249 213 312 / 244 160 159
CMYK: 0 22 12 1 / 0 48 29 0

#d81e4d
Perfect match: Enchantment

#ffe0e4
Perfect match: Pink O'hara

#f7a7b2
Perfect match: Hermosa



02. Interior design

ROSE QUARTZ
#f9d5d4 #f4a09f

RGB: 249 213 312 / 244 160 159
CMYK: 0 22 12 1 / 0 48 29 0

#e0877d
Perfect match: Barista

#e1bdb2
Perfect match: Quicksand

#e3dcd2
Perfect match: Westminster Abbey



03. Fashion

PINK LEMONADE
#f9d5d4 #f4a09f

RGB: 249 213 312 / 244 160 159
CMYK: 0 22 12 1 / 0 48 29 0

#fbddda
Perfect match: Pink Mondial, Shy

#d5a2a8
Perfect match: Sara E

#e9b1b2
Perfect match: Saga



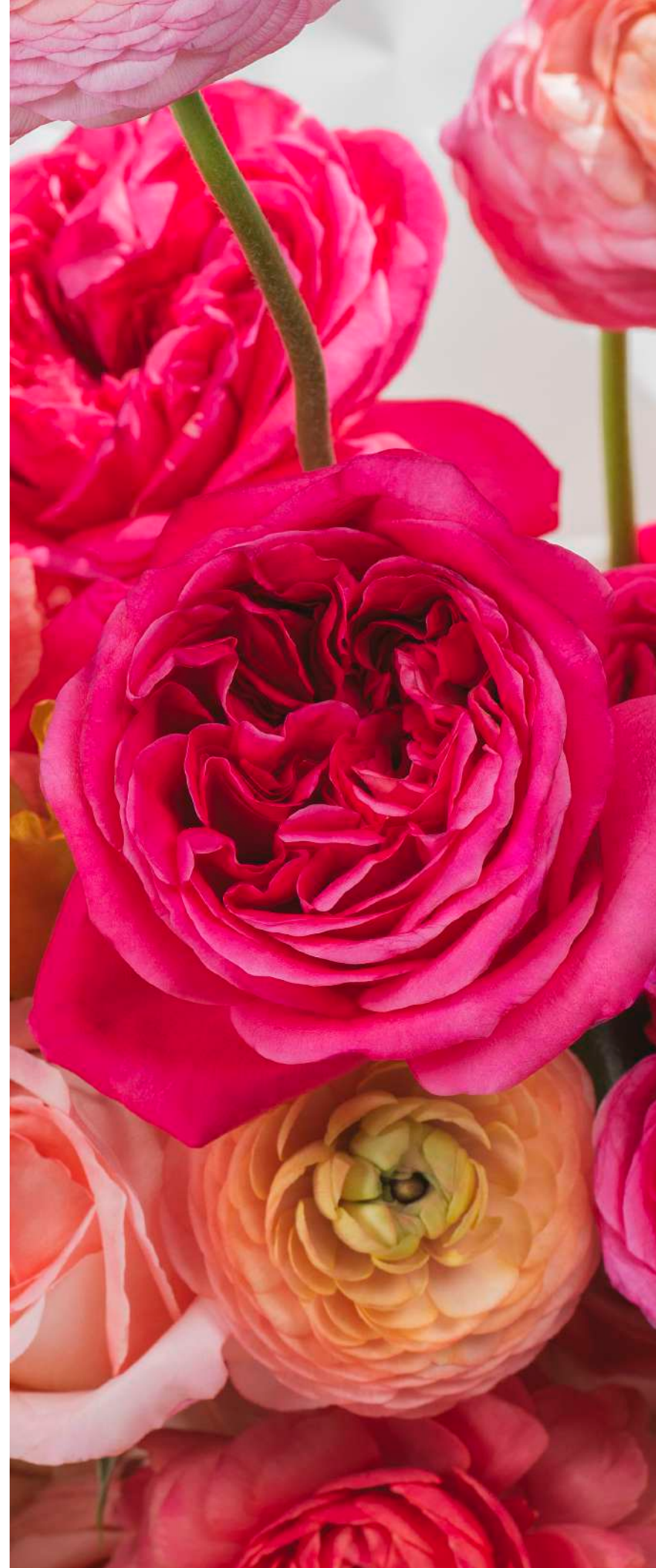
LONDON BELL

In V-day

Bold coral and pink beauty that makes a striking statement with its vibrant hues. **Milagro is the only farm in America that has this rose.**

Evoking the essence of berries, its fragrant petals remain fresh and strong for an extended period, ensuring lasting charm for any occasion.

- Vase life
- Head size
- Stem length
- Blooming



Summer Season

01. Floral design

LOVE LETTER
#d6195a #de7aaf

RGB: 214 25 90 / 222 122 175
CMYK: 5 97 40 5 / 10 64 0 0

#ff4536
Perfect match: Nina

#e360a1
Perfect match: Lola

#f5d3d5
Perfect match: Pink Mondial



02. Interior design

MAUVE WHISPER
#d6195a #de7aaf

RGB: 214 25 90 / 222 122 175
CMYK: 5 97 40 5 / 10 64 0 0

#d4999f
Perfect match: Cafe Latte

#bc88bo
Perfect match: Shocking Blue

#a8274d
Perfect match: Ascot



03. Fashion

FUCHSIA FANTASY
#d6195a #de7aaf

RGB: 214 25 90 / 222 122 175
CMYK: 5 97 40 5 / 10 64 0 0

#be0d1b
Perfect match: Red Panther, Hearts

#f52a67
Perfect match: Pink Floyd

#eaf24
Perfect match: Freedom





WESTMINSTER ABBEY

In V-day

Its wavy petals boast an extraordinary unique pearly grey color.

With hues reminiscent of an authentic grey rose and violet ice, it offers a unique and sophisticated charm.

The subtle tones of grey lilac and ash add to their allure, creating a vintage-inspired beauty.

- Vase life
- Head size
- Stem length
- Blooming

Summer Season

01. Floral design

MUTED STONE
#fef3f2 #cebbb6

RGB: 254 243 242 / 206 187 182
CMYK: 0 7 4 0 / 22 27 26 1

#b1a7a6
Perfect match: Westminster Abbey

#e6e4d9
Perfect match: Silver Sand

#e6dfcd
Perfect match: Quicksand



02. Interior design

ANTIQUE ROSE
#fef3f2 #cebbb6

RGB: 254 243 242 / 206 187 182
CMYK: 0 7 4 0 / 22 27 26 1

#d8d3cf
Perfect match: Westminster Abbey

#d2cabd
Perfect match: Quicksand

#bdad9e
Perfect match: Cafe Latte



03. Fashion

DELICATE DUNES
#fef3f2 #cebbb6

RGB: 254 243 242 / 206 187 182
CMYK: 0 7 4 0 / 22 27 26 1

#e5e1cb
Perfect match: Bali SP

#d8d1c2
Perfect match: Silver Sand

#e5d8c6
Perfect match: Quicksand





MATCHA

In V-day

Vintage green hue with a sophisticated butter cream center, evoking a sense of class and elegance. Plus its vintage, frosty green undertones add depth to compositions.

With a milky matcha latte sensation, this rose offer a unique and refreshing twist. As they bloom, they unfurl into a creamy champagne tone, exuding timeless beauty and charm.

- Vase life
- Head size
- Stem length
- Blooming

Summer Season

01. Floral design

CITRUS BLUSH
#c6c73b #dfd684

RGB: 198 199 59 / 223 214 132
CMYK: 30 10 87 0 / 17 10 58 0

#aec267
Perfect match: Matcha

#e1b2b1
Perfect match: Saga, Hermosa

#e8eadf
Perfect match: Proud, Sparkle



10

02. Interior design

COCOA LIME
#c6c73b #dfd684

RGB: 198 199 59 / 223 214 132
CMYK: 30 10 87 0 / 17 10 58 0

#c6ca59
Perfect match: Lemonade

#def699
Perfect match: Floreana SP

#c9bb8d
Perfect match: Cafe Latte



11

03. Fashion

TANGY LIME
#c6c73b #dfd684

RGB: 198 199 59 / 223 214 132
CMYK: 30 10 87 0 / 17 10 58 0

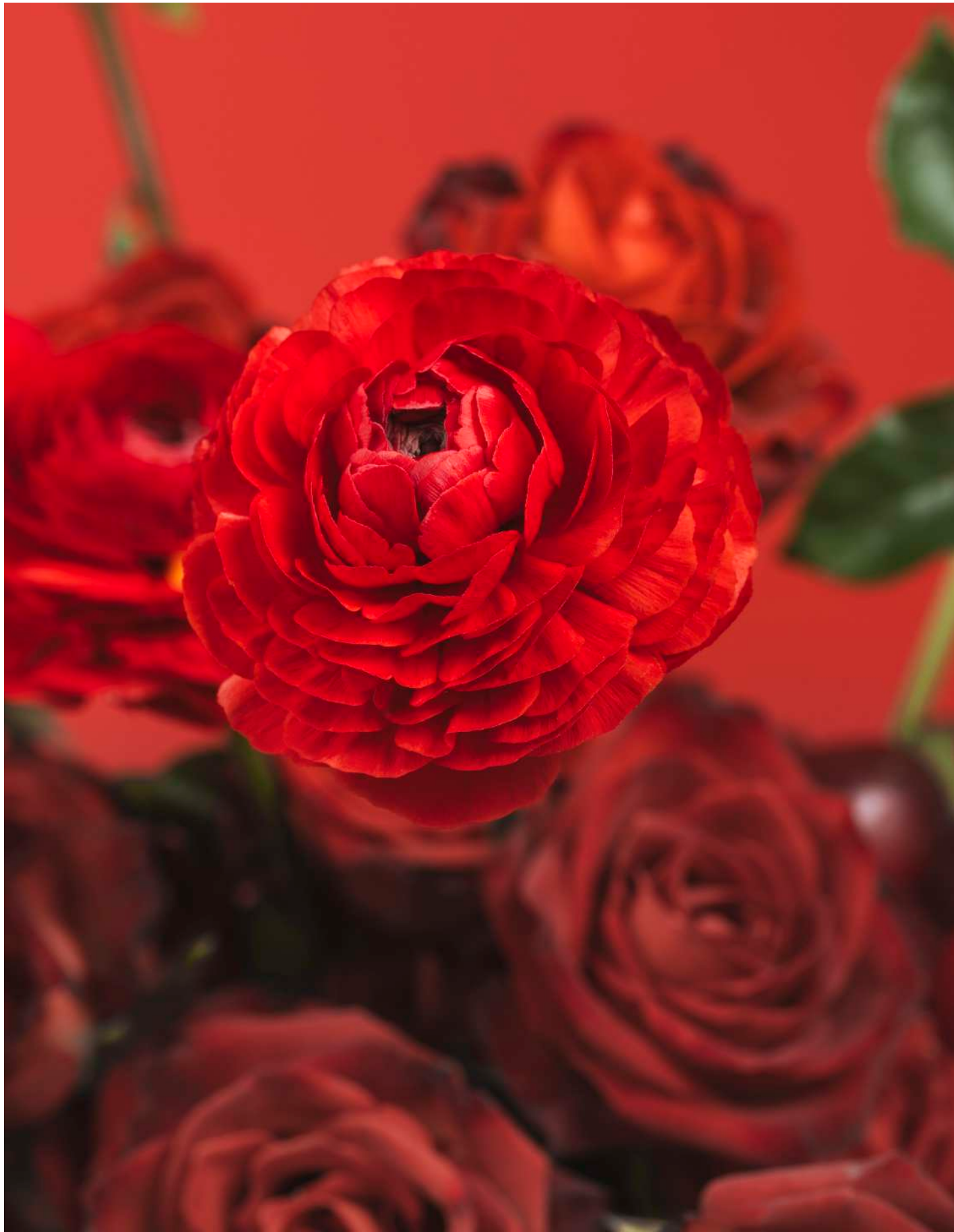
#cec866
Perfect match: Lemonade

#ff9e17
Perfect match: Honeydrop

#f2efe8
Perfect match: Mondial



12



Artists credits

Milagro in seasons Winter

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