



# Floral Trends: Viktoriia Perebyinis on Korean Style and its Impact on the American Market

Viktoriia Perebyinis

Businesswoman-Florist.

## Abstract

*The article examines the phenomenon of the growing popularity of the Korean style of floristry and its impact on the flower market in the United States of America. The characteristic features of Korean floral design are analyzed, including an emphasis on packaging, texture, pastel palettes, and airiness of compositions. The goal of the study is to determine the channels of penetration and mechanisms of adaptation of Korean trends by American florists and consumers. The objectives include a description of the aesthetic principles of the Korean style, identification of the factors of its attractiveness to the American market, analysis of examples of its integration, and a discussion of market prospects. The study shows that Korean floristry, spreading through social media and educational platforms, offers new aesthetic solutions and opportunities for differentiation in the competitive US market. The results can be used by florists and flower industry participants to understand current trends and adapt their offerings.*

**Keywords:** Floral Trends, Korean Floristry, K-Style, US Flower Market, Floral Design, Cultural Influence, Flower Packaging.

Globalization processes and active cultural exchange have a noticeable impact on the design industry, including floristry. Alongside established European and Asian schools (e.g., Japanese ikebana), new regional styles have gained attention in recent years. The relevance of this topic is driven by the growing global interest in South Korean culture ("Hallyu" or "K-Wave"), which extends to aesthetic preferences, including floral design [2]. There is a noticeable penetration of characteristic features of Korean floristry into Western markets, particularly the US market. This phenomenon requires scholarly reflection to understand its nature, scale, and implications for the industry. The aim of this article is to analyze the essence of the Korean floral style, its spread, and features of adaptation in the contemporary American flower market.



The global floristry industry constantly evolves under the influence of international exhibitions, competitions, publications in specialized media, and, to a significant extent, digital platforms. Social networks such as Instagram and Pinterest have become powerful catalysts for the spread of visual trends, enabling new styles to quickly gain popularity beyond their countries of origin. In this context, the Korean floristry style has emerged as a recognizable direction, distinct from traditional European lush bouquets or the strict linearity of ikebana. Its formation is linked to the development of floristry education in South Korea, experiments by local designers, and the influence of modern Asian aesthetic concepts of harmony, delicacy, and attention to detail. Global platforms have facilitated the rapid dissemination of visual representations of Korean bouquets and arrangements, generating international interest [3].

### CHARACTERISTIC FEATURES OF KOREAN FLORISTRY

The Korean style (often referred to as “K-Style” or “Korean-style wrapping”) has a number of distinctive features that make it recognizable:

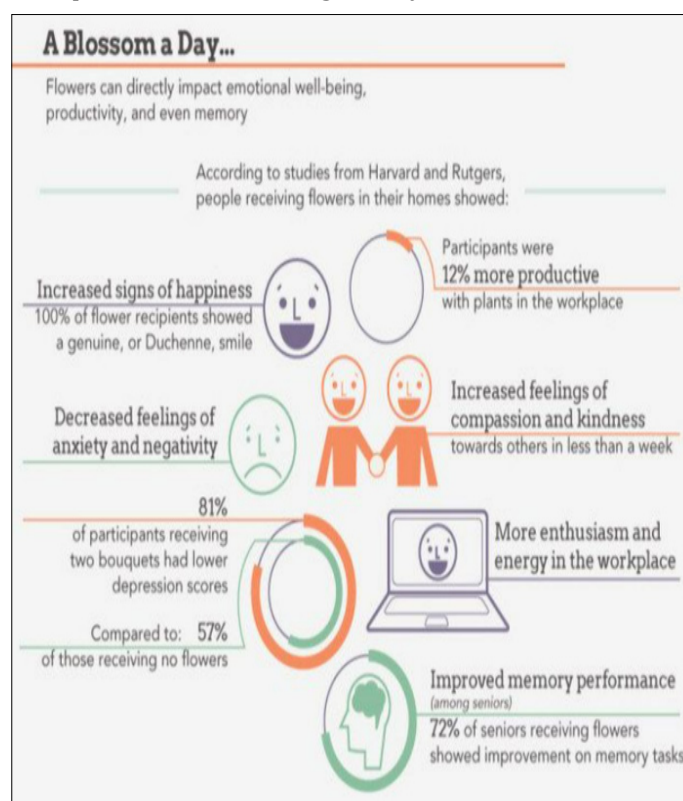
- **Emphasis on packaging:** Packaging is viewed not just as a functional element but as an integral part of bouquet design. This includes the use of layered wrapping paper (often matte, textured, in various pastel or neutral shades), complex folding techniques, fabrics (organza, mesh), and ribbons to create a voluminous and aesthetically complete composition.
- **Texture and airiness:** Great attention is paid to combining different textures—of the flowers themselves, greenery, dried flowers, and packaging materials. Compositions often have a more “airy” structure compared to dense European bouquets, with space between elements that allows each flower’s beauty to be appreciated.
- **Color palette:** Soft, pastel, muted, or monochromatic color schemes are frequently used. Popular shades include pink, peach, lavender, cream, beige, as well as subtle tonal combinations. Bright colors are applied sparingly, usually as accents.
- **Form and composition:** Bouquets can take various forms but often feature asymmetrical or cascading arrangements. Preference is often given to smaller bouquets that emphasize the elegance of individual flowers. Both classic flowers (roses, peonies, ranunculus) and more exotic or wild varieties are used.

The spread of Korean floral trends in the American market occurs through several channels. Visual social networks play a leading role, where American consumers and florists familiarize themselves with K-Style aesthetics. Online courses and masterclasses conducted by Korean florists or those trained in Korea (both online and offline in the US) facilitate the transfer of specific techniques, especially in packaging. Demand is also shaped by the overall popularity of Korean

culture among certain demographic segments, including younger generations and Americans of Asian descent.

American florists adapt the style in different ways. Some fully adopt the aesthetics and techniques, positioning themselves as specialists in Korean floristry. Others integrate individual elements—most often packaging techniques or pastel palettes—into their existing style, creating hybrid solutions. Adaptation also involves flower selection: locally available and popular US varieties are arranged according to Korean principles. This trend is reflected in offerings from both small studios and some larger market players [6].

The attractiveness of the Korean style to the American market can be explained by several factors. Its novelty and visual distinction from conventional bouquets appeal to consumers seeking unique and contemporary solutions. The K-Style aesthetic, with its focus on refinement, pastel tones, and intricate packaging, aligns with modern design and fashion trends emphasizing minimalism, texture, and personalization. Korean-style bouquets are often perceived as more sophisticated and “Instagrammable,” increasing their perceived value among socially active consumers.



The trend’s influence on the US market manifests in the emergence of new niches and opportunities for differentiation in floristry businesses. According to the Society of American Florists, total spending on floral products in the US increased by 21.5% from 2020 to 2021, reaching \$46.6 billion, while sales of flowers grown in the US rose 16% from 2019 to 2021, reaching \$6 billion for the first time [5]. Florists mastering the Korean style can attract a new audience and charge higher prices due to the uniqueness of the offering and the labor-intensive execution, especially packaging. This may also stimulate demand for specific types of packaging

materials (paper of certain textures and colors, ribbons). However, challenges exist: the need to learn specialized techniques, sourcing authentic packaging materials that may be more expensive than standard options, and the risk that the trend may be short-lived. Balancing global fashion trends with local preferences and price expectations is essential.

The Korean floristry style represents a noticeable phenomenon in the global, and particularly American, flower market. Its spread, driven by globalization, the popularity of Korean culture, and social media influence, brings fresh aesthetic ideas to the industry. Characteristic features such as complex layered packaging, emphasis on texture, and pastel palettes resonate with American consumers and provide florists with tools for differentiation and creating a unique value proposition.

A synthesis of the analysis of K-Style aesthetic principles and its adaptation in the US market shows that successful integration requires not only mastering technical skills but also understanding cultural context and adapting to local conditions and preferences. For American florists, mastering elements of the Korean style can be a competitive advantage, especially when working with a young, trend-aware audience. Floristry suppliers should pay attention to the growing demand for specific packaging types. Further research may focus on the long-term sustainability of the

trend and its influence on consumer behavior in different US regions. Understanding mechanisms of cross-cultural influence in floristry can also be useful for analyzing similar processes in other creative industries.

### REFERENCES

1. Appadurai, A. *Modernity at large: cultural dimensions of globalization* / A. Appadurai. – Minneapolis: University of Minnesota Press, 1996. – 229 p.
2. Kaptan, Y. *The Korean Wave (Hallyu) and Its Global Cultural Impact* / Y. Kaptan // *Oxford Research Encyclopedia of Communication*. – Oxford University Press, 2021.
3. Phaidon Press. *Blooms: Contemporary Floral Design* / Phaidon Press. – London: Phaidon Press, 2019. – 272 p.
4. Scace, P. D. *Principles of Floral Design* / P. D. Scace. – Goodheart-Willcox, 2023. – 704 p.
5. Society of American Florists (SAF): <https://www.greenhousegrower.com/crops/floriculture-wave-shows-no-signs-of-slowing-down/>
6. Citation «american-floral-trends-forecast-2024»: <https://floristsreview.com/american-floral-trends-forecast-2024/>

**Citation:** Viktoriia Perebyinis, "Floral Trends: Viktoriia Perebyinis on Korean Style and its Impact on the American Market", *Universal Library of Business and Economics*, 2024; 1(1): 34-36. DOI: <https://doi.org/10.70315/uloap.ulbec.2024.0101007>.

**Copyright:** © 2024 The Author(s). This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.