

FLORAL

PATTERN

GUIDE

THE ULTIMATE GUIDE



TO FLORAL *design*

GET

GUIDE

NOW

NATASHAgulliford

WHY FLORALS? HOW, WHY, AND WHEN?

Up-level your design career by injecting florals into your toolbelt.

Why? Because florals are a safe sale

Buyers are buying with marketing and metrics in mind. They are not designers. They are buying with their head, not their heart. They are looking for a good ROI (return on investment), making sure they are buying profitable designs that are going to make the brand money

But do your due diligence. Look at all industries from fashion to home to giftware etc you will ALWAYS see an injection of florals.

WHY?

Because as consumers we buy things that are appealing to the eye. And florals are aesthetically pleasing.

Florals are not a one-trick pony type of design. They are so versatile. There are so many ways to create a floral which means you can create designs for different people at different times of the year for different industries.

Adding florals is not niching to the point of squashing your creativity. It's great if you also do other types of designs, whether it be paisley, skin, geo, etc. But you can add florals to these which adds an element of SAFE to decorative for example.

You are now responding to trends but also adding your twist.

In uncertain times it's even more important because you can start hitting different customers, industries, and markets with an easy sell

This is why competition doesn't exist. It's about knowing the HOWS, having florals in your toolbelt so you can

1. Have a print type that you can do well that not many others can.
2. Have a print style that is highly in demand.
3. Be able to pull on a SAFE SELL.

So you are well equipped all year round.

WHO AM I? WHY SHOULD YOU LISTEN TO ME?

Hi, I'm Natasha

I've spend the past 12 year designing florals for the textiles industry. My designs are seen in many of the high street giants and indie start-ups alike. Through working with agents, direct with clients, both in-house and freelancing I have gained the expertise in knowing what the industry is looking for when it comes to all things floral design.

At University I was told "if you can paint flowers you will always have a job in the textiles industry".

As a fresh-faced 21 year old I didn't realise how prominent that advice would be in carving my career. Moreover, back then I didn't realise the to what extent florals dominated the pattern industry, the HUGE part they played, and how versatile they were. Once you know how to, the possibilities are endless.

Other than a pattern addict and "queen of florals" (not my words) I'm also kept on my toes by my "threenager", another flower girl in the making.



3 THINGS YOU NEED TO CONSIDER OTHER THAN THE FLORALS.

3 crucial parts of the design process before you even start to think about artwork and motifs.

1 Layout

What layout do you think is the most successful in design?

Are you thinking, is there more than one option? You're not alone.

Oftentimes people are taught that the only way to design a layout for print and pattern is an over-repeat tile. This is not the case. It is ONE way, but not the ONLY way.

This way of designing can make even the most superior artwork look generic and boring.

Why?

- It eliminates drama
- Removes the show-stopping feel
- Creates something obvious, the feeling that you have seen it before.

Industry Insider:

These types of a subsidiary and co-ordinate designs that you see when researching are often done in-house.

Are you competing with something that isn't even in demand?

Top Tip:

Do not do a static repeated motif. Florals you are organic, doing this is stripping florals of everything that they are.

What other layouts could you do?

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2 Composition

Compositions are important for two reasons;

1. Florals are growing organic things. We need to try and capture all the things that florals represent. Compositions are important to create these whimsical florals that ooze nature.
2. It makes to design with INTENT and with a plan. And we all know how important planning is. “By failing to prepare, you are preparing to fail.” Benjamin Franklin.

If you are creating singular elements and patching them together like a collage your floral designs can look:

- Disjointed
- Overworked
- Confused

Creating compositions on paper first allows you to:

- Forward think and have a plan in place
- Which in turn eliminates overthinking and overwhelm.
- Create designs cohesively
- Put designs and layouts together effortlessly and quickly
- Spend more time doing not photoshopping
- Do the work once

But also create designs with LIFE, DRAMA, and FLOW.

These convert simply into sellable and commercial designs.

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3 Style

Not everyone wants a perfect depiction of a flower. Saying that you do need to know the rules before you can break them so you know how to capture the essence without creating confusion. Once you know how to do this you can create a diverse collection of florals in an endless array of styles by pulling and stretching the rules yet still being able to capture the realism.

Before you attempt adding style you need to know:

- The crucial elements to a flower so you know what you CAN leave and what you NEED
- How to add depth
- Your lights and darks

If you start to stylise before you know how to do it properly your designs can turn out:

Inversed - Confused - Like you've put the puzzle pieces back in the wrong place

Industry Insider

In the industry, we use stylising to:

- Inject NEWNESS.
- Work intuitively whilst knowing the steps to make it tick the boxes.
- Evoke emotion from playful, and fun, creating a mood to add simplicity.
- Create collections that appeal to different seasons, industries, and markets.

This level of versatility will provide you with a very lucrative print design business.

3 WAYS TO MAKE YOUR DESIGNS MORE SELLABLE.

First things first. It's not just about creating pretty patterns anymore. There are too many talented designers creating beautiful designs for you to solely focus on "pretty", it's about being intentional and creating designs that speak to your customer.

After all, florals can be far more than pretty. They can be cutesy, bold, graphic, sophisticated, moody, abstract, artsy, simple, etc.

Ask yourself this...Is your customer a version of you?

If not, then STOP creating designs that make you go Ohh Ahhh and start trying to evoke that reaction in your customer.

These 3 things will help you start creating designs you know people are chomping for. From research, composition, and layout through to the final design. So you know it's going to be irresistible to the buyer as a no questions asked ROI.

1

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

2

It doesn't matter how loosely but things always come from trends. If you have been thinking that brands have miraculously come up with similar designs season on season or collection after collection, you're wrong. It's because it all trickles down from trend.

What you need to do it work out how you interpret it. That's what makes you more successful than others.

- It's about combining Relevant vs NEW.
- People want something different so add your twist.

How can you use trend and commercialise it whilst adding that you?

Ideas/notes:

3 WAYS TO MAKE YOUR DESIGNS MORE SELLABLE.

3 Target Market

Remember back to you being a designer first.

Target marketing is going to eliminate the idea of pretty patterns and start you creating versatile, purposeful patterns. Ones that you create at the right time, for the right people, and ensure you have those patterns available for them to purchase.

It's about grabbing your target market's attention whilst also retaining it.

AKA

Make the consumer WOW them and evoke emotion and make it an irresistible purchase.

Steps to target marketed designs...

- Understand your market.
- Design with them in mind.
- Apply this to the first 3 things, layout, composition, and style.
- And realise that all of those change, depending on your market.

Whilst also having the ability to create BEAUTIFULLY hand-painted florals time and time again.

Ideas/Notes:

OVERWHELM AND OVERTHINKING

Don't be overwhelmed. Instead, reflect on your current practices. Are you just painting wonderful things and wondering why they're not selling?

- If you can add florals to your collections/groups/portfolios you will see a difference in demand.
- If you introduce this way of working to ALL your designs, floral and otherwise, you will see a difference in demand.
- If you are new and start working like this from the start, you will be in demand!

Small mind shift tweaks and knowledge of the industry that you don't have and is only attained from being in the industry. So I'm happy to share my 12 years of experience with you to help you start creating floral patterns that tick the boxes that you didn't even know existed.

If you have floral fever make sure to follow me on Instagram @natasha.gulliford where I show more tips and progress videos.

Natasha xo