



CONSUMER TRENDS: Make a Holiday Statement With Charming Poinsettias

No matter which colors or shapes you choose for your holiday floral displays, you'll find plenty options.

Decorating your home for the holidays is the perfect opportunity to bring in rich colors and natural texture. That is why displaying poinsettias remains a top seasonal favorite in floral decor.

While poinsettias are mostly seen in their traditional deep red or crisp white, you can make a statement with your holiday floral design by choosing from today's fun and unexpected colors, patterns and shapes.

Here are some of the latest poinsettia options that will wow your holiday guests well into the new year.

Color helps you customize your decor

New color options mean you can choose from poinsettia hues that best complement your home furnishings, holiday decorations and personal style.

Just peachy: You're bound to turn heads with the truly unique, eye-catching Peach Glow poinsettia. This lovely soft peach tone is beautifully offset by dark green leaves, perfect for a table centerpiece or as a host gift over the holidays.

Light up any room: The unexpected sunny yellow color of Lemon Glow poinsettia brightens up the shorter days of winter, adding a cheerful pop of color to the season.

Embrace autumn colors: The Sky™ Orange poinsettia reveals a striking starry pattern, enhanced by its speckled deep orange color. It's a fun choice for Thanksgiving tablescapes or festive room decor throughout the holidays.

Shape brings new life to tradition

While still clearly recognizable as poinsettias, many of the newer options play with the shape and texture of their leaves and blooms, offering even more visual interest and variety.

Starry days and nights: If you love the festive star-like look of the Sky™ Orange poinsettia, explore other colors in the same eye-catching pattern, such as Sky™ Fantasy, a red speckled poinsettia that shines in any holiday display.

Southern favorite: The Christmas Beauty™ series is known to be long-lasting for many weeks of enjoyment. The Christmas Beauty™ Prince poinsettia features a subtle mottled red color and smaller, slightly rounded foliage, offering a classic yet refined look for an elegant tablescape.

Not a creature was stirring: For a fun and playful shape that may especially appeal to the youngest members of your household, the Christmas Mouse® poinsettia features charming rounded leaves that resemble little mouse ears. Available in pink or red, this whimsical plant is sure to bring smiles and stand out as a festive centerpiece.

No matter which colors or shapes you choose for your holiday floral displays, you'll find plenty of different options in the latest poinsettia varieties to enhance your home throughout the winter months. You can purchase these and other poinsettia varieties for your holiday decor, or as gifts, at your local garden centers and floral retailers.

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