

Color Design

Why And How To Be In The Pink

(NAPS)—It's official: Pink is having its moment. From the runway to the red carpet, this coveted color is seen just about everywhere. And 1-800-Flowers.com is joining the pink party. Always ahead of the curve, this top floral gifting company has recently named the hot pink rose its 2019 Flower of the Year, leading to the launch of an exciting new collection: Perfectly Pink.

Take a Peek at Perfectly Pink

Building on the momentum is a brand-new, everyday-occasion collection that celebrates all things pink. From bold and bright fuchsia to paler shades of blush, the collection features eye-popping bouquets in every shade, with the star of the show being the hot pink rose.

Why Pink Rules

What makes pink so popular? There are several reasons:

- Hot pink is a symbol of hope, empowerment, a passion for life.
- Pink blooms are popular for celebrating a birthday, a new beginning or one of those moments in life that could use some brightening up.
- Pink in general has a lot of meaning behind it. A mix of red and white, it's often seen as feminine, loving and caring. And on Mother's Day, for instance, it's a natural fit for celebrating someone who shares all those qualities. You'll see lots of pink popping up, in gifts not only for Mom, but grandmothers, sisters, aunts, any special mother figure.



The radiant shade of bright pink can make any arrangement pop.

- With so many shades of pink—from blush to bright—it's a color for every occasion!

"Color plays an important role in our everyday lives, helping us to express ourselves to the people we love and care for," says Alfred Palomares, VP of Merchandising for 1-800-Flowers.com. "A symbol of hope and empowerment, radiant pink is stunning in our truly original arrangements and perfect for every occasion."

For over 40 years, 1-800-Flowers.com has been helping people connect for every occasion with truly original flowers and gifts.

Get Your Pink On

You may be able to make someone smile today by calling 1-800-FLOWERS, clicking www.1800flowers.com or visiting a retail store. To find one nearby, visit florist.1800flowers.com.