

2011 LIVING 2011

Winward

Whether you follow trends or not I think it's interesting to study them and see how they translate into our everyday **living** with floral and decorative accessories. The fashion industry takes to the runways with over-the-top apparels while the home furnishings shows us how the other half lives; but the floral and garden decorative accessories suppliers look to the trends and bring to the marketplace easy effortless living...the way the other half wants to live!

Nature is a constant influence in the world of design....floral and fauna have always captivated designers. At Winward I am so fortunate to be working with the most beautiful permanent botanicals in our industry and to create with our team one of the most exciting collections inspired by nature. Butterflies (still a favorite) happily coexist with birds, insects and rabbits taking up residence in nests, cages and decorative birdhouses. I have presented our "theme stories" in the following collages mixed with inspirational and actual product found this season at our summer shows.

I am so passionate about the process of product development and this year the team has put their hearts and souls into every aspect of the process to bring a focused yet diverse collection. Delphiniums, irises, poppies, gloriosa lilies and anemones make a color splash while lavenders, sages, herbs and grasses soothe the palette. This balancing act of color and calm is what makes the collection so unique. Enjoy the following images of floral, decorative accessories, storyboards and exclusive products and I know you will feel the same as I do about working with the most beautiful permanent botanicals and Winward.... perfect for everyday **living**.....

Enjoy! Matt Wood
Creative Director



MAGNOLIA



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agnificent Blooms is an understatement when you see these magnolia blossoms nestled by the most incredible foliage and buds ever! One can almost become intoxicated with a lemon verbena perfume that is so typical with this iconic Southern flower. But this floral has no specific region as it has become one of our most successful items in the Winward line with designers and customers alike.

FULL BLOOM is a study in color....truly one of life's greatest elements of design. Who doesn't enjoy stopping by a fresh flower vendor and gazing across a table full of flower-filled vases depicting every hue of the rainbow? While color preference is so personal we believe with the spectrum displayed in a flower shop setting it will be difficult to say what your favorite is



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Bringing together one of the most-beloved flowers and the classic colors of summer – blues, purples, green and lavender

– **GLORIOUS HYDRANGEAS** is a story that is hard to pass up. Pairing the hydrangea with another perennial favorite, blue and white pottery, is a no-brainer! Historical patterns, French toile or contemporary plaids give porcelain, ceramic, tin or textiles a perfect home for hydrangeas. Amazing how many magazines and ads pair these two together to complete the picture.....we could not agree more!



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In glass or aluminum orchids become the centerpiece to this story called **SOPHISTICATED ORCHIDS**.

Whether as plant or a cut stem orchids have remained one of the floral staples of decorating. Even when planted in an aged terra cotta pot or an antique cast iron jardinière a level of respect is given to this stoic botanical but in this theme we want to explore a more formal side this flower brings to the table.



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Rustic Gardener



If the truth be known there is a **RUSTIC GARDENER** in all of us which is why this collection was a collective favorite among the design team at Winward.

Combining today's interest in gardening and the popularity of "greening" the environment around us herbs, grasses and succulents this collection offers so much depth and texture. Garden urns, terra cotta pots and rusted iron accessories have made their way from the mossy gardens to the eclectic interior rooms in today's homes adhering to the mantra "*bringing the outdoors indoors*"!

In keeping with the rustic side of nature bunnies, nests, eggs and garden accessories collectively gather to create **BUNNY BRAMBLE**. Not your traditional Easter rabbits and dyed eggs this collection takes a different approach to the novelty of the season promising an extended life to a favorite rite of Spring.

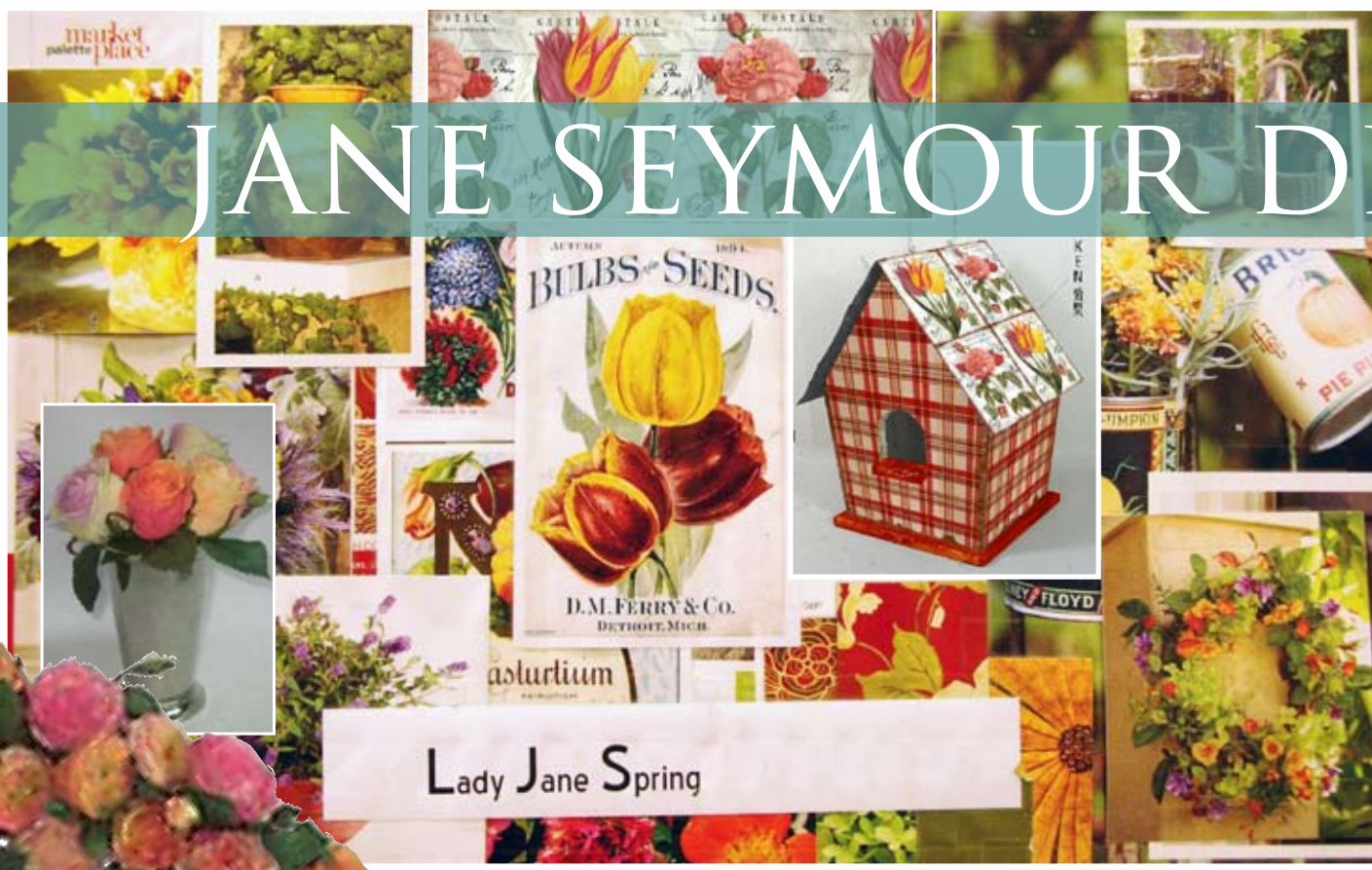


Williamsburg

Tradition continues.....lemon wreaths, topiaries and centerpieces make themselves at home in the colonial setting of **WILLIAMSBURG**. Winward offers a complete line of holiday designs and elements while pineapples, oranges, pears, summer berries and boxwood complete the story and style of this historic period. Winward is so proud to be associated with the Colonial Williamsburg Foundation and their dedication to preserving our country's heritage.



JANE SEYMOUR DESIGNS



Lady Jane Spring

A gardener's work is never done as the seasonal changes bring with them different and unique botanical offerings. Wildflowers, lavender, salvia, sage and novelty garden roses are a few of the varieties that will add a splash of color to the english garden of **LADY JANE**. Birds, seed packets and birdhouses add charm and character to this collection of blooming plants and foliage.

LADY JANE HOLIDAY continues to offer a unique holiday garden look with holly, helleborous, boxwood and rosehips fashioned in wreaths, garlands and swags. This collection was and will be one of the highlights of the Winward Holiday line.



bringing beauty home.

SHOW DATES

Union City

June 7-22

Dallas

June 22-28

Atlanta

July 14-21

Toronto

August 8-12

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