

CELEBRATION OF LIFE

> Día de los Muertos, the Mexican holiday reuniting the living with the souls of those they have loved and lost, represents a blend of Catholic beliefs (introduced by Spanish settlers) and indigenous Aztec traditions. The two-day celebration, observed November 1 and 2, eschews austere signs of mourning (such as black clothing or somber readings) in favor of joyful mariachi music, brightly painted sugar skulls sporting giant grins, and altars adorned with the deceased's photos and floral arrangements. Thought to guide the spirits home with their intense color and smell, marigolds are the holiday's official flower — but blooms in other vibrant hues (particularly red, pink and purple) and rich textures are popular, too.

In recent years, the holiday (also known as Day of the Dead) has grown more mainstream, in part because of Hollywood. The 2015 James Bond film "Spectre" opened with an elaborate Day of the Dead parade in Mexico City. In 2018, the TV show "Grey's Anatomy" used it as a theme to briefly revive characters who had died over the course of 15 seasons. And the 2017 Disney animated film "Coco" was set entirely during Día de los Muertos to illustrate the importance of family legacy. In response to consumers' growing appreciation for the holiday, a slew of companies, from Pyrex to Swarovski, have produced themed merchandise. Floral professionals have also taken note. BloomStudios, a cut flower branch of Ball Horticultural Company, introduced 'Xochi Orange', a marigold, after hearing florists mention increased client demand for Day of the Dead designs, says general manager Scott Rusch.



'YELLOW BLACK EYE' SUNFLOWER
Sun Valley Floral Farms

As you prepare your orders and designs for the coming autumn months, here are a few products to consider. 🌻

Katie Vincent is the senior contributing writer and editor of *Floral Management*.



PAMPAS GRASS
Mayesh Wholesale Florist



'PRO CUT ORANGE' SUNFLOWER
Kendall Farms



'XOCHI ORANGE' MARIGOLD
BloomStudios



BURGUNDY DAHLIA
Mayesh Wholesale Florist



'SUNDAY ORANGE' CELOSIA
BloomStudios



'ORANGE BALL' DAHLIA
Camflor



'CRISTATA ACT RIMA' CELOSIA
Mayesh Wholesale Florist



'SWEET SCARLET' DIANTHUS
BloomStudios



'FLARE DEEP BLUE' LISIANTHUS
BloomStudios