Proposal for Emoji: Orchid

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1. Identification
CLDR short name: ORCHID
CLDR keywords: orchid, flower, bloom, beauty, rare

2. Images

3. Sort Location
Category: Animals & Nature
After HIBISCUS and before SUNFLOWER

4. Reference Emoji
Rice
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5. Selection Factors - Inclusion

A. Compatibility
Mahjong Tile Orchid is part of Unicode 5.1, but there is no emoji and it is not currently used on any major platform. This proposal is requesting a stand-alone ORCHID emoji, and not one tied to the game of Mahjong. There is also no other stand-alone ORCHID emoji used on these platforms.

B. Expected Usage Level
   1. Frequency
Expected frequency of use is high. ORCHIDS are the largest flowering plant family on earth, occurring on every continent except Antarctica. There are more than 25,000 known species and 70,000 hybrid varieties. Different varieties of ORCHIDS are the national flower of Hong Kong, Singapore, Costa Rica, Panama, Belize, and Colombia. ORCHIDS are often used in horticultural displays, and cut blooms are used by florists in flower arrangements and corsages.

This unique and showy plant is one of the most popular flowering house plants in the world, and is often given as a gift. Videos and articles about proper care and cultivation of ORCHIDS are extremely popular. ORCHIDS are also used in many beauty products, including perfumes, skin care products, and lipstick. Radiant orchid was named the trend color of the year by Pantone in 2014.

Because of its unique flower structure, there simply is no substitute for the ORCHID among existing flower emojis. There are many examples of people posting a photo of an orchid and using an existing emoji like CHERRY BLOSSOM or HIBISCUS, but specifically calling attention to the lack of an appropriate ORCHID emoji.

Below is the requested comparison to the reference emoji, RICE. However, we believe this to be a biased comparison because RICE is one of the largest agricultural commodities on the planet. It will, therefore, show up in many more online searches despite its median use as an emoji.

For a more direct comparison with other floral emoji, we have also included search data for CHERRY BLOSSOM, TULIP, and ROSE. ORCHID can be seen to be at least as, if not more frequent, of a search term than current comparable emoji.
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Category terms could not be used in the Bing search because their use would not allow the search results counter to display.
Google Trends shows that ORCHIDS are a more frequent search term than RICE, CHERRY BLOSSOM and TULIP, all of which are represented in emoji. In addition, ORCHIDS sometimes trend higher than ROSE in the Home & Garden category.
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2. Multiple Usages
The word ORCHID comes from orkhis, the Greek word for testicle. Early symbolism associated with ORCHIDS is similarly tied to its root name—fertility, virility, and sexuality.

During the Victorian era, ORCHIDS from the New World were highly sought after by Europeans as a symbol of wealth and luxury. Like many flowers, ORCHIDS also symbolize love and beauty.
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Some cultures also believe ORCHIDS contain medicinal properties, using them to help ward off cancer or treat inflammation.

3. Use in Sequences
The ORCHID emoji has the potential to be used in sequence with existing flower emojis. Expected usage would also include sequences with hearts, eyes, and potentially nose to denote smell. Because the ORCHID family is so large, it could also be used in sequence with national flags to denote location.

4. Breaking New Ground
Yes. Although there are existing flower emojis, the ORCHID is identifiably unique in its shape and structure. This is not simply a different species of plant, but represents an entire family of flowering plants that is not represented by emoji.

C. Image Distinctiveness
Yes. As mentioned above, the shape of the ORCHID flower is unique and immediately identifiable. This iconic shape would set it apart from other existing flower emoji, even at small scale.

D. Completeness
ORCHIDS are a large category of flowering plants, and this emoji would provide iconic representation of that category.

E. Frequently Requested
Social media is full of examples of people who want, and even demand, an ORCHID emoji. Requests are often accompanied by the hashtag #orchidemoji or #noorchidemoji, or with (orchid emoji) or *orchid emoji*. The included examples specifically mention Unicode members.
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Selection Factors for Exclusion

F. Overly Specific
No. The proposed ORCHID emoji is loosely based on the Phalaenopsis, or Moth, orchid. However, the broad popularity of this type of orchid makes it readily recognizable as an ORCHID and a suitable example to represent the larger orchid family.

G. Open-ended
There are many types of ORCHIDS that could be represented in emoji. However, the iconic and instantly recognizable image in this proposal makes it the most complete option to represent the broader ORCHID family. Inclusion of this emoji should satisfy the demand for any additional ORCHID emojis.

H. Already Representable
There is no suitable existing emoji to represent ORCHIDS.

I. Logos, brands, UI icons, signage, specific people, deities
N/A

J. Transient
Orchids are not a fad, they are plants. Expected use of this emoji would continue into the future as orchids have been culturally popular for generations.

K. Faulty comparison
The justification for an ORCHID emoji is based on its broad cultural symbolism and appeal. It is not predicated on the existence of other emoji.

L. Exact Image
N/A

M. Region Flags Without Code
N/A