

FLEURS DE VILLES

FOR IMMEDIATE RELEASE

Fleurs de Villes' Internationally-Famed Exhibition Announces Floral Trail in Toronto's Bloor-Yorkville in August

Over 25 luxury floral installations designed by some of Toronto's best florists brings joy with a unique and immersive experience

Toronto, ON, July 20, 2020 – Fleurs de Villes, Canada's leading and globally renowned cultivator of bespoke floral installations announces exhibition in Toronto's Bloor-Yorkville neighbourhood from August 5th to 9th, 2020. Stop and smell the roses at this five-day long activation featuring unique, luxury-floral designs by some of the GTA's Toronto's best florists in partnership with the Bloor-Yorkville BIA.

Fleurs de Villes will host a self-guided floral trail through Bloor-Yorkville including stops in Yorkville Village, Manulife Centre, Yorkville Lane and Hudson's Bay Centre. This must-see (yet socially distanced) floral path will include surprising floral activations, installations, pop-ups and more. With a portion of proceeds supporting The Breast Cancer Society of Canada, Fleurs de Villes will host a Flower Garden Market on **Sunday August 9th, 2020** in partnership with local florists, gardeners and growers, all of whom have been affected by the Covid-19 crisis.

"Fleurs de Villes is a showcase for local, world-class floral design. We bring local partners, communities and



floral artists together to create something beautiful and extremely meaningful," said Fleurs de Villes Co-Founder, Karen Marshall. "We're delighted to bring our creations to Toronto this summer, at a time when we all need a touch of beauty and whimsy in our lives."

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“The Bloor-Yorkville neighbourhood sets the perfect stage for the world-class talent and stunning art displays created by Fleurs de Villes,” said Briar de Lange, Executive Director of the Bloor-Yorkville BIA. “As a neighbourhood widely recognized for the very best fashion, food, wellness and culture, we are thrilled to welcome this one-of-a-kind floral exhibition and to have many of our local businesses participating with installations.”

As the Fleurs de Villes name conveys – literally, flowers of cities – this bespoke brand immerses itself within each



city it meets, working alongside top local florists, designers, growers and nurseries to showcase that city’s world-class talent and create stunning displays of art. Each exhibition draws inspiration from the cities themselves and the local partners within them to celebrate its rare traits, creating a sense of community for tourists and local residents.



Karen Marshall and Tina Barkley created Fleurs de Villes in 2015 and are universally-heralded as ‘floral disruptors’ for their incredible breakthrough onto the global stage with partners including Covent Garden and the National Portrait Gallery in London, England. With inspiration drawn from Queen Elizabeth I to Elphaba from the Musical, Wicked, local florists, designers, and brands alike have created show-stopping art exhibits

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which garnered global attention. As a Vancouver-based, female-founded brand, Fleurs de Villes is paving the way to construct a space where florals, art, local talent and immersive experiences not only intersect, but flourish.



As a world-first, Fleurs de Villes CHIEN presented by National Bank will be seen in Toronto as one of the stops along the floral trail in The Oval at Yorkville Village – a floral tribute to six fabulous dogs. Other 'selfie-invoking' displays include floral doorways at Manulife Centre and 122/4 Cumberland Street, a 'flower-bombed' Alfa Romeo, a swing in Yorkville Lane and a collection of 10 mannequins spaced out within the area. Each activation has been thoughtfully designed by Toronto's top local florists.



Fleurs de Villes has announced Kim Crawford wines as its national wine partner, the Breast Cancer Society of Canada as its charitable alliance and FASHION Magazine, Wedding Bells and The Kit as its media partners. Other partners include Alfa Romeo Toronto, BMO, Eataly and Aperol, Esbin Property, Janssen Law, Independent City Market, National Bank, Pusateri's, Toronto Botanical Garden and more.

Florists include Blooming Flower Bar, DT Floral and Décor, Floresco, FOLHA, Fresh Florals, Hana Floral Designs, Jackie-O, Lena's Floral Designs, The Local Flower Collective, Mona Lisa Florist, Oudalova Events Design; Periwinkle Flowers; Rosalie Villanueva, Snowberry Botanicals, Urban Jungle.

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About Fleurs de Villes:

Established in 2015 by lifestyle and media professionals Karen Marshall and Tina Barkley, Fleurs de Villes Inc. is a unique luxury experiential brand, grounded in hyper-local content – an intoxicating mix. In each city the company presents in, they feature the works of top florists in that city, creating stunning fresh floral mannequins alighted with, and inspired by, partnered brands presented in elegant gallery-like settings. From the stunning displays of the Mannequin Series, to pop-up fresh flower markets, Fleurs de Villes cultivates bespoke flower events that bloom with happiness. In Spring 2021, the long-awaited ROSÉ tour in support of Breast Cancer Research is coming to some of Canada's major cities including Toronto, Vancouver and Montréal.

For more information:

Photos, Video and Logos: High-resolution photos, and logos are available [here](#).

Fleurs de Ville x Bloor-Yorkville BIA Micro Site: www.bloor-yorkville.com/fleursdevilles

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