

FLEURS DE VILLES

ROSÉ

BLOORYORKVILLE

FOR IMMEDIATE RELEASE

Fleurs de Villes Returns to Toronto's Bloor-Yorkville, presenting Fleurs de Villes ROSÉ

*From August 4th–8th, the second annual event returns featuring a self-guided trail with over 35 luxury floral installations, with proceeds supporting
The Breast Cancer Society of Canada and The Breast Cancer Research Foundation*

Toronto, ON, July 14, 2021 – Fleurs de Villes, Canada's leading and globally renowned cultivator of bespoke floral installations is returning to **Toronto's Bloor-Yorkville neighbourhood** with **Fleurs de Villes ROSÉ from August 4th to 8th, 2021**. Hosted by the **Bloor-Yorkville Business Improvement Area (BY BIA)** and in support of breast cancer research, the five-day activation will feature unique, luxury-floral pop-up installations designed by some of the GTA's best florists.

Fleurs de Villes ROSÉ returns as **a self-guided floral trail through Bloor-Yorkville** including stops at Manulife Centre, Holt Renfrew, Pusateri's, Minto Residences, Brunello Cucinelli, The Hazelton Hotel, Yorkville Village, 101 Yorkville Ave., 92 Yorkville Ave., Yorkville Lane and more. The one-of-a-kind trail will feature floral activations, installations and pop-ups with a portion of proceeds **supporting The Breast Cancer Society of Canada and The Breast Cancer Research Foundation**.

"Fleurs de Villes immerses itself within each city it meets, and we're delighted to have the opportunity to return to Bloor-Yorkville with Fleurs de Villes ROSÉ, once again working alongside top local florists in the city," **says Fleurs de Villes Co-Founder, Karen Marshall**. "The Bloor-Yorkville neighbourhood sets the perfect stage to showcase the world-class talent of Toronto, and we look forward to creating stunning displays for local residents and visitors of the neighbourhood."

"As a neighbourhood widely recognized for the very best fashion, food, wellness and culture, Bloor-Yorkville is thrilled to welcome back this incredible floral exhibition for the city to enjoy this summer," **says Briar de Lange, Executive Director of the Bloor-Yorkville BIA**. "Fleurs de Villes ROSÉ creates a unique opportunity for our local businesses to welcome members of the community, and feature their own floral installations as part of the self-guided trail."

Fleurs de Villes ROSÉ is **a free public event**, and visitors will be able to safely walk the self-guided trail while adhering to social distancing guidelines. **A fresh flower market** will also open at multiple locations throughout the neighbourhood on **Saturday, August 7th**, with a portion of proceeds **supporting breast cancer research**.

Participating florists for Fleurs de Villes ROSÉ include Fresh Floral Creations, Pocket of Posies, Vogue Weddings and Decor Inc., Olivia's Garden, Folha, Flowers by Kata, Cumberland Flower Shop, Earthworks Landscaping, Elegant Bouquets, Hana Floral Designs & Co., Heavy Petal Flower Shop, Lena's Floral Designs, Lobo Florals, Nymph Floral, Oudalova Events & Design, Pop-up Flower Shop Inc., Secret Garden Florists, Urban Jungle, and Zumbo Designs.

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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.

About Bloor-Yorkville:

Since entrepreneur Joseph Bloor founded the Village of Yorkville in 1830, the heart and soul of Toronto has distinguished itself as the premier shopping, dining and cultural destination in the city. The Bloor-Yorkville neighbourhood is bordered by Scollard Street to the north, St. Mary Street to the south, Avenue Road to the west and Church Street to the east. For the latest information on stores, events and parking please visit www.bloor-yorkville.com. Follow Bloor-Yorkville on Twitter, Instagram and Facebook at @BloorYorkville.

For more information:

www.fleursdevilles.com

www.bloor-yorkville.com/fleursdevilles

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