



FOR IMMEDIATE RELEASE

Bloor-Yorkville and Fleurs de Villes Present Canadian Debut of Fleurs de Villes FEMMES

From May 4th – 8th, Fleurs de Villes is a fresh floral celebration of remarkable women – just in time for Mother’s Day

Toronto, ON, April 18, 2022 – The Bloor-Yorkville Business Improvement Area (BY BIA) is pleased to present the return of [Fleurs de Villes](#) to Toronto with the **Canadian debut of FEMMES** from **May 4th – 8th**, a fresh floral celebration of remarkable women. **The Bloor-Yorkville neighbourhood** will play host to this **five-day activation** dedicated to culturally, politically, and historically significant women throughout the ages.

Fleurs de Villes FEMMES will take place as **a self-guided floral trail through Bloor-Yorkville** featuring **over 40 installations at 35 stops** around the neighbourhood including Manulife Centre, Holt Renfrew, The Hazelton Hotel, Park Hyatt, Yorkville Village, AMAL, Eataty, Pusateri’s Fine Foods and more. Signature floral mannequins and unique, luxury-floral pop-up installations designed by 23 of the GTA’s best florists will be on display **celebrating remarkable women from around the world.**

The event will **highlight women through history who have had a profound impact on the world we know today**, with iconic women including Betty White, Buffy Sainte-Marie, Catherine O’Hara, Diana Princess of Wales, Elizabeth Taylor, Ella Fitzgerald, Emily Carr, Frida Kahlo, Jane Austen, Laura Secord, Margaret Atwood, Marilyn Monroe, Sophia Loren and Viola Desmond featured among the FEMMES installations. Harbingers of change, rule-breakers and trailblazers, Fleurs de Villes FEMMES celebrates these women’s wide-ranging contributions through creative tributes in the form of their signature fresh floral mannequins, creating a floral trail around the neighbourhood complemented by additional floral pop-ups.

“Fleurs de Villes has always championed women from all walks of life, and we’re delighted to bring Fleurs de Villes FEMMES to Toronto for its Canadian debut as we celebrate remarkable women around the world,” **says Fleurs de Villes Co-Founder, Karen Marshall.** “The Bloor-Yorkville neighbourhood sets the perfect stage to showcase the world-class floral talent of Toronto, and we look forward to creating stunning displays for Fleurs de Villes FEMMES alongside the top local florists in the city.”

“As a neighbourhood widely recognized for the very best fashion, food, wellness and culture, Bloor-Yorkville is thrilled to welcome back Fleurs de Villes to the neighbourhood and to host our first edition of Fleurs de Villes FEMMES,” **says Briar de Lange, Executive Director of the Bloor-Yorkville BIA.** “Fleurs de Villes FEMMES creates a unique event and Mother’s Day activity for the neighbourhood to enjoy, and it’s a great opportunity for our local businesses to showcase floral installations for the community.”

Back by popular demand, **Fleurs de Villes CHIEN returns to Yorkville Village with 6 adorable floral pups**, anchored by a floral mannequin dedicated to dog lover and overall icon, Betty White. New to Fleurs de Villes CHIEN this year is the **CHIEN floral perch, an Instagrammable moment in The Oval at Yorkville Village** that creates the perfect location for a pooch photo shoot. The CHIEN floral perch will be open from **May 4th – 7th from 10am – 6pm and on May 8th from 12pm – 5pm.**

Additional highlights of the Canadian debut of Fleurs de Villes FEMMES include a [daily workshop and](#)



[demonstration series](#) in the **Fleurs de Villes JARDIN (Manulife Centre)** from 11 am – 4pm, a photo opportunity with large floral letters spelling “MOM”, a **High Tea from Holts Café at Holt Renfrew**, a **floral swing at the Hazelton Hotel**, and a **custom Ella Fitzgerald inspired 360° photo booth experience at 151 Bloor Street West from Slate Asset Management**.

Fleurs de Villes FEMMES is a **free public event** where audiences of all ages, cultures and genders will be able to learn more about these fascinating women through interactive displays. Images and QR codes on the floral sculptures will provide more information on each subject, highlighting their cultural and historical significance. **A fresh flower market** will also open at multiple locations throughout the neighbourhood on **May 7th from 10am – 6pm**, with a portion of proceeds **supporting the Breast Cancer Society of Canada and The Breast Cancer Research Foundation**.

Participating florists for Fleurs de Villes FEMMES include De Novo Floral Design, Dereves Floral, florigens design, Flower Snob, Folha. Fresh Floral Creations, Get Blooming Hana Floral Designs & Co., Henna Florist, Lena's Floral Designs, May Flowers, Floral Co., Monalisa Florist, Moooi fleur, Narbail Designs, Olivia's Garden, Pistil Flowers, Pop-up Flower, Shop Inc., PYRUS Floral Design, THE FLORIUM, Vogue Weddings and Décor, Windflower Florals and Events Inc. and Zuhoor 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. The global premiere of Fleurs de Villes FEMMES will take place at Bal Harbour Shops in Miami on March 4th and will continue on to other world class cities this year, including Chicago, Costa Mesa, Montreal, Vancouver, Edinburgh, Sydney, Melbourne, Johannesburg, Cape Town and more.

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](https://twitter.com/BloorYorkville).

For more information:

www.fleursdevilles.com

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