

FOR IMMEDIATE RELEASE

Celebrate the Holiday Season with the Toronto Premier of Fleurs de Villes NOËL in Bloor-Yorkville

From December 7th-11th, Fleurs de Villes presents the Toronto Premier of NOËL, a festive floral trail across the Bloor-Yorkville neighbourhood – just in time for the holiday season



Toronto, ON, October 4th, 2022 - Fleurs de Villes, Canada’s leading and globally renowned cultivator of bespoke floral installations presents their new show in **Toronto’s Bloor-Yorkville neighbourhood with Fleurs de Villes NOËL from December 7th-11th, 2022**. Hosted by the Bloor-Yorkville Business Improvement Area (BY BIA), the five-day activation will take the public on a festive floral tour of Bloor-Yorkville, with a distinctive holiday feel that features the works of top local florists.

Back by popular demand, Fleurs de Villes NOËL builds on the wonderful history in the neighbourhood with the Spring trails, most recently with Fleurs de Villes FEMMES that took place in May of this year. Fleurs de Villes NOËL is **a free public event**. Visitors will be able to walk the self-guided trail of discovery with over **30 floral installations**, including the Fleurs de Ville famous floral mannequins, floral refreshments and dining experiences, attend **floral workshops in the JARDIN content atelier** at the Manulife Centre, and shop for blooms from local florists at the pop-up flower markets. **A fresh flower market** will also open at multiple locations throughout the neighbourhood on **Saturday, December 10th**.

“The holiday season is truly a magical time of year, and we’re delighted to bring Fleurs de Villes NOËL to the city for its Toronto premier,” **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

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we look forward to creating stunning festive displays for Fleurs de Villes NOËL 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 NOËL,” says **Briar de Lange, Executive Director of the Bloor-Yorkville BIA**. “We’re excited to bring this unique event to Bloor-Yorkville with a holiday-themed self-guided floral trail, and festive window displays that the neighbourhood is known for.”

Confirmed locations and partners include: the Manulife Centre, Hudson Bay Centre, 2 Bloor East, Holt Renfrew and Holt Renfrew Centre, Pusateri’s, Yorkville Village, Park Hyatt Hotel, The Colonnade, and Yorkville Lane. More partners and installations to be announced soon.

Fleurs de Villes will return to the Bloor-Yorkville neighbourhood with their new show Fleurs de Villes VOYAGE in May 2023 – just in time for Mother’s Day.

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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.

For more information:

www.fleursdevilles.com

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