



**FOR IMMEDIATE RELEASE**

## **Bloor-Yorkville and Fleurs de Villes Announce the Canadian Debut of Fleurs de Villes VOYAGE**

*From May 10 – 14, Fleurs de Villes returns to Bloor-Yorkville with VOYAGE, a floral journey of discovery and iconic global storytelling just in time for Mother’s Day.*

**Toronto, ON, April 12, 2023 – The Bloor-Yorkville Business Improvement Area (BY BIA)** is pleased to announce the return of [Fleurs de Villes to Toronto](#) with the **Canadian debut of VOYAGE** from **May 10 – 14** in collaboration with Porsche Cars Canada. A fresh floral celebration inspired by iconic global destinations, **the Bloor-Yorkville neighbourhood** will play host to this **five-day activation** honouring timeless monuments and diverse traditions, festivals, fashion and notable people from cities around the world.

Fleurs de Villes VOYAGE will take place as **a self-guided floral trail through Bloor-Yorkville** featuring **35 stops** throughout the neighbourhood, including the Anndore House Hotel, 2 Bloor East, The Colonnade, Eataty Toronto, the Hazelton Hotel, Holt Renfrew Centre, Holt Renfrew, Manulife Centre, Park Hyatt Toronto, Village Orthodontics, W Toronto, Yorkville Lane, Yorkville Village, Slate Asset Management / Canderel at 151 Bloor West and more. The event will highlight iconic global destinations such as the Canadian Rocky Mountains and Dutch tulip fields, through spectacular installations and mannequins that will take visitors on an experience of discovery and cultural storytelling.

“Fleurs de Villes champions talented florists on an international scale, and we’re delighted to bring Fleurs de Villes VOYAGE to Toronto for its Canadian debut as we honour timeless monuments, diverse traditions, notable people around the world and beautiful journeys,” **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 aligned with world-class brands, and we look forward to creating stunning displays for Fleurs de Villes VOYAGE.”

Journey across Europe as you follow the trail through the Manulife Centre, relax in an English Garden at Yorkville Lane, and immerse yourself in the deep jungle at Yorkville Village. Other key stops on the floral trail include an ode to Springtime at Holt Renfrew with 4 floral installations throughout the store and the Grow Wild Wine market stall, inspired by the wildflowers that grow in Canadian vineyards. Good Girl by Carolina Herrera will also sample their new BLUSH fragrance at Manulife Centre.

Visitors will also be delighted to find two Porsche sports cars covered in flowers – one at The Colonnade, and the other at The Hazelton Hotel. These displays will be part of celebrating 75 Years of Porsche this year, with the brand encouraging guests to dream in full colour.



“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 VOYAGE,” **says Briar de Lange, Executive Director of the Bloor-Yorkville BIA.** “Fleurs de Villes VOYAGE creates a unique event and Mother’s Day activity for the community to enjoy. It is also a great opportunity for our local businesses to showcase floral talent through its installations around the neighbourhood.”

Visitors can enjoy floral-inspired cocktails and menus at restaurants along the trail, including W Toronto’s Living Room, and Joni Restaurant at the Park Hyatt Toronto. Moët & Chandon Rosé Impérial celebrates VOYAGE with a floral sculpture welcoming guests to ONE Restaurant, and with champagne pours to round out a perfect spring day.

Additional highlights of the Canadian debut of Fleurs de Villes VOYAGE include a daily workshop and demonstration series in the **Fleurs de Villes JARDIN located in the Manulife Centre**, from 11am – 6pm. Visitors can also enjoy street performances from local musicians Cascabel, Faith Armour and Valeria Matzner on Saturday, May 13th and Sunday, May 14th from 1pm - 4pm. Performances will be held around the neighbourhood in the Village of Yorkville Park, The Colonnade, and the Manulife Centre throughout the Mother’s Day weekend.

Fleurs de Villes VOYAGE, presented by the Bloor-Yorkville BIA, in collaboration with Porsche Cars Canada is **a free public event** where audiences of all ages will be able to learn more about iconic global destinations, diverse traditions and notable people around the world. Signage beside the floral sculptures will detail the inspiration and global stories behind each installation. **A fresh flower market** will also open at multiple locations throughout the neighbourhood on **Saturday, May 13 from 10am – 6pm**, shop for fresh blooms from local florists, just in time for Mother's Day.

**Participating florists for Fleurs de Villes VOYAGE include:** Pistil Flowers, Fresh Floral Creations, Hana Floral Designs & Co., Inspire Design Studio, Dereves Floral Inc., Floral Design by Danielle Poirier, Flower Crown, Happy Fairy Art, Marie Lavender Flowers, May Flowers, AP Florals, Attagirl! Blooms, A Wayside Flower, Lavender Blooms, Level Up Events and Decor, O.M.G. Events, Promise Supply, Sweet Magnolias, and The Zoo Floral Studio.

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#### **About Fleurs de Villes Inc:**

Founded in 2015 by lifestyle and media experts Tina Barkley and Karen Marshall, Fleurs de Villes is a Vancouver-based luxury brand specializing in bespoke fresh-floral experiences and activations. Champions of experiential marketing in the form of large-scale floral installations, Fleurs de Villes is a floral story-teller, bringing to bloom brand legacies through flowers.



Gardens, venues and shopping districts come to life through fresh-floral place-making and retail engagement, plus collaborations with some of the world's biggest luxury brands and entertainment franchises. Fleurs de Villes has produced more than 60 luxury floral shows in major destinations across Canada, the United States, England, Scotland and Australia, with Fleurs de Villes Boston and Dallas debuting in 2023. Leveraging local floral talent in every city, Fleurs de Villes creates authentic, engaging 360-degree experiences with omni-channel touch points across digital, video, social, print and live platforms.

**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](http://www.bloor-yorkville.com). Follow Bloor-Yorkville on Twitter, Instagram and Facebook at @BloorYorkville.

**For more information:**

[www.fleursdevilles.com](http://www.fleursdevilles.com)  
[www.bloor-yorkville.com/fleursdevillesvoyage/](http://www.bloor-yorkville.com/fleursdevillesvoyage/)

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