

8 July 2022

FLEURS DE VILLES, THE WORLD-RENOWNED BESPOKE FLORAL SHOW, MAKES ITS WAY TO THE ROYAL BOTANIC GARDEN SYDNEY

From August 19 - 28 2022, experience a 10-day public event of fresh floral couture by local florists at the Royal Botanic Garden Sydney in The Calyx, to celebrate remarkable women with this year's theme, 'FEMMES'.

World-renowned bespoke floral show, [Fleurs de Villes](#), is thrilled to announce the launch of its very first public showing in Sydney, in partnership with the Royal Botanic Garden Sydney and the NSW Government, through its tourism and major events agency Destination NSW.

From August 19 - 28, the FEMMES exhibition will showcase a series of 15 fresh floral mannequins celebrating remarkable women around the world. It will partner with local floral talent who will create these fresh floral tributes based on an inspirational photograph or painting of each woman. Be it superstar and pop culture icon Kylie Minogue, groundbreaking painter Frida Kahlo, or trailblazing Indigenous activist and educator Evelyn Scott, 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 link to immersive profiles of each woman highlighting their cultural and historical significance.

Participating florists include Don De L'Amour, Persephone, Flowerrun Flower Studio, Butchers Daughter, Sydney Events Stylist, Art of Bloom, Beks Bloomz, Buds & Bowers, Florida, Hayfever Flowers, Max & Co Floral Design, Moss & Bloom, SLAK Flowers, Styled with Ellie, Wild Dahlia Florals, Petali and Elliora & Co. Fleurs de Villes is delighted to be able to offer Sydney's floral artists a platform of creativity within the Royal Botanic Garden to showcase their talent on a global platform.

"We are delighted that Fleurs de Villes FEMMES is coming to Sydney for the first time and there's no better place to showcase the series than Sydney's beautiful Royal Botanic Garden, a peaceful oasis and much loved location, situated within the hustle and bustle of the city," says Chief Executive of the Royal Botanic Gardens and Domain Trust, Denise Ora. "Over the course of the event we expect to welcome 12,000 visitors to the award-winning Calyx to explore this unique activation and be inspired by the beauty of nature," Mrs Ora said.

Adds Fleurs de Villes Co-founder Karen Marshall, "Since the launch of Fleurs de Villes five years ago, and our travels to over 23 cities, we have long wanted to come to Sydney to showcase this city's incredible floral talent. The Calyx in the Royal Botanic Garden Sydney is the perfect spot to premiere our FEMMES show for the first time in the southern hemisphere."

Fleurs de Villes is beautifully supported by local partners including Myer, Moulin Rouge! The Musical, Genesis Motors Australia and the Four Seasons Hotel Sydney. Part of the proceeds from ticket sales go to the Foundation and Friends of the Botanic Gardens, a not-for-profit organisation that is devoted to supporting, protecting and enhancing the Royal Botanic Garden Sydney and their vital scientific research and conservation projects.

Tickets can be purchased via the [Royal Botanic Garden Sydney website](#) and are on sale 8 July 2022. General admission to The Calyx is \$22, and \$11 for seniors and children 5-17 years.

Other highlights of the exhibit include a pop-up flower market on Sunday 24th August, a "JARDIN" area that will host floral demonstrations, workshops and talks from florists, scientists and horticulturists, and bespoke dining experiences such as a French High Tea and Bottomless Rosé Brunch.

OFFICIAL

Fleurs de Villes has always championed women from all communities and walks of life, and has built an all-female team to execute its vision of a global luxury brand around flowers.

General Information

Event Dates: August 19th 2022 to August 28th 2022

Admission Fee: \$22 for adults, \$11 for children and seniors

Website: www.rbgsyd.nsw.gov.au/femmes

For all additional media information please contact:

ashleigh@portobellopr.com.au or sydelle@portobellopr.com.au

OFFICIAL