

DAVID JONES

DAVID JONES' SPRING FLOWER SHOW RETURNS WITH A VISIONARY SPIRIT



PRESS RELEASE

FOR IMMEDIATE RELEASE

Sydney/Eora, NSW – David Jones' Spring Flower Show has returned for its **66th year** with over **30 floral installations**, more than **100,000 individual blooms** and **50 different species of flowers** on display at its iconic Elizabeth Street Flagship.

Running from Wednesday 6 until Sunday 17 September, this year's Flower Show will showcase the talent and pure creativity of **seven of Sydney's most iconic floral artists** who over the course of months, have collaborated to create a series of specially designed window displays and stunning floral installations.

George Low of renowned Glebe-based floristry **Seed Flora** has been helping David Jones bring its annual Flower Show to life as its official floral designer for the last 34 years. Working closely with local growers, sourcing flowers, plants, and greenery, George is eager to see this year's show come to full bloom.

"The Spring Flower Show takes six months to plan, seven days to set up and 12 days to look after the flowers. It's a huge undertaking, but an event I look forward to every year," said George.

"This year is particularly exciting and unique though with the introduction of six other floral artists who have designed and created installations spread across five floors of the store, all in their unique signature styles; turning the Flagship into an experiential gallery of floral splendour unlike anything I've seen before."

The six visionaries joining George include **Hermetica Flowers**, **The Colourblind Florist**, **Bess Paddington**, **ACID.FLWRS**, **The Make Haus** and **My Violet**. These exceptional floral artists have each been given a designated space in the department stores' Flagship, working alongside participating brands across **13 windows** to create a truly memorable floral experience.

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The Flower Show will see the Elizabeth Street Flagship store transform, with visitors from around the country coming to wander, gaze and admire the arrangements and installations, as well as the delights of the new season.

“This year will be our 66th Flower Show,” said **David Jones Regional Store Manager, Jason James**. “As we continue to celebrate our 185th Year, the show will celebrate our visionary spirit and encapsulate a sense of creativity and joy that the Flower Show has brought our customers since its inception.

“It’s is an incredible way to welcome the start of spring; we’re thrilled to invite customers into the store and see everything come to life along with our incredible new season offering.”

David Jones has partnered with luxury homewares label **Waterford** for this year’s Flower Show to fashion **The Waterford Bar** located on Level 7. Featuring champagne, wine and cocktails in beautiful Waterford crystal glassware, as well as some light plates and refreshments, the bar will also showcase a Waterford crystal replica of the David Jones store and stunning florals by My Violet, one of the participating florists in the Flower Show.

Customers will also have the chance to purchase tickets to two types of **floral tours** – either during store hours or before the store opens. The perfect way to see the whole show, each tour includes a guided experience through each installation and concludes with either a glass of champagne and refreshments at The Waterford Bar, or for the before hours tours, a coffee and breakfast at the Luxe café.

A series of **floral masterclasses** are also on offer, with brands such as **Jo Malone London** giving David Jones’ AMEX customers the chance to learn the art of fragrance layering and discover their own personal scent; and participating florists including **Claire Mueller** from **ACID.FLWRS** giving the general public the chance to see the different ways art materials can be used to embellish flowers to create their own unique stems.

The Spring Flower Show will be on public display at David Jones Elizabeth Street from 9:30am Wednesday 6 September – 5pm Sunday 17 September. For more information visit davidjones.com and for tour bookings, click [here](#).

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For further information or interview opportunities, please contact:

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ABOUT DAVID JONES

David Jones is Australasia’s leading premium department store retailer. The iconic department store first opened its doors in 1838 with the mission to sell ‘the best and most exclusive goods’ and celebrates its 185th anniversary in 2023. David Jones has 42 locations across Australia and New Zealand as well as davidjones.com in Australia and is the oldest continuously operating department store in the world still trading under its original name.