

# **Fleurs de Villes – floral show to make Scottish debut at St James Quarter**

**A free 10-day public event of fresh floral couture by local florists will appear next month at St James Quarter – all to celebrate remarkable women.**

Fleurs de Villes will run its very first public showing in Scotland, in partnership with St James Quarter. The show is open to the public from Friday 24 June exactly one year since St James Quarter opened its doors, when guests will be able to tour the self-guided exhibit until 3 July 2022.

The FEMMES exhibition will showcase a series of fresh floral mannequins celebrating remarkable women around the world. It will partner with local floral talent who will create these floral tributes based on an inspirational photograph or painting of each woman. Fleurs de Villes is proud to be working with local florists in order to create these illustrious designs and is delighted to be able to offer these artists a platform of creativity within St James Quarter to further showcase their talent.

Be it Scottish monarch Mary Queen of Scots, superstar and activist Annie Lennox or trailblazing actress and Strictly Come Dancing star Rose Lucinda Ayling-Ellis, 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.



(L-R: Frida Kahlo, Oprah Winfrey and Audrey Hepburn displays from past Fleurs de Villes FEMMES city exhibitions – Photo Credit: Fleurs de Villes)

The partnership is part of St James Quarter’s ongoing commitment to provide a cultural and lifestyle hub for art, culture and fashion and offer opportunities for the local community to get involved with unique experiences. This activity follows on from a number of successful events over the last year including Edinburgh Style, Love Beauty and a seafood festival.

Visitors to St James Quarter will be able to view the floral exhibition in the main Galleria area while shopping with luxury retailers such as H beauty and Reiss or before a refreshment stop at cocktail bar and restaurant The Alchemist or food hall Bonnie & Wild. Guests will also be able to see other retailers unleash their inner botanist as stores get involved with the event with their own floral displays.

Co-founder Tina Barkley said: “We felt that this was the ideal time to launch Fleurs de Villes FEMMES as people are starved for in-real-life, tactile and inspirational experiences that they can enjoy safely with friends and family. The exhibit

will offer the opportunity to learn about these important women who have left their mark on history and what better backdrop than a unique venue like St James Quarter.”

Co-founder Karen Marshall said: “We are very excited to bring our event to Edinburgh for the very first time and to launch the new exhibition FEMMES at the iconic St James Quarter. Each of our shows is an entirely different experience, celebrating the local community and made possible by local partners like St James Quarter which support Fleurs de Villes events being freely and most beautifully open to the public. With such a diverse group of local florists and creative talents, we can’t wait to spread joy and tell the stories of these women, en fleurs, to honour each as truly remarkable.”



(L-R: Malala Yousafzai, Carline Astor, Grace Kelly displays from past Fleurs de Villes FEMMES city exhibitions Photo Credit: Fleurs de Villes

Nick Peel, Managing Director at St James Quarter, says: “We are delighted that Fleurs de Villes FEMMES is coming to Scotland for the first time and there’s no better place to showcase the series than St James Quarter, the hub of the capital city. We could not be more pleased to have Fleurs de Villes FEMMES grace our Galleria and celebrate inspirational women from across the globe in such a spectacular fashion.”

Other highlights of FEMMES include a pop-up flower market,

floral installations including a selfie-invoking swing adorned in fresh blooms, and a “JARDIN” area that will host floral workshops and talks.

Fleurs de Villes has always championed women from all walks of life, and has built an all-female team to execute its vision of a global luxury brand around flowers. They are thrilled to raise a bouquet to this newest Edinburgh show, FEMMES.

Admission Fee: Free

Website: [www.fleursdevilles.com](http://www.fleursdevilles.com)

Instagram: [@fleursdevilles](https://www.instagram.com/fleursdevilles)

Facebook: [@fleursdevilles](https://www.facebook.com/fleursdevilles)

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