

FLOWERS MAKE US HAPPY...  
AND HAPPY HUMANS ARE THE  
WORLD'S BEST ADVERTISERS.

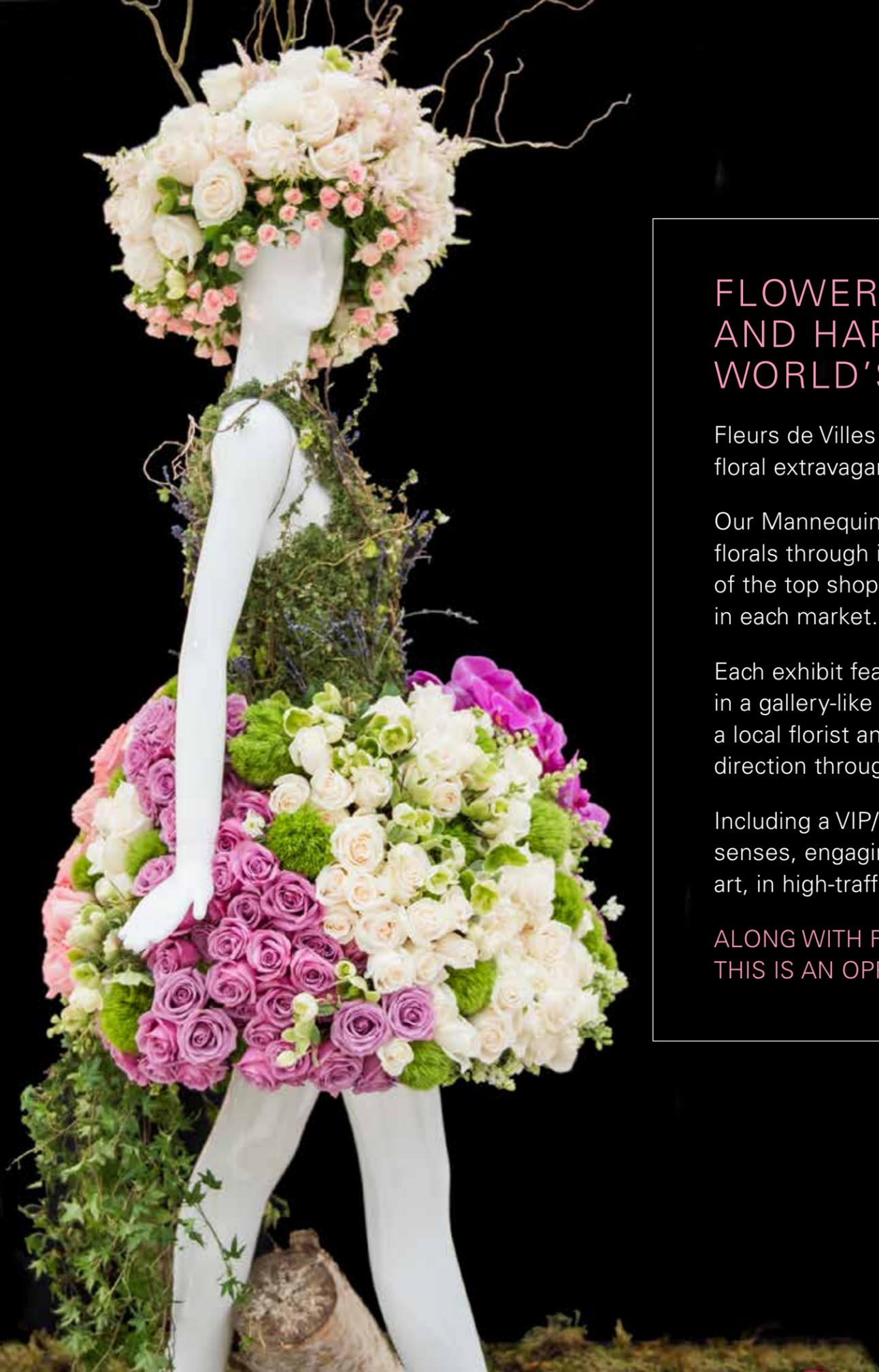
Fleurs de Villes produces one-of-a-kind, stop in your tracks floral extravaganzas.

Our Mannequin Series combines high fashion and fresh florals through inventive and artful displays showcased at some of the top shopping centres in Canada, over a five day period in each market.

Each exhibit features a collection of floral-dressed mannequins, in a gallery-like setting, which grows from a partnership between a local florist and a leading brand – inspiring new creative direction through collaboration.

Including a VIP/Media event, each show is an experience for the senses, engaging brands with consumers, while supporting true art, in high-traffic and elegant locations.

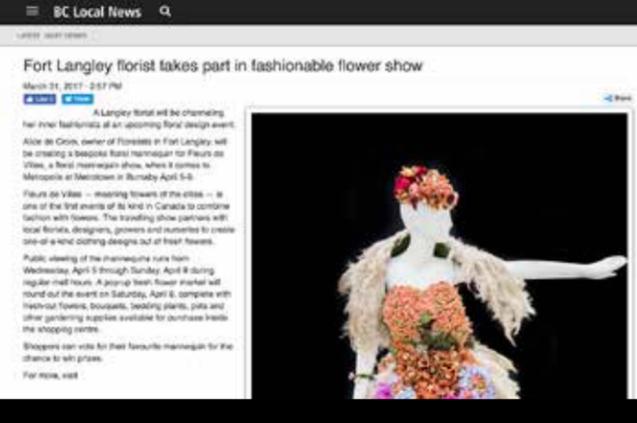
ALONG WITH FLOWER MARKETS AT THESE EVENTS,  
THIS IS AN OPPORTUNITY NOT TO BE MISSED.





FLEURS DE VILLES





OVER \$ 1.1 MILLION IN MEDIA COVERAGE WAS GAINED BY 2017 AS FLEURS DE VILLES CROSSED THE COUNTRY!



At each of our seven events this year, Fleurs de Villes will invite up to 20 of the best floral designers in each market to showcase their talent and dress a mannequin in fresh flowers.



Burnaby, B.C.  
B.C.'s largest shopping centre.  
**AVG. DAILY TRAFFIC: 78,846**  
MAY 2 - 6

### SOUTHGATE

Edmonton, AB  
Edmonton's fashion, lifestyle and home decor destination.  
**AVG. DAILY TRAFFIC: 25,275**  
MAY 30 - JUNE 3



Québec, QC  
"Well known for its distinctive commercial offering in high-end fashion"  
**AVG. DAILY TRAFFIC: 22,802**  
APRIL 11 - 15

### MAYFAIR

Victoria, B.C.  
Vancouver Island's leading fashion centre, located in the heart of the Garden Capital of Canada.  
**AVG. DAILY TRAFFIC: 10,989**  
MAY 3 - 7

### CROSS IRON MILLS

Calgary, AB  
Western Canada's premium outlet and entertainment experience with over 200+ stores.  
**AVG. DAILY TRAFFIC: 25,275**  
MAY 31 - JUNE 4

### BAYSHORE

Ottawa, ON  
Ottawa's favourite mall.  
**AVG. DAILY TRAFFIC: 17,857**  
APRIL 18 - 22

### VAUGHAN MILLS

Toronto, ON  
One of Canada's most unique and successful super-regional shopping centres with regular shuttles from downtown Toronto.  
**AVG. DAILY TRAFFIC: 38,460**  
APRIL 19 - 23

## INTEGRATED TRAFFIC PROSPECTIVE

Average foot traffic across 7 centres for 5 days each: 1,097,520+\*

\* This figure does not include media exposure, PR coverage, or social engagements which will create a bigger, collective, experience and higher level of engagement for all involved.

## BASIC OVERVIEW:

Fleurs de Villes (FdV) showcases the best florists in each of our shows across the country, creating spectacular creations that literally stop people in their tracks.

FdV provides a simple set of rules by which all florists must adhere (see rules later in this document); otherwise let the creativity flow! We review all entries to ensure the show won't have three "Beauty and the Beast Belle's" or two ballerinas etc.

FdV offers a \$1,000 honorarium to each florist to use to create their masterpiece. Each florist must set up and strike their creations using one of our mannequins (which we deliver to you in advance). All set up, strike and VIP event details are shared in a timely manner. There is a competitive component, with 4 awards up for grabs for various mannequin categories including:

- Most Realistic
- Most Original
- Florists' Favourite
- Best in Show.

There is also a fifth award awarded by the public by ballot over the course of five days: Fan Favourite.





## WHAT'S NEW THIS YEAR:

1. Live links on our website for our florists
1. We are imposing a minimum of 30% fresh FLOWERS and it is requested to be minimum 40% or more.
2. Use of floral foam and water or flower pegs MUST be used to keep the mannequin looking robust for the full 4 day show. Dried flowers glued on are not acceptable.
3. No painting flowers or leaves without permission. This is a FRESH show.
4. No cancellations 40 days out from the show: we had several cancellations at the last minute in a few cities last year that made our lives very difficult. Cancelling at ALL is taxing....however we ask you to agree to not cancel within 40 days.

### FLORIST PARTNERSHIP BENEFITS INCLUDE:

- One or more mannequins/installations in each market, providing traffic exposure to tens of thousands of local people over the 4 days in each market
- Adjacent signage describing the installation with florist's logo
- Floral installation aligned with a leading brand partner - providing additional consumer recognition in-centre
- Social media content (and additional exposure opportunities through florist interviews, behind the scenes, contesting, shares and engagement)
- Meet and Greet the media at the VIP media night alongside your display
- VIP entertaining for up to 2 guests at each VIP media event
- Professional photographs will be taken and available to you after the event
- Possible event showguide featuring florist installations with a paragraph dedicated to each florists creation, inspiration and logo
- Opportunity to win awards and receive further promotion

**NOTE THAT FLORISTS MUST APPLY WITH THEIR DESIGN IDEA AND THOSE THAT ARE SELECTED TO PARTICIPATE WILL BE NOTIFIED.**

**PLEASE SEE THE INVITATION TO CREATE ON THE FINAL PAGE.**

## THE DETAILS:

- Floral partners will be given an honorarium of up to \$1,000 to put towards the hard costs of their displays
- Mannequin designers will be supplied with a fashionable white mannequin (poses vary and you get what you get). The exception is seated mannequins. There is just one in each show and they must be requested.
- Installations must last for 5 days – and must be FRESH (floral foam and chicken wire liner must be used)
- Mannequins will be placed on a 5" x 5" platform. Styling and cover of the platform should be incorporated in your design but also using only natural materials.
- Mannequins must be outfitted (and surrounded) by floral fashions be it; a dress, ball gown, apron, lingerie, scarf, bag or umbrella... the options are endless!
- **No clothing or non-floral props may be used without consent.** Going into our 3rd season, we will be enforcing this strictly this year.
- Florist logo, florist background and inspiration for each installation will be submitted for signage. We need a high resolution or vector logo so please start looking for one now.
- We welcome behind the scenes photos of your work in progress to post on our social media platforms
- You will receive a detailed schedule of the full event from mannequin delivery to set up to VIP event to strike well in advance.
- Regular check-ups by designers are required and/or replacement flowers should be planned for as needed
- Our on-site staff can only spritz

## FLORIST TIMELINE:

SUBMIT YOUR PROPOSAL

**NOVEMBER 3, 2017:** Floral partner submission open

"follow us" at Fleurs de Villes to be notified of any live sessions in the future

**NOVEMBER 15TH, 8AM PST/11AM EST:** LIVE FACEBOOK Q+A

.... Come and ask all your questions!

**NOVEMBER 15TH, 4PM PST/7PM EST:** LIVE FACEBOOK Q+A

.... Come and ask all your questions!



## FLORIST INVITATION TO CREATE FLORIST SUBMISSION

We are delighted to invite local floral designers to submit a proposal to join the 2018 season of Fleurs de Villes.

**PLEASE READ THROUGH THE FOLLOWING GUIDELINES TO ENSURE YOUR SUBMISSION IS COMPLETE.**

Please send your submissions to [tina@fleursdevilles.com](mailto:tina@fleursdevilles.com)

### DESIGN SCOPE:

Please submit a drawing of your initial design (this can be very rough!) along with a paragraph about what your design will entail - please be as specific as you can, noting florals that will be used and theme or inspiration. We realize there will be some changes and improvisations through the process. This is to be sure we don't get 8 woodland fairies. Just a note here: we have had SO MANY woodland fairies...

**WE ARE ALL NOT PAINTERS OR SKETCH ARTISTS, SO ROUGH DRAWINGS ARE FINE!**

### COSTS:

Fleurs de Villes will contribute up to \$1,000 to your flower costs. We have a floral consultant checking proposals to be sure the cost is in line with the proposed design

- costs for designs featuring more greens and less florals are expected to be less.

Should you choose to embellish your mannequin beyond the \$1,000 budget, that is very much welcomed. Please use this five-day installation as an incredible promotional opportunity!

Invoices will be submitted on the day of set-up and we will reimburse you within 14 days. Florists that take a credit card may be paid on the day of installation. Please note we are PST exempt.

## FLORIST SUBMISSION

FLORIST: .....

ADDRESS: .....

TELEPHONE: .....

EMAIL: .....

WEB: .....

DESIGNER/DESIGNERS NAME: .....

### SOCIAL HANDLES

INSTAGRAM: .....

TWITTER: .....

FACEBOOK: .....

Design drawing / rough sketch

Detailed paragraph about your design

Estimate of floral cost breakdown

### NEED MORE INFO?

Please contact Tina if you have any questions regarding your submission.

### CONTACT:

Tina Barkley

[Tina@fleursdevilles.com](mailto:Tina@fleursdevilles.com)

TEL 1 604 374 3300

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

 &  @fleursdevilles

 /fleursdevilles

FLEURS DE VILLES  
FLORIST OPPORTUNITY 2018

FLEURS DE VILLES

THANK YOU.