

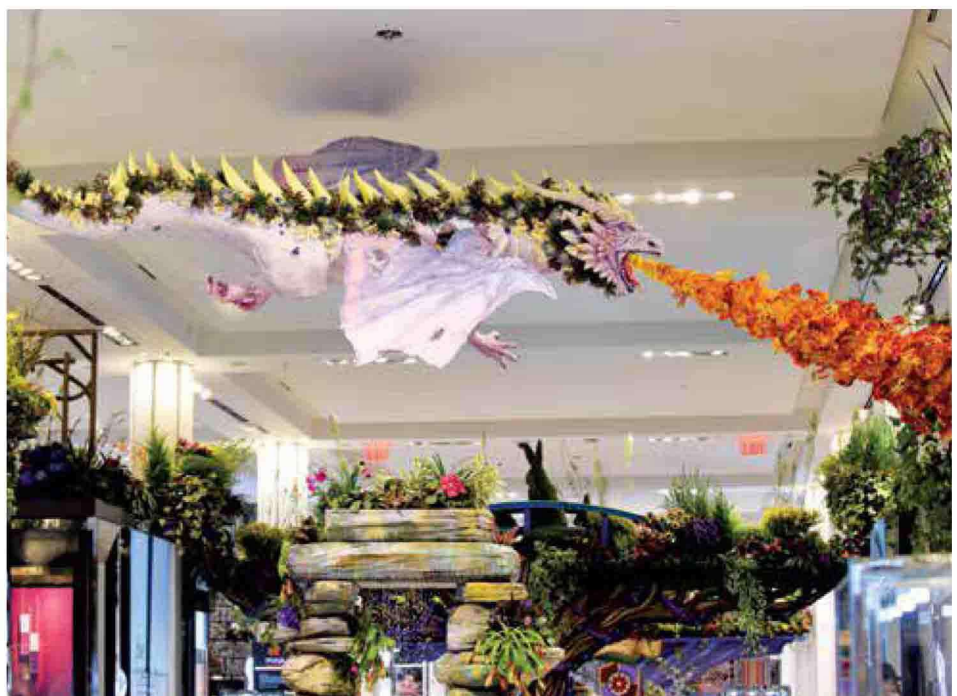
Macy's brings the floral grandeur

Macy's iconic Flower Show that was started more than 70 years back as a tradition to welcome spring at the store at Herald Square involves a ostentatious presentation of flowers that run in their in-store VM and window. The presentations also depict some of the classic fairytales and offers experiential opportunities inside the store.



Following a trend that lasted more than last 70 years to welcome Spring as a season, Macy's brings its Flower Show at their Herald square outlet involving over-the-top presentations of lavish gardens that showcase millions of live flowers, plants and trees from around the globe. Native to many different landscapes, Macy's Flower Show features floral material blooming in unison despite their unique climatic DNA. Taking root in unexpected settings such as store countertops, windows, and specially-designed architecture, including grand bridges, columns and topiaries, Macy's Flower Show is staged in distinct fashion at each of the three flagship locations nationwide.

This year's themed celebration takes inspiration from classic fairytales, princesses, evil queens, fairy godmothers and noble knights through a world of personified





flora and fauna. As visitors enter the show, they will have the ability to choose their own adventure, based on how they begin their trip through the floral fantasy land. In addition to the magnificent landscaped gardens, Flower Show spectators will have the opportunity to enjoy a host of special in-store events including floral, food, and fashion demonstrations, celebrity appearances etc during the show which will be showcased for two weeks.

The show is supported by Girl Scouts of the United States of America, Homewood Suites by Hilton and Sinclair Oil Corporation. •

Photographs

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