

DAVID JONES

PRESS RELEASE

THURSDAY 1 SEPTEMBER

DAVID JONES ICONIC FLOWER SHOW RETURNS WITH UNDERWATER WONDER

FEATURING OVER 300,000 BLOOMS IN ITS ELIZABETH STREET FLAGSHIP

Sydney, Australia: David Jones today reveals its annual Spring Flower Show with twenty installations across the iconic Elizabeth Street Flagship store inspired by Australian's underwater wonderworld, reflecting this season's theme of Natural Wonders.

Celebrating Seedflora's 33rd year in collaboration with the department store, florist George Low has reimagined sublime aquatic ecosystems and brought them to life in floral splendour using **40,000 individual stems, 300,000 individual blooms, 200 potted plants** and over **40 different flower species**.

Taking over 860 hours and thirteen florists, the show will feature Paper Daisy, Chrysanthemum, Baby's Breath, Gerbera, Dry Coral, Billy Buttons, Pom Pom, Wax Flower and Banksia.

"Having taken inspiration from the ocean for this year's theme, we're using fresh blooms to represent the new life that spring brings. I love the process of selecting each of the flowers and sometimes travel over two hours just to see the different varieties. It's important to support our Australian growers which we've done this year by using more local and native flowers than ever before – they're both beautiful and long lasting", says George Low.

With an 82 year history, the tradition began with a simple gesture — in the 1920s, staff would bring in flowers from their gardens, placing them on counters to celebrate the beginning of Spring. These charming beginnings grew into a more formalised event with the introduction of festivals – before officially becoming the annual David Jones Flower Show in 1985.

Every September since has seen the Elizabeth Street store abloom with specially designed window displays and installations. Prepared over the course of months, each spectacle supports growers from across the land and attracts visitors from hundreds of kilometres away.

The 2020 David Jones Flower Show also gave birth to a new addition to the flagship, with the introduction of a permanent rooftop apiary on the roof of the Elizabeth Street Flagship comprising five beehives and approximately 400,000 bees.

Reflecting an underwater wonderworld, this year David Jones has partnered with non-profit volunteer organisation Rethink Recycling Co-op to support the reduction of plastic waste and repurpose the use of hard-to-recycle lids by creating a giant, recyclable fish sculpture.

The 1.2m fish sculpture, 'Bud', is made entirely from repurposed materials, surfaced with over 10,000L of plastic lids saved from landfill. Bud will be donated to SEA LIFE Sydney Aquarium at the conclusion of the Spring Flower Show where it will reside permanently.

Matthew Card, President & Founder Rethink Recycling Coop said: “As the founder of Rethink Recycling Co-op I am excited that we have been able to produce a window sculpture for David Jones from 10,000 rescued lids to promote the importance of reducing our reliance on single use plastic.”

Commemorating the first show of its kind in two years, guests will be welcomed into the store with a champagne bar on Ground, the option to book a flower show tour and high tea afterwards on level 7 with a complimentary glass of Mumm Champagne.

Wendy Rafferty, David Jones Elizabeth Street Store Manager said, “This year’s flower show is a significant and exciting event for both our customers and staff, given this is the first we’ve been able to host in two years. It’s an incredible way to welcome the new season and we’re thrilled to invite customers into the store and see it come to life along with our incredible new season offering.”

The Spring Flower Show will be on public display from 9:30am Thursday 1 September – 5pm Sunday 11 September. Learn more and make a booking for a tour and high tea at www.davidjones.com

– ENDS –

High-resolution imagery available [here](#).

Champagne Bar on Ground

1 & 2 September

High Tea Bar on Level 7

2 – 11 September

Flower Show Tours

3 & 10 September

For further information and interview opportunities, please contact:

Adam Worling

AWPR

adam@awpr.com.au

0411 573 493

Ava Zonfrillo

AWPR

ava@ampr.com.au

0422 357 779