

DAVID JONES

PRESS RELEASE

MONDAY 10 OCTOBER

DAVID JONES FLOWER SHOW RETURNS TO THE BOURKE STREET FLAGSHIP WITH WORLD RENOWNED SUSTAINABILITY ADVOCATE JOOST BAKKER.

FEATURING COMPLETE ZERO WASTE ECOSYSTEMS INSPIRED BY NATURAL WONDERS

Melbourne, Australia: This October, David Jones celebrates its first Melbourne Flower Show in seventeen years, featuring twelve zero-waste installations crafted by renowned activist, eco-warrior and floral artist, Joost Bakker.

The reimagined David Jones Bourke Street Flagship will bloom into a natural oasis with displays throughout the store, windows and façade layered with intrigue and curiosity to sustainably showcase the very best of Melbourne's flora and fauna in celebration of the Spring season.

One year in the making and Bakker's biggest installation to date, the biophilic wonder-scapes have been 100% locally and ethically grown, bred and sourced, featuring oyster mushrooms in candy hues, mycelium blocks, snails, a tank of rare golden barramundi, crickets and other oddities all housed under canopies of tulips, golden elm branches, yellow forsythia, apple and pear blossom.

The show is set to celebrate all forms of nature, with hundreds of different species on display, all coming from suppliers, growers and producers within kilometres of Bakker's farm.

"I want to get people excited about the beauty that surrounds us, to understand and feel like they're immersed in an ecosystem where every single element is connected. I believe we need to transition into a world where we generate no waste and I think the David Jones Flower Show will be a great example of how future floral installations can be designed," says Joost Bakker.

All elements of the installations will be repurposed at the conclusion of the show, with tree trunks, organic waste, insects and vegetation being replanted and composted on Bakker's property alongside installation infrastructure, most of which came from his existing collection. Tulip bulbs will be gifted to staff and customers for replanting next season and fish will be returned to their ethical breeding program.

“My parents supplied David Jones flowers for the annual show in the 1980s so being asked to design this year’s has been a very special and nostalgic experience. I've designed a closed loop system with interconnected parts no different to how a natural environment works and that’s my inspiration – a complete zero waste ecosystem that is biodiverse, interesting and beautiful,” says Joost Bakker.

With an 82-year history, the tradition of flower shows began with a simple gesture – in the 1920s, David Jones 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 Spring Flower Show in 1985.

This year, the spring ritual is expected to attract visitors from hundreds of kilometres away, welcoming customers with live performances in store and champagne carts.

Monique Murray, David Jones Bourke Street Store Manager said, “The Flower Show is such a significant way to commemorate the Spring season, and our customers and staff are thrilled to be welcoming it back into our Bourke Street Flagship after so many years. It’s a privilege to be working with Joost Bakker and we’re incredibly excited to see the unique show come to life alongside our new season offering. It is yet another reason to visit the David Jones Bourke Street Flagship.”

The Flower Show by Joost will be on public display from 9:30am Monday 10 October – 5pm Sunday 23 October and conclude with the introduction of bees in the store’s rooftop. Learn more via www.davidjones.com.

High-resolution imagery available here.

Champagne Cart on Ground

Thursday 13 & Friday 14 October, 4 – 9pm

Live Entertainment

Saturday 15 & Sunday 16 October, 12 – 4pm

Vogue Fashion Night Out

Friday 14 October, 3 – 9pm

Bar and DJ on Level 3

-ENDS-

For further information and interview opportunities, please contact:

Prue Webb
David Jones
Prue.Webb@davidjones.com.au
0423 407 733

Jennifer Walsh
AMPR
jennifer@ampr.com.au
0412 017 795

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 43 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.