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## **2019 MACY'S FLOWER SHOW® FEATURES EVENT SERIES AT HERALD SQUARE**

New York, NY- March 5, 2019 – This Spring, *Journey to Paradisios* will be cleared for launch, as marvelous celestial blooms await spectators during the annual Macy's Flower Show®. This year's space-inspired floral fantasy returns to Macy's Herald Square to the delight of flora fans from Sunday, March 24 through Sunday, April 7. Visitors will be transported into a multi-dimensional world of space, adventure and discovery through flora and eccentrically landscaped gardens that celebrate the wonder and mystery of the planet Paradisios.

The show brings to life the cosmic tale of Space Flight Director Lucy Ryder and her discovery of the planet Paradisios – a pristine exoplanet, untouched by human technology and filled with resplendent plant life. Ryder and R.H. Macy IV (a pilot-turned-cosmonaut and the great-great-great grandson of Macy's founder) set out on the adventure of a lifetime as they discover the planet's extraterrestrial beings and fantastic flora.

Celebrating discovery, color and wonder, Macy's Flower Show will blast off into the cosmos with more than 5,000 types of plants, trees and flowers depicting various outer space themes. As visitors enter each show, they will be dazzled by a space ship as it launches into outer space through the roof into the star-filled night sky. As they make their way and explore Paradisios, they will encounter its colorful inhabitants, floating cities, alien technology, and whimsical plant life.

New to Macy's Flower Show are seven fashion pods located throughout the main floor featuring looks designed by FIT students. They were challenged to create original designs using the following themes: Shining Stars, Big Bang, Anti-Matter, Zero Gravity, Comet Couture, Lunar Landing, and Interstellar Explorer.

Guests can also visit Flower Show partner Sinclair Oil's DINO, located in the Kids Department on the 7th floor, who is on a high-speed jet pack adventure through Paradisios in search of the Baby Dinos! Nestled between the Golden Lights Azaleas & Red Dracenas you'll find the Baby Dino eggs and a few curious Paradigms.

In addition to the planetary exploration, Flower Show spectators will have the opportunity to enjoy a host of themed in-store events including floral, food, and fashion demonstrations, celebrity appearances, and more during the two weeks the show is in full bloom.

For more than 70 years, Macy's Flower Show has delighted generations of floral aficionados with 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 offers visitors a unique opportunity to enjoy these florals blooming in unison, despite their distinct climatic DNA. Taking root in unexpected settings, such as store countertops, windows and specially-designed architecture, including grand bridges, columns and topiaries, the Macy's Flower Show is staged in spectacular fashion at Herald Square.

For additional information about these events or to RSVP, please visit [www.macys.com/flowershow](http://www.macys.com/flowershow).

For photos from the 2018 Macy's Flower Show, please click [here](#), and for B-Roll, please click [here](#).

## Opening Day Events

### **Sunday, March 24**

#### **12:00pm, 1:00pm, and 2:00pm – HoMedics Presents Ellia Aromatherapy with Amber Ashley Home, 6<sup>th</sup> Floor**

Join Amber Ashley, certified Aromatherapist, as she shares her knowledge of the incredible power of essential oils using Ellia's elegantly designed HoMedics diffusers.

#### **12:00pm and 4:00pm – Monogramming Handbags, One Below**

Enjoy complimentary monogramming with the purchase of any handbag.

#### **1:00pm – Family Fun Day with Peppa Pig Kids, 7<sup>th</sup> Floor**

Journey to space with Peppa Pig during Macy's Family Fun Day, which includes face painting, balloon twisting and more.

#### **1:00pm and 2:00pm – Flower Creation Seminars with Ms. Rose of Divawork Creations Furniture, 9<sup>th</sup> Floor**

Learn how to create flowers with paper in an exclusive class led by Ms. Rose of Divawork Creations. Draw inspiration from Macy's out-of-this-world gardens and intergalactic scenes. RSVP required, visit [www.macys.com/events](http://www.macys.com/events) for more details

#### **2:00pm – Men's Suiting Event Men's, 5<sup>th</sup> Floor**

Celebrate opening day of Flower Show in the Men's department with live music and men's grooming tips. Guests must be 21 and over to participate.

#### **2:00pm – DJ Women's, 3<sup>rd</sup> Floor**

Enjoy a DJ on the 3<sup>rd</sup> floor while you shop the latest spring looks.

#### **2:00pm – Jazz Band Women's, 5<sup>th</sup> Floor**

Get into the rhythm of the season with a live jazz band.

### **Monday, March 25**

#### **1:00pm and 2:00pm – Scented Soap Seminar with NYAH BEAUTY**

##### **Furniture, 9th Floor**

Learn how to create scented soap with plant based skin care company NYAH BEAUTY. RSVP required, visit [www.macys.com/social/events](http://www.macys.com/social/events) for more information

### **Wednesday, March 27**

#### **1:00pm and 2:00pm – Sugar Monster Sweets with Pastry Chef Ashley Holt**

##### **Furniture, 9th Floor**

Join pastry chef Ashley Holt from Sugar Monster NYC for a culinary experience. Create an out of this world edible masterpiece to take home. RSVP required, please reserve your spot now, visit <https://www.macys.com/social/events/>

### **Thursday, March 28**

#### **5:00pm – Spring Fashion**

##### **Women's, 4th Floor**

Macy's believes there is more to being beautiful than how you look. The Spring Fashion collection showcases how the perfect outfit builds confidence and helps each woman find her remarkable self.

#### **6:00pm – Radley Dog Meet and Greet**

##### **Handbags, Lower Level**

Celebrate Spring Fashion with British handbag and accessories brand, Radley London. Browse the collection and meet iconic Scottie dog mascot Radley.

### **Friday, March 29**

#### **6:00pm – Sip & Paint Class**

##### **Furniture, 9th Floor**

Enjoy an evening of fun with music, painting and beverages. Follow along with a talented artist to make your own out-of-this-world creation. Ticket purchase and RSVP required, please visit <https://www.macys.com/social/events/>

### **Saturday, March 30**

#### **1:00pm and 2:00pm – Floral Bouquet Seminar with Starbright Floral Design**

##### **Furniture, 9th Floor**

Create your own intergalactic-themed floral arrangements and scented bouquet bundles during Macy's floral seminars led by Starbright Floral Designs, Galvan Event Designs, Lexington Gardens and Good Living is Glam. RSVP required, please visit <https://www.macys.com/social/events/>

### **Monday, April 1**

#### **1:00pm and 2:00pm – Floral Bouquet Seminars with Galvan Event Designs**

##### **Furniture, 9th Floor**

Create your own intergalactic-themed floral arrangements and scented bouquet bundles during Macy's floral seminars led by Galvan Event Designs. RSVP required, please visit <https://www.macys.com/social/events/>

## **Tuesday, April 2**

### **6:00pm – The Sak Event with Street Artist London Kaye Furniture, 9<sup>th</sup> Floor**

Celebrate The Sak's 30th birthday with iconic crochet street artist London Kaye. Enjoy an evening crochet workshop, where guests can enjoy cocktails while learning helpful tips and tricks. RSVP required, please reserve your spot now, visit <https://www.macys.com/social/events/>

## **Wednesday, April 3**

### **6:00pm – Martha Stewart Demo & Book Signing Home, 8<sup>th</sup> Floor**

Join Macy's and Martha Stewart to celebrate the release of her new book, *The Martha Manual: How to Do (almost) Everything!* Martha will be demonstrating tips and tricks to try at home. Plus, guests will have the opportunity to meet Martha and have her sign a copy of the book after the demo. RSVP and purchase required, please visit <https://www.macys.com/social/events/>

## **Friday, April 5**

### **1:00pm and 2:00pm – Tea Seminars with Baked Bouquet Diva Blooms Furniture, 9<sup>th</sup> Floor**

Enjoy high tea during Macy's lunchtime seminars. Create cupcake arrangements, a baked bouquet and a floral centerpiece with Diva Blooms. RSVP required, please reserve your spot now, please visit <https://www.macys.com/social/events/>

### **6:00pm – Macy's Culinary Council Hosts Chef Marcus Samuelsson De Gustibus Cooking School, 8<sup>th</sup> Floor**

Spend an out-of-this-world evening with Macy's Culinary Council and Chef Marcus Samuelsson! The culinary star will be sharing tips and tricks on how to serve up some of his favorite recipes inspired by Macy's Flower Show. RSVP required, please visit <https://www.macys.com/social/culinary-council/events/>

## **Saturday, April 6**

### **1:00pm and 2:00pm – Cupcake Decorating Class with Aromas Boutique Furniture, 9<sup>th</sup> Floor**

Families of all ages are welcome to join Macy's for an out of this world cupcake decorating class with Aromas Boutique! Enjoy flower scented cupcakes and learn tips and tricks from the experts for your next home baking party. RSVP required, please visit <https://www.macys.com/social/events/>

### **2:00pm – Macy's Biggest Shoe Sale of the Season Shoes, 2<sup>nd</sup> Floor**

Celebrate the Great Shoe Sale by trying on a pair of shoes with Prince Charming. If the shoe fits, it's yours! While you're here, take the Great Shoe Quiz to be matched with the latest shoe and beauty trends that fit your style!

### **2:00pm – Prom Night Dresses, 5<sup>th</sup> Floor**

Live out the biggest party night as the ultimate fashion icon. Stop by the Prom event and check out all the trending styles – from sequins to florals to satin. Guests can enjoy sweet treats and mini makeovers.

*Events are subject to change or cancellation.*

*Please contact Macy's Media Relations to confirm your attendance and reserve your spot in the media pit. Media must be approved to attend all press opportunities.*

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