Beat: Entertainment

A FLORAL AND POETIC INTERLUDE ON AVENUE MONTAIGNE AND RUE FRANCOIS Ier.

BLOOMING, THE MONTAIGNE FLOWER SHOW

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USPA NEWS - Ambassador of Exceptional Know-How, Couture, and Luxury, the Comité Montaigne unites and brings together the Maisons of Avenue Montaigne and Rue François Ier, by imagining and organizing Iconic Events such as the Vendanges and the Promenade pour un Objet d'Exception. This Year, the Comité Montaigne is launching its First Edition of "Blooming, the Montaigne Flower Show", from May 22 to 25, 2025, which offers a Poetic and Floral Reinterpretation of the Capital's most Elegant District.

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This New Spring Event was promising a Timeless Plant Experience, combining Creation, Refinement, and Wonder. "Blooming, the Spectacular Installations blending Floral Art and Haute Couture Craftsmanship. The Participating Maisons will unveilled True Works of Floral Art decorating their Facades, Windows, Gates, and Gardens.

More than 50 Giant Silk Flowers, specially designed for the Occasion and produced by the French Company Monsieur Flower, were adorning Avenue Montaigne and Rue François Ier and creating a Magical Garden. At the Heart of the Experience, 10 Immersive Photobooths, entirely handcrafted, were inviting Everyone to slip into a Sublime Natural Setting to capture Magical and Unforgettable Moments.

Blooming Montaigne was taking Place from May 20 to 25, 2025, in Conjunction with the Chelsea Flower Show.The Chelsea Flower Show is organized by the Royal Horticultural Society (RHS), a Nonprofit Organization dedicated to Promoting Gardening in England and Across Europe. Renowned Worldwide, the Chelsea Flower Show attracts more than 150,000 Visitors each year.

Alongside this Event, the Shops, Restaurants, and Hotels in Chelsea were displaying Floral Compositions and decorating their Storefronts to align with the Show’s Theme of the Year.

- The History of the RHS Chelsea Flower Show

May 20 1913 saw the First Show at Chelsea, known as the Great Spring Show. The First Shows were Three-Day Events held within a Single Marquee. Royal Visits were yet to become a Tradition – the King and Queen did not attend in 1913, but the King's Mother, Queen Alexandra, attended with Two of her Children. The Only Garden to win a Gold Medal before the War was also in 1913 and was awarded to a Rock Garden created by John Wood of Boston Spa.

While the Original Shows were housed within One Tent, the Provision of Tents increased after the War ended. In 1928, a Tent for Roses appeared and between 1920 and 1934, there was a Tent for Pictures, Scientific Exhibits and Displays of Garden Design. In the late 1920s, Two Residents of Chelsea, the Countess of Lovelace & Jacqueline Hope, held Tea Parties for Celebrities and Titled Guests to mark the Show.

The Chelsea Flower Show celebrated its 100th Birthday in May 2013. A Temporary Ban on Gnomes was lifted, with Well-Known Faces – including Elton John and Helen Mirren – painting Gnomes to sell for Charity. In total, 20 Gold Medals were given to Gardens in 2013, with a Non-British Firm taking ‘Best in Show’ for the First Time. The Chelsea Plant of the Year became the Chelsea Plant of the Centenary – with Geranium ‘Rozanne’ (introduced by Blooms of Bressingham) winning the Crown.

Today, RHS Chelsea Flower Show, sponsored by The Newt in Somerset, retains its Unrivalled Status as the Premier Event in Horticulture. For Garden and Landscape Designers and their Sponsors, Specialist Nurseries, Florists and Specialist Sellers it

continues to be the World’s most Prestigious Flower Show. In 2020, the Show went Digital for the First Time, delivering Inspirational Articles and Fun and Informative Videos created by Designers, Judges, Plant Experts and RHS Garden Advice.

- About The Committee

Set up in 1971 by the Founding Chairman Jacques Rouët, the "Comité Montaigne" brings Together the Luxury Stores on Avenue Montaigne and Rue François 1er under a Common Umbrella and enhances their International Visibility. With nearly 80 Members to Date, The Comité Montaigne regularly creates and organize Initiatives and Events to boost its Image both in France and abroad.

The Members (The Houses) are: Akris, Apostrophe, Balenciaga, Balmain, Barbara Bui, Bonpoint, Bottega Veneta, Brunello Cocinelli, Burberry, Cartier, Celine Woman, Celine Man, Chanel, Chaumet, Chloé, Comité Montaigne, Courrèges, Dior, Dolce & Gabbana, Eres, Fendi, Ferragamo, Gigi, Giorgio Armani, Givenchy, Gucci, Harry Winston, Hôtel Plaza Athénée, Interparking, Issey Miyake, Jacquemus, Jimmy Choo, l'Avenue, Loewe, Loro Piana, Lotus Cars, Louis Fouquet, Louis Vuitton, Maison Margiela, Max Mara, Parfums Caron, Parfums Henry Jacques, Prada, Rabanne, Ralph Lauren, Saint Laurent, Shiatzy Chen, Théâtre des Champs-Elysées, Tiffany & Co, Valentino, Versace, Yvonne Léon, Zadig&Voltaire.

Source:
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