



 macy's<sup>★</sup>  
flower  
show



# Events

## **Build-a-Bloom** A LEGO BUILD EVENT

Green Thumb Not Required. Visit the LEGO® Botanicals experience and unleash your creativity through a hands-on build event. Event participants will have the opportunity to build and take home their very own LEGO flower. This unique experience enables flower enthusiasts and LEGO fans alike to explore floral design through the innovative LEGO Botanicals Collection. While supplies last. Actual flower build may vary.

**Dates:** 11am–2pm: Sunday, April 27; 12–4pm: Saturday, May 3; Sunday, May 4; Saturday, May 10; Sunday, May 11; Saturday, May 17

**Location:** Macy's Herald Square, 34th Street Mezzanine

## **Honey Flower Strawberro Cup**

Inspired by Macys Flower Show—taste the magic of honey, whipped cream and strawberries, drizzled with luxury feuilletine flakes.

**Dates:** Sunday, April 27–Sunday, May 18

**Location:** Macy's Herald Square, 35th Street Mezzanine

## **YSL BEAUTY ART OF FLOWERS**

A DARING, IMMERSIVE FLORAL EXPERIENCE WHERE NATURE BECOMES ART. ONLY AT MACY'S FLOWER SHOW.

Guests will enjoy couture bottle personalization and receive a complimentary lily bouquet, the heritage signature flower of the brand, with a full-sized fragrance purchase, while supplies last.

**Dates:** Sunday, April 27–Sunday, May 18

**Location:** Macy's Herald Square, 35th Street Mezzanine

## **The Bouqs Co. Bouquet Giveaway**

Receive a bouquet from The Bouqs Co.—the official fresh floral provider of the Macy's Flower Show—with your purchase of \$50 or more from our exclusive Flower Show collection. While supplies last.

**Dates:** Saturday, May 3

**Location:** Macy's Herald Square, Macy's Flower Show Shop

## **YSL BEAUTY: MEET THE ARTIST**

Join National Makeup Artist, J Brandon Correa, to discover YSL Beauty's most powerful icons. Guests will receive a personalized spring makeup look and receive exclusive gifts with purchase, while supplies last.

**Dates:** 11am–6pm: Saturday, May 3 and Saturday, May 10

**Location:** Macy's Herald Square, 35th Street Mezzanine

## **Lancôme Parisian Flower Cart**

Visitors will receive a custom wrapped 2-stem bouquet. First 50 visitors each day will receive a 50ml of L'VEB L'Elixir. Visit the Lancome counter for an exclusive discount code.

**Dates:** 11am–6pm: Saturday, May 3 and Sunday, May 4

**Location:** Macy's Herald Square, Broadway Entrance

## **Karl Lagerfeld Paris Flower Bouquet Bar**

Celebrate Mother's Day with Karl Lagerfeld Paris and build your own flower bouquet with a qualifying purchase. Spend \$200 or more on Karl Lagerfeld Paris styles in-store and receive a complimentary floral bouquet. Pick your favorite stems and enjoy fresh flowers to take home. While supplies last.

**Dates:** 1–5pm: Saturday, May 3; Sunday, May 4; Saturday, May 10; 1–7pm: Friday, May 9

**Location:** Macy's Herald Square, Karl Lagerfeld Paris Handbags

# In Store Features

**Saturday, May 3: Find your perfect gift for Mom** and enjoy complimentary gift wrapping from Ralph Lauren, Tommy and Levi's. (4th floor, all day)

**Friday, May 9: Treat Mom to an outfit she will adore!** Enjoy a personalized styling session and receive a Marciano Tote Bag with your \$150 purchase. (3rd floor RTW, all day)

**Let us help you find your perfect gift for Mom,** and receive a free gift with your \$50 or more Tommy Hilfiger purchase. (4th floor, all day)

**Saturday, May 10: Visit our Michael Kors shop** on 3 to treat your Mom to personalized styling and a new outfit from our newest collection. Enjoy a Chocolate Covered Strawberry from Strawberro with your purchase. (3rd floor, 12–4pm)

**Stop by our Custom Chef Shop** on 8, to experience a cutting demo and let our team help you personalize your gift for Mother's Day. Receive a free Sankotu Knife with any Custom Chef Purchase. (8th floor, all day)

## Dining

**Stella Trattoria & Bar** Book a reservation to join us for our Flower Show Menu at Stella Trattoria & Bar on the 6th floor, winner of Open Table's Diners' Choice 2025 for its Scenic Views.

**Additional Dining** Visit Rowland's Bar and Grill on the lower level, NYC Pizza on the 3rd floor, Just Salad on the 4th floor, Zaro's Bakery on the 6th floor and McDonald's on the 7th floor.

## Mezzanine

Visit Strawberro, Starbucks, Casa Toscana, Bara Boheme, Woops Macaroons, Little Words Project and more.



# Step Into the Sky, Stay in the Dream

The 2025 Macy's Flower Show is more than a display — it's an ascent into the unknown, a garden unmoored from the ground, a celebration of beauty untethered.

Float, wander and let the surrealist sky garden guide you. Step beyond the ordinary and ascend into an ethereal dreamscape where flowers defy gravity, creatures shimmer like gilded jewels and the sky itself is an endless canvas of wonder. This year's show invites you to drift through a world unbound by earth's weight, where blooms take flight, nature transforms, and dreams unfold into the extraordinary.

## 1 Entrance: The Floral Ascent

Let the journey begin. A grand swirl of flowers spirals skyward, lifting you into the clouds and beyond. This is no ordinary garden — it's an invitation to float into the surrealist sky, where the familiar becomes fantastical and nature's beauty is amplified in unexpected ways.

**Featured Flowers:** Lisianthus, Hydrangea, Majolica Rose, Spray Rose, Chrysanthemum, Garden Rose, Dahlia, Calathea, Viburnum, Bromeliad

## 2 Snail Trail Mirrorvine

A groovy twist on a storybook classic, this celestial beanstalk doesn't just climb — it shimmers. Arcing into the clouds, its mirrored surfaces catch the light like a floating disco ball. Below, golden snails and butterflies lounge in a dreamlike glow, as clusters of yellow and blue blooms drift above. Step beneath its towering arch and into a garden where fantasy takes root.

**Featured Flowers:** Calla Lillies, Alstroemeria, Craspedia Balls, Golden Solidago, Kalanchoe, Scabiosa Pods

## 3 Chameleon Gate

A garden that adapts. Topiary chameleons guard a glimmering passageway, shifting in color and texture as they seamlessly blend into their floral surroundings. Hidden in plain sight, these creatures invite you to pause, to look closer and to discover nature's quiet shapeshifters in a world where the boundaries of reality soften like petals on the breeze.

**Featured Flowers:** Rhododendron, Azaleas

#### 4 Cloud Terrariums

Lining the escalators, these six floating worlds reveal a series of cloudscapes suspended in time. Look closely as you ascend—each terrarium holds its own secret garden, lush with dreamy florals, golden charm critters, cascading greenery and delicate details that transform your journey between floors into a slow, weightless drift through the sky.

#### 5 Dragonfly Drift

Twin planters capture a fleeting moment in nature—dragonflies caught mid-flight, skimming the air above a cascade of calla lilies and daisies. Their golden bodies leave a swirling trail of twisted florals in their wake, a delicate tribute to movement, transformation and the unseen forces that guide us forward.

**Featured Flowers:** Iris, Calla Lillies, Blazing Star, Roses, Tulips, Queen Anne's Lace, Stock, Azaleas, Begonia, Gerbera Daisies, Baby's Breath

#### 6 Guardians of the Bloom

Suspended in the clouds, twin larger-than-life orchid mantises rest within a cascade of blooming orchids, their namesake flower. Their golden exoskeletons shimmer as they climb, blending into the surrealist sky garden like otherworldly sentinels, protecting the beauty of the blooms that surround them.

**Featured Flowers:** Phalaenopsis, Oncidium Orchids, Mokara Orchids, Dendrobium Orchids, Sago Palms, Alliums, Kalanchoe, Ginger, Cymbidium, James Storie Orchid, Hydrangea

#### 7 The Eye of the Storm

A moment of quiet power—this spherical screen installation captures the perfect stillness at the center of a swirling floral tempest. Petals and grasses move in slow, mesmerizing spirals, pulling you into the hypnotic calm that exists when nature's energy is perfectly balanced.

#### 8 Butterfly Reverie

Golden butterflies flit effortlessly between cloud-inspired planters, their delicate wings carrying them through a feast of their favorite flowers. This zoomed-in floral smorgasbord is an intimate look at nature's pollinators at play, frozen in a moment of pure, weightless wonder.

**Featured Flowers:** Gerbera Daisies, Amaranthus, Peonies, Delphinium, Stock, Anthurium, Dahlias, Mums, Lillies, Begonia, Ferns

#### 9 Honeycomb Heights

Golden towers rise from a bed of soft clouds, a tribute to nature's hardest workers. Flowers drip downward like honey, while giant bees perch on luminous honeycomb structures, hovering between dream and reality. This sky garden is a gilded tribute to the unseen artistry of the natural world, where even the smallest creatures leave a monumental impact.

**Featured Flowers:** Sunflower, Gerbera Daisies, Oncidium Orchids, Mums, Ginger, Craspedia Balls

FRESH FLOWERS BY



## 10 Summit Cloud

The journey reaches its peak. A ten-foot floral cloud swells into a lush sensory crescendo, where hundreds of stems converge in an awe-inspiring moment of bloom. This is the pinnacle of the sky garden, an immersive canopy where spring's arrival is no longer a season—it's an experience.

**Featured Flowers:** Delphinium, Dahlias, Hydrangea, Smoke Bush, Saga Rose, Peony, Amaranthus, Asparagus Fern, Baby's Breath

## 11 The Gilded Gateway

A floating finale, high in the clouds. This gold-flocked archway, draped in twisted vines and oversized flowers, serves as an interactive passage into unseen worlds. Step inside and encounter 3D video portals into dimensions beyond our own, where reality bends, florals evolve and the impossible becomes tangible.

## 12 Bee-yond the Clouds

Flanking the escalators, honeycomb-shaped infinity mirrors reflect a never-ending floral expanse. Peer into these glowing portals and lose yourself in the infinite worlds beyond, where sky gardens stretch beyond the horizon and golden pollinators hover in an endless dance.

## 13 The Swan's Landing

Two giant swan topiaries, their wings mid-beat, descend gracefully into a sea of hydrangeas. Their mirrored bodies catch the light as they recreate a morning sighting of flight home—an elegant mirage of movement, reflection and return.

**Featured Flowers:** Reindeer Moss, Pampas Grass, Hydrangea, Anthurium

## 14 Holland America Line® Tulip Voyage

Inspired by the iconic tulip fields of Holland, these planters mimic rolling floral waves, their colors shifting like a living, blooming ocean. Nestled within the petals, ships from Holland America sail through this vibrant floral sea, inviting visitors to imagine their own voyage across a boundless, blooming landscape. Above, three suspended clouds float over the scene, giving us an overhead view of the floral wonders adrift in the sky.

## 15 YSL BEAUTY ART OF FLOWERS

A DARING, IMMERSIVE FLORAL EXPERIENCE WHERE  
NATURE BECOMES ART.

Anchored by the iconic LIBRE fragrance, the installation invites you to discover YSL Beauty's most powerful icons through an immersive and multi-sensorial journey. A bold celebration of freedom, transformation, and sensory expression, where nature's raw beauty collides with sculptural metallic florals to deliver a powerful, modern statement.

ONLY AT MACY'S FLOWER SHOW.

## 16 Macy's Flower Show Shop

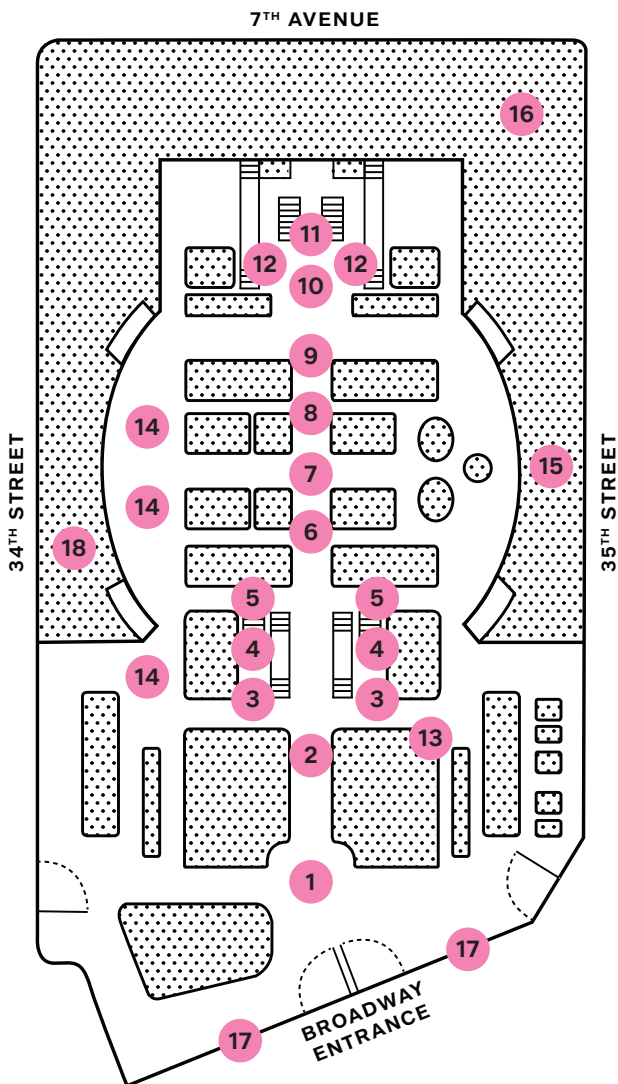
Bring home the bloom! Discover limited-edition floral styles and souvenirs from the Macy's Flower Show.

## 17 Macy's Flower Show Windows

Breathtaking displays at Macy's Herald Square transform Broadway into a fantastical garden in full bloom.

## 18 LEGO® Blooms & Beyond

Step into a world of creativity at the LEGO® Blooms & Beyond experience, where the beauty of nature comes to life through stunning LEGO botanicals and nature-themed sets. Wander through vibrant displays of intricately designed flower arrangements, lush greenery, and whimsical wildlife, all crafted from colorful LEGO bricks. This enchanting journey not only showcases the artistry of LEGO but also inspires a deeper appreciation for the great outdoors. Whether you're a seasoned builder or a curious newcomer, this enchanting experience promises to ignite your passion for both LEGO and the beauty of nature.



Featured Flowers are subject to change as gardens are replenished.

# Creative Partners



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[lego.com](http://lego.com)



## Holland America Line®

Savour the Journey as you immerse yourself in the historic Dutch Tulip Gardens, "Tulip Voyage" showcases a mesmerizing display of vibrant tulips, reminiscent of rolling ocean waves. Just as the tulip is a symbol of Dutch heritage, Holland America Line is deeply rooted in the rich traditions and loriculture of the Netherlands.

[hollandamerica.com](http://hollandamerica.com)



The Bouqs Co. is the official fresh floral provider for The Macy's Flower Show. Experience the beauty of our sustainably grown blooms that are fresh from the farm. Plus, we'll be spreading floral joy throughout the event with surprise giveaways.

[bouqs.com](http://bouqs.com)

