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**For Immediate Release**

**Chicago Flower & Garden Show Debuts New Look, New Focus**  
*Stepping Out in Style Has Never Looked More Botanical*

**CHICAGO (Nov. 14, 2011)** – Coming this spring: A new crop of Chicago fashionistas will set the tone for the season and the colors of our parkways. Dani, Ana, Sophie, Spencer and Natalia take the Navy Pier runway in the horticulture show-of-shows: “Hort Couture,” the theme of the new Chicago Flower & Garden Show, March 10-18, 2012.

“Flowers and fashion have a lot in common: vibrant colors, rich textures, the power to inspire – and make jaws drop,” says Tony Abruscato, director of the Chicago Flower & Garden Show and owner of its new production company, Flower Show Productions, Inc. “Just as gardens have unique personalities, so does the look of this spring’s hottest event-of-the-season.”

The show’s new look is designed by the Chicago creative firm of BatesMeron Sweet Design and is based on a series of garden girls that will grace the cover of the show’s guide. They’ll also model in CTA ads, on street pole banner signs and in other advertising and marketing materials. A commemorative poster of the designs will be sold at the show.

“A fashion illustration seemed the perfect means by which to draw a comparison between the experiences of attending the Chicago Flower & Garden Show to that of sitting front row at a glamorous runway event,” says the illustrations’ creator, BatesMeron’s Melissa Leonard. “Each model is designed to draw visitors into the show by begging the question, ‘Which Chicago fashionista are you?’”

**Meet Dani** – dressed in Daffodil & Gabbana. She’s sassy. Sardonic. Dani effortlessly mixes trends with classic pieces in a way that looks fantastic on her but would make anyone else look like an elderly clown. Don’t bother asking Dani how she does it. She won’t tell you.

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**Meet Ana** – in give-me-goose-bumps pink! She’s bold. Striking. Animated. When Ana pulls a dress over her shoulders, the look comes to life. She turns stepping out of a cab into an extraordinary event.

**Meet Sophie** – sophisticated in en vogue violet. Refined. Elegant. Sophie comes from a long line of fashionable females. She can trace her family tree back centuries, and you can bet her great-great-great grandmother rocked a bustle with the best of them.

**Meet Spencer** – in blue suede stiletto. Casual. Fresh. She’s a down-to-earth tomboy who looks stunning without a scrap of make-up. Spencer rocks a couture gown like a pro, but is just as comfortable in jeans and a t-shirt.

**Meet Natalia** – in glamour-puss green. Charming. Affectionate. Natalia is a gregarious stunner who greets everyone with a kiss on the cheek. She lives for her family, lip gloss and a good glass of wine.

With new ownership and a revitalized brand, Abruscato is dedicated to creating a show experience that is truly Midwest and definitely Chicago – and to sharing its concepts year-round. Just as Chicago is stylish on the outside and tough on the inside – so is the show experience Abruscato is creating. With a mantra to inspire, educate and motivate – he is serious that the Chicago Flower & Garden Show will deliver practical and usable details for any age or shade of green thumb, 12 months of the year.

“A beautiful environment is important to our health and well-being – that’s the ultimate message we’re delivering – yet this show’s not *all* about the glam,” Abruscato says. “While our brand speaks to a largely feminine demographic, the Chicago Flower & Garden Show’s mission is to motivate people of all ages and skill levels, to create or improve their own personal green space in a way that’s practical, makes sense and is doable.”

The 2012 Chicago Flower & Garden Show, for example, will feature a visual shopping trip of implementable ideas, including practical tips for any size lawn, patio or deck, smoking-hot cooking demonstrations that satisfy even boring Mondays, seminars with news-you-can-use information and hands-on children’s activities that inspire even the littlest visitor to love the earth and its plants.

“People always ask me what they should bring when they visit the show,” Abruscato says. “Bring a notebook! I guarantee you will leave the show with at least a dozen beautiful ideas

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that you can put to use in your own environment. In my book, that makes for a practical show that causes ripples of stylish outcomes.”

With a legacy in Chicago that can be traced to 1847, the Chicago Flower & Garden Show welcomes upwards of 60,000 visitors to Navy Pier annually. Tickets to the Chicago Flower & Garden Show are available at the Navy Pier box office and online at [www.ChicagoFlower.com](http://www.ChicagoFlower.com). Weekday admission is \$15 when tickets are purchased online; \$17 at the box office. Weekend admission is \$17 when tickets are purchased online; \$19 at the box office. Tickets for children ages 4 through 12 are \$5. Discounted parking at Navy Pier, and group rates and tours also are offered.

For additional information about the Chicago Flower & Garden Show, including a schedule of events, parking information and directions to Navy Pier, visit [www.ChicagoFlower.com](http://www.ChicagoFlower.com). For information about participating as an exhibitor or sponsor, call 312-595-5400 or send an email to [info@flowershowproductions.com](mailto:info@flowershowproductions.com).

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### ***About Flower Show Productions, Inc.***

*Flower Show Productions, Inc. is the production company for the annual Chicago Flower & Garden Show at Navy Pier, and for grand-scale public events that celebrate sustainable living and eco-friendly lifestyles. The company provides year-round messaging, education and information about the benefits of earth-friendly choices to our yards, neighborhoods, communities and the planet. For information, please visit <http://flowershowproductions.com>. For information about the Chicago Flower & Garden Show, please visit [www.chicagoflower.com](http://www.chicagoflower.com).*