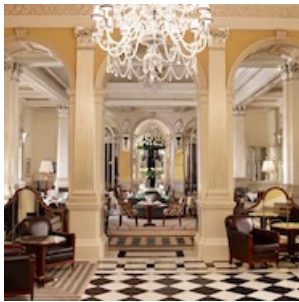


IN-STORE

Burberry brings British style to Christmas at Claridge's

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Claridge's lobby

By STAFF REPORTS

British fashion label Burberry is taking on the project of designing the famous Christmas tree in the lobby of Claridge's hotel in London this year.

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In an ongoing tradition honoring fashion from around the world, the tree has been decorated by designers from a variety of different countries over the past five years. By partnering with Burberry for this year's collaboration, Claridge's will celebrate British heritage for the first time, making it an especially exciting holiday spectacle.

Wet Christmas

Burberry plans to highlight both British culture and its own history by focusing the design on rainwear. The tree will feature more than 100 umbrellas in silver and gold, intermingled with an abundance of sparkling lights equipped with motion sensors.

"We wanted the tree to reflect the playfulness of the season with a little bit of the English weather thrown in," Christopher Bailey, Burberry CEO and chief creative, said in a branded statement. "We also love the idea that the tree comes to life as guests pass by, bringing a wonderful touch of festive magic to their stay."



A rendering of the Burberry Christmas tree for Claridge's

Claridge's has invited a diverse array of other designers to decorate the tree in previous years. This tradition helps make the hotel a popular tourist destination during the holidays as visitors stop by to view the creation.

Last year, Italian fashion brand Dolce & Gabbana and Claridge's celebrated Christmas together at the hotel in London's Mayfair neighborhood.

Domenico Dolce and Stefano Gabbana designed the tree that was featured in the hotel for the second year. 2014 was the fifth year that Claridge's legendary annual Christmas tree highlighted the designs of an honored guest of the hotel, creating even more of a holiday buzz ([see story](#)).

Previous designers also include Lanvin's creative director Alber Elbaz, Kally Ellis for McQueens florist and John Galliano for Dior. Burberry's Mr. Bailey will be in good company.