

IN-STORE

Boodles initiates "festive affection" at The Savoy

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The Savoy, Faimont

By STAFF REPORTS

British jeweler Boodles is partnering with Fairmont-managed hotel The Savoy in London to bring a romantic touch to its holiday dcor.

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The 15-foot-tall tree will be decked in Boodles' soft pink hue, with motifs reflecting its Blossom fine jewelry collection and gift boxes, pink bows and Christmas crackers hanging from the branches and teasing the possible diamond baubles inside. For Boodles, this is an opportunity to spread the message of love, positioning its brand top-of-mind during engagement season.

Deck the halls

Boodles' tree for The Savoy will be situated in the hotel's art deco entry way from Nov. 28.

Meant to represent the objects gifted to loved ones during the holiday, the tree is intended to act similarly to mistletoe, bringing a romantic feeling to those who stand beneath it.



Illustration of Boodles at The Savoy

Bringing a touch of consumers' childhoods to the display will be a fairytale book written for the occasion.

The hotel's culinary staff have also whipped up a Boodles-inspired cocktail and an clair to be enjoyed as a post-shopping treat.

On Dec. 11, carol singers will gather in the front hall at 5 p.m. BST to perform a diamond-themed repertoire, a Boodles twist to the traditional pastime.

For the holidays, many hotels find partners in retailers or fashion brands, who lend their own aesthetic to their festive displays.

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

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 ([see story](#)).

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