

OUT OF HOME

## Luxury gathers around Christmas trees for exposure, express holiday sentiments

December 24, 2015



*St. Regis New York Amarium Chalet Christmas tree*

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By STAFF REPORTS

From the premier hotels of London to the White House and New York's Rockefeller Center, luxury brands trimmed Christmas trees to reflect brand aesthetic and spread holiday cheer.

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Branded trees around the world ranged from traditional codes of Christmas to incorporating different cultures into the decorations hung on the trees, with other brands still going beyond customary decor to embrace the creativity of the house. Participating in a tree decorating series or a yearly tradition placed the brand within the conversation surrounding the holidays, one that is rooted in nostalgia and warmth for many consumers, likely leading to continuous awareness.

O luxury christmas tree

Here are some of the standout Christmas tree efforts from luxury brands for the 2015 season.

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

The 15-foot-tall tree was 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 ([see story](#)).



*Boodles Christmas tree at The Savoy, London*

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 celebrates British heritage for the first time, making it an especially exciting holiday spectacle.

Burberry highlighted both British culture and its own history by focusing the design on rainwear. The tree features more than 100 umbrellas in silver and gold, intermingled with an abundance of sparkling lights equipped with motion sensors ([see story](#)).



*Burberry's Christmas tree at Claridge's, London*

The creative team behind both Kenzo and Opening Ceremony, Humberto Leon and Carol Lim, were selected by First Lady Michelle Obama to decorate a room in the White House.

The designers, in company with Carolina Herrera and Duro Olowu, were asked by the First Lady to decorate three of the White House residence's public rooms for the holidays.

Mr. Leon and Ms. Kim were selected to decorate the White House library. The design duo selected to decorate the Christmas tree placed in the library with manuscript pages, stylized paper bows and literary quotations. More than 68,000 visitors are expected to see the tree, per [New York Times](#).



*Kenzo/Opening Ceremony Christmas tree at the White House, Washington*

2015 also marked the 20th anniversary of Les Sapins de Nol des Crateurs, a creative tree exhibition at the Jardin d'acclimation in Paris. The exhibit, which translates to mean "the designers' Christmas trees," is a fundraiser for the Fondation Avec, an organization that works to advocate for cancer patients, needed research and international mobilization to fight the disease.

This year's selection of trees, decorated by the likes of Chanel, Christian Dior, Elie Saab, Emilio Pucci, Hrmes by Vronique Nichanian and Nina Ricci, were auctioned on Nov. 28 after a 3-day viewing Nov. 21, 24 and 26. The auction

raised approximately \$76,00 for Fondation Avec.

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Retrouver en photo la magie des créations faites pour la 20<sup>me</sup> édition des Sapins de Noël des Créateurs qui ont permis...

Posted by [Les Sapins de Noël des Créateurs](#) on [Wednesday, December 16, 2015](#)

Hotelier Shangri-La is celebrating its Asian heritage at its property at The Shard in London through the placement of a one-off Christmas tree decorated by Shanghai Tang.

Shanghai Tang, a Hong Kong-based high-end apparel brand, was inspired by the mythical traditions and romantic legends of China, thus connecting Western and Chinese culture in one effort. Unveiled Nov. 17, the Shangri-La Christmas Tree brings holiday cheer to the property's public space and is elevated further by the floral designs of the hotel's florist, Laura Kuy.

The tree is decorated with two styles of brass ornaments. The ornaments have a clean, modern aesthetic that references the traditional Chinese auspicious elements of the Hulu and Double Fish.

Shanghai Tang selected these motifs as a representation of China's culture and symbolic beliefs and to spread goodwill and wishes of fortune during the holiday season. The tree is topped with a gold star to connect the effort to Western culture ([see story](#)).



*Shanghai Tang Christmas tree at Shangri-La, The Shard, London*

St. Regis New York has partnered with event planner Bronson van Wyck and style on-demand service Armarium for a one-stop pop-up shop for holiday shopping ease.

To help promote the pop-up, the lobby of the hotel has been transformed into a golden metallic forest modeled after the refuge in the Swiss Alps. At the end of the journey through the strange and intoxicating environment, patrons will find themselves in The Armarium Chalet.

The Armarium Chalet is decorated to resemble a European hunting lodge, complete with hand-woven rugs, wreaths and garlands and a Christmas tree made entirely of naturally-shed deer antlers.

Although traditional Christmas decorations will never go out of style, St. Regis' unorthodox approach puts a memorable edge on the holiday experience that could leave a lasting impression on consumers. As other hotels put an emphasis on more secular decorations, a creative approach will help St. Regis stand out amongst the crowd ([see story](#)).



*St. Regis New York Christmas tree*

For the twelfth year running, precision crystal-maker Swarovski outfitted the iconic Christmas tree in New York's Rockefeller Center with its star topper. This year's tree stands at 78 feet and was lit on Dec. 2, after being transported from Gardiner, NY.

Swarovski illuminated the top of the 83-year-old New York tradition with a symbol of hope and peace, decked out with 25,000 individual precision-cut crystals. The star topper weighs in at 550 pounds.



*Swarovski star topper on top of the Rockefeller Center Christmas tree, New York*

Fashion design Vivienne Westwood lent her support to the rainforest charity Cool Earth with a sustainably-sourced British Christmas tree. The British designer decorated the tree with fairy lights and beading created by a women's cooperative in the Awajun community of Peru's rainforest.

The beaded garlands are made from tuju and huayruru seeds to symbolize good fortune, abundance and balance. In addition, the tree is "cocooned" in patchwork lace which creates an "ethereal shroud, symbolizing the importance to protect the rainforest."

Vivienne Westwood's tree is on display in the atrium of The Aqua Shard restaurant in The Shard, London. Here, consumers can also purchase chocolates made using cacao grown and harvested by Cool Earth's Ashninka partners in Peru.

Proceeds from the purchase, as well as dishes prepared by The Aqua Shard using the chocolate, are being donated to Cool Earth through January.



*Vivienne Westwood Christmas tree at The Aqua Shard restaurant, The Shard, London*

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