

TRAVEL AND HOSPITALITY

## Claridge's turns to Apple designers for Christmas tree

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*Exterior of Claridge's*

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By STAFF REPORTS

London hotel Claridge's has tapped two of its long-time friends to decorate its Christmas tree this year.

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Apple chief design officer Sir Jony Ive and his friend industrial designer Marc Newson will bring their own styles to the iconic tree, following in the footsteps of brands such as Lanvin and Dolce & Gabbana. Positioned in the lobby, the tree typically attracts an audience beyond the hotel's guests, as Londoners and visitors to the British capital come to Claridge's to kick off the holiday season.

### Tech meets tradition

Apple's design aesthetic is well-known throughout the world. The brand has also been ramping up its fashion affiliations through the sponsorship of this year's Metropolitan Museum of Art Costume Institute Gala and a partnership with Hermès on an Apple Watch.

Along with Sir Jony, Mr. Newson has worked with Apple as a designer of special projects, including the Apple Watch ([see story](#)). The industrial designer has also linked with luxury brands such as Louis Vuitton, Jaeger-LeCoultre and Montblanc.

Despite their affiliations with Apple, British Vogue notes that this will be an unrelated independent project for the duo.



### *Inside Claridge's*

The tree will be unveiled on Nov. 18 in the hotel's lobby.

"Christmas has always been a truly special time of year at Claridge's and we are delighted to welcome our friends Jony and Marc to spread their legendary creative magic this year," said Paul Jackson, Claridge's general manager. "We truly believe their innovative spirit and ground-breaking approach will make this year's annual tradition one to remember for our guests."

Last year, British fashion label Burberry took on the project of designing Claridge's Christmas tree.

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 six years ([see story](#)).

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