

JEWELRY

## Boodles decks the halls of The Savoy in diamonds and ice

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*The Savoy London*

By STAFF REPORTS

British jeweler Boodles is dreaming of a pink Christmas at Fairmont-managed hotel The Savoy in London.

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This holiday season sees Boodles and The Savoy team for seasonal decor for the second year running ([see story](#)). The jeweler and hotel's team will construct the holiday display on the night of Nov. 19, transforming The Savoy's entrance hall into a "surprise of diamonds and ice" on the morning of Nov. 20.

### Diamonds on ice

For this year's holiday display, Boodles and The Savoy found inspiration in "frozen fantasia."

The display will include the Boodles Christmas tree, decorated in the jeweler's signature soft pink and ombre and mirrored details to create a "diamond and ice" theme. Ornaments include mirrored deco squares and rectangles and bespoke decorations inspired by Boodles' most iconic designs.

Also within The Savoy's entry hall, Boodles has placed a pink pillar box next to its Christmas tree. Guests of the hotel will be encouraged to drop a Christmas letter into the post box using Boodles' cardstock.



*Illustration of Boodles' holiday 2016 efforts at The Savoy*

When the holiday season is over, Boodles' chairman Nicholas Wainwright will select a card at random. The

selected holiday card will be gifted a special piece of Boodles fine jewelry.

The theme of diamonds and ice is also continued at the Thames Foyer through a partnership with The Savoy and Champagne house Louis Roederer who has collaborated on an ice rink installation.

Inspired by the mirror of a jewelry box, sculptor Gareth Knowles created a life-size ice skater who will pirouette in the center of the bauble-adorned gazebo during the holiday season.



*Illustration of Boodles' holiday 2016 sweets at The Savoy*

Guests at The Savoy will also have the opportunity to attend a holiday afternoon tea inspired by Boodles jewelry and Louis Roederer Rose cuvee.

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