

MARKETING

Luxury gathers around Christmas trees to share in consumer tradition

December 23, 2016



Valentino's Christmas tree in the Palazzo Mignanelli, Rome

By STAFF REPORTS

Trimming Christmas trees found in retailer and hotel lobbies has become a favorite pastime for luxury brand marketers.

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The holiday tradition of decorating a Christmas tree allows brands to align with like minded venues, whether that be an opera house or Rockefeller Center, while displaying aesthetics. Participating in a tree decorating series or a yearly tradition places the brand within the surrounding holiday conversation surrounding, one that is rooted in nostalgia and warmth for many consumers, likely leading to continuous awareness.

Here are some of the standout Christmas tree efforts from luxury brands for the 2016 season.

Swiss jeweler Chopard partnered with Hotel de Paris Monte-Carlo in Monaco to trim the Christmas tree on display in its lobby.

Chopard chose to decorate the 22-foot tree with baubles inspired by its signature Happy Hearts bracelet found in the Happy Diamonds collection. Happy Hearts of turquoise, mother-of-pearl and onyx trim the Christmas tree.

In addition to the Chopard ornaments the tree's decor was inspired by sunlight catching falling droplets of water. The Happy Hearts and lights illuminate the Hotel de Paris Monte-Carlo's lobby.



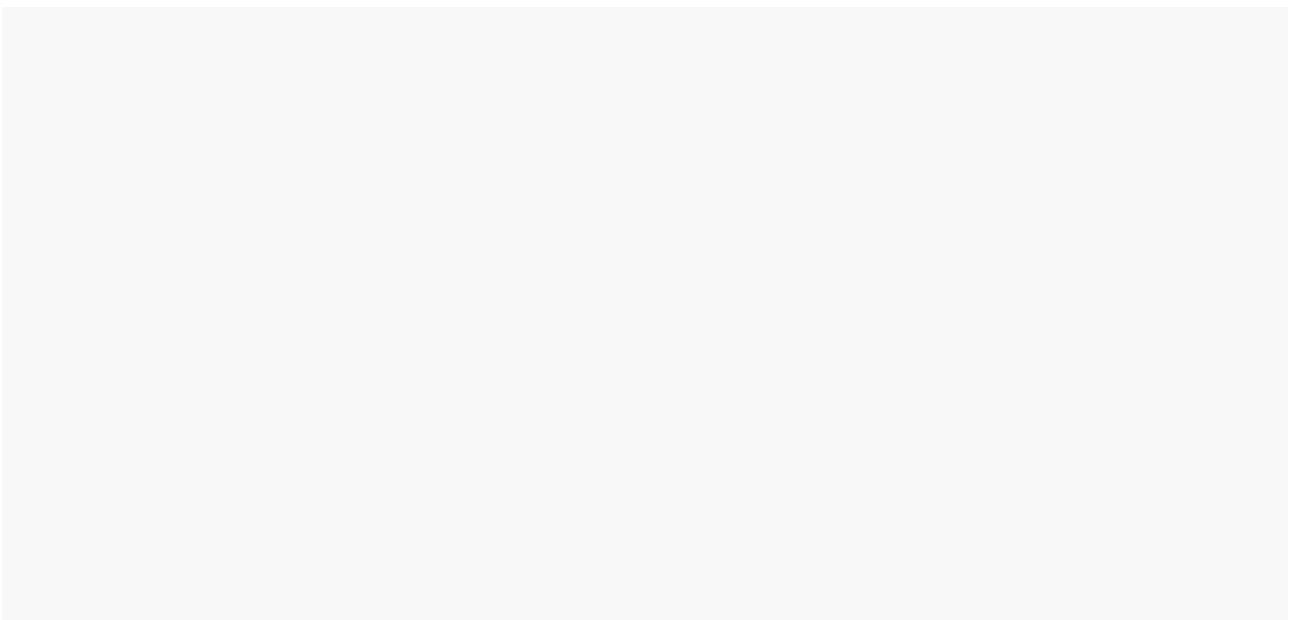
Chopard-branded tree at Hotel de Paris Monte-Carlo, Monaco

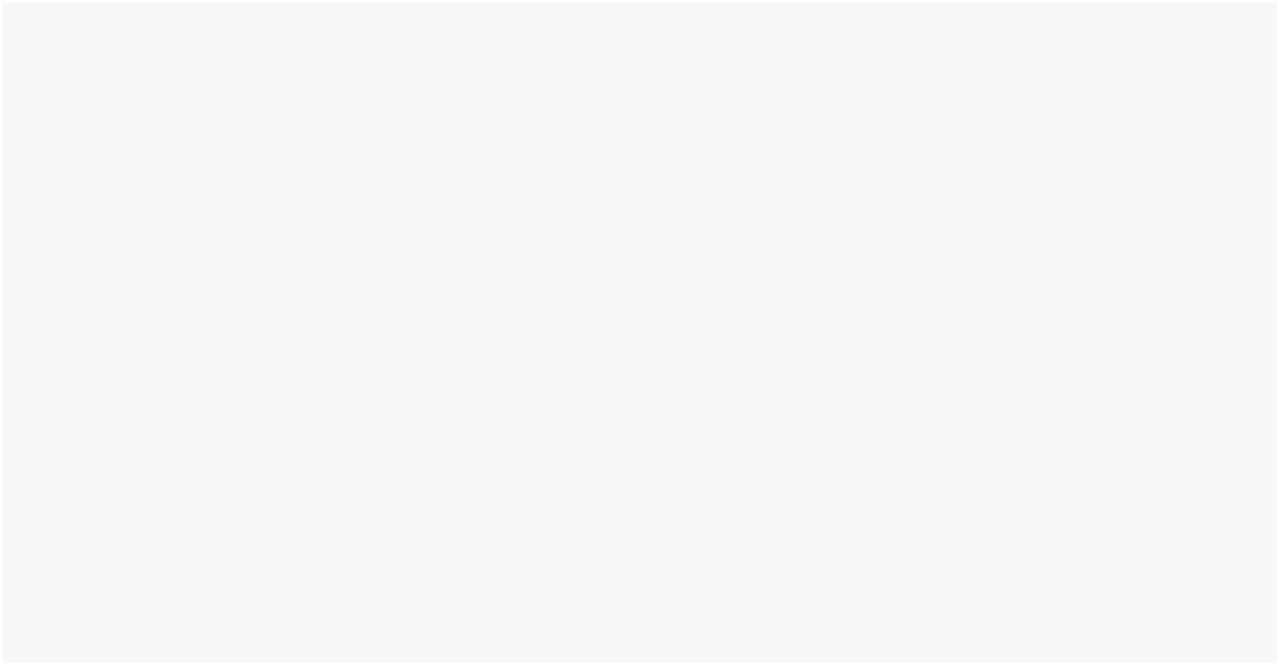
British jeweler Boodles is dreaming of a pink Christmas at Fairmont-managed hotel The Savoy in London.

This holiday season sees Boodles and The Savoy team for seasonal decor for the second year running. The jeweler and hotel's team constructed 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.

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 ([see story](#)).





The spectacular #Boodles #ChristmasTree in the famous entrance hall @TheSavoyLondon. The tree is adorned with soft #BoodlesPink tones alongside mirrored details in line with the #DiamondsAndIce theme. #DreamingOfAPinkChristmas

A photo posted by Boodles (@boodlesjewellery) on Dec 5, 2016 at 9:17am PST

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

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.

Sir Jony and Mr. Newson worked with British set designer to transform the hotel's lobby into a magical forest. The resulting festive installation is an immersive experience that plays with the relationship between nature and technology as well as tradition and the future ([see story](#)).

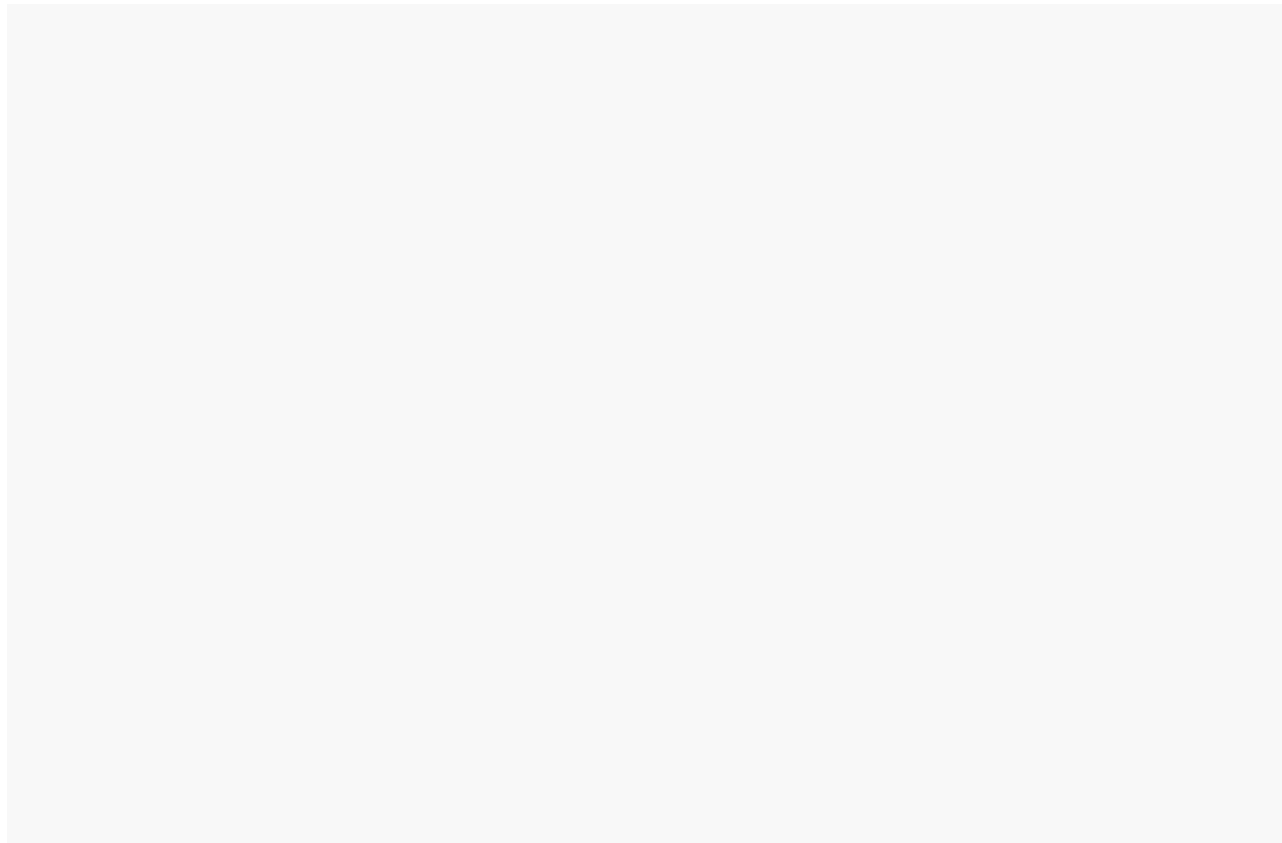


Claridge's holiday lobby designed by Sir Jony Ive and Marc Newson

British apparel and accessories house Burberry teamed with department store Harrods for the retailer's first branded holiday decor effort.

The relationship included "A Very British Fairy Tale" window displays facing Brompton Road, an animated short and a Christmas tree decorated by Burberry located in Harrods' grand entry hall ([see story](#)).

Burberry's branded Christmas tree at Harrods includes white lights, circling owls and a pair of children scaling the tree in the brand's trench coats and plaid scarves.



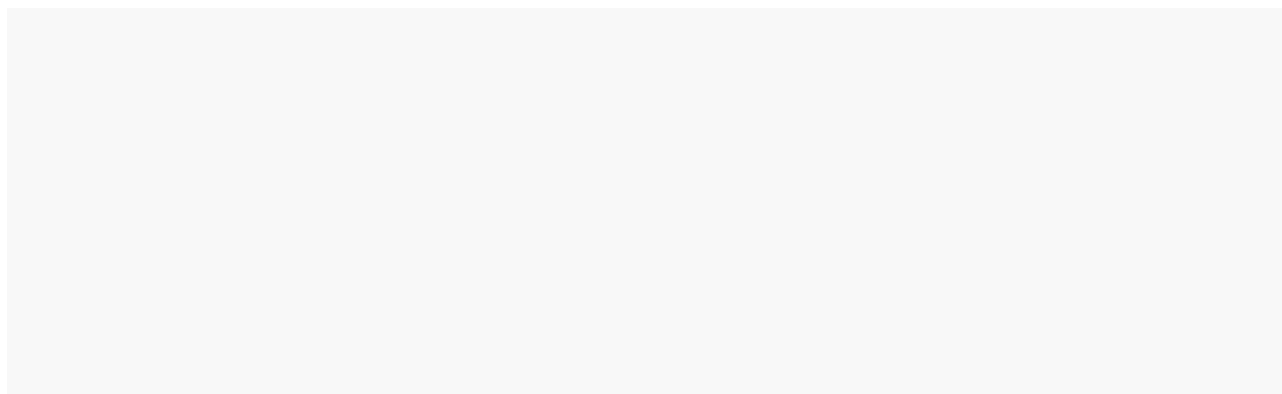
Last week, in partnership with @Burberry, we introduced A Very British Fairy Tale which tells the story of two children on an enchanting adventure through a snow-swept English country house, complete with flying cars, floating bathtubs and secret passageways. Lily James unveiled our festive Brompton Road windows, which depict this magical tale. Unveiled alongside our windows, was our first ever Christmas tree on Hans Crescent, designed by Burberry. We invite you to join us and see the story come to life. #HarrodsxBurberry

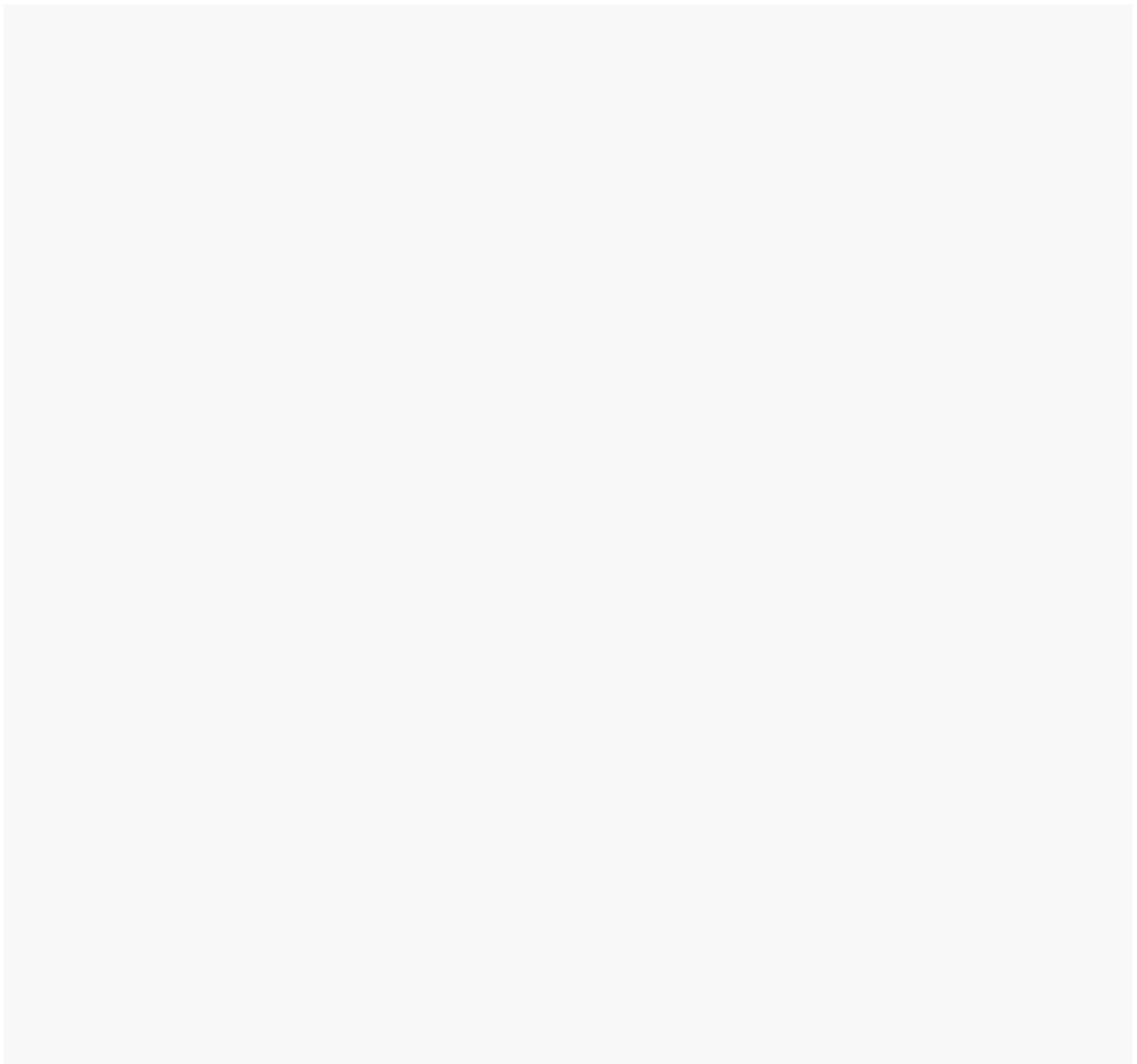
A photo posted by Harrods (@harrods) on Nov 9, 2016 at 11:40am PST

In addition to holiday tree displays at shopping pavilions and hotels around the world, precision-cut crystal maker Swarovski serves as the tree topper for the most iconic of all Christmas trees.

For the 13th year, Swarovski has designed a crystal-embellished tree topper for the Rockefeller Center Christmas Tree. Weighing 550 pounds, the 9.5 foot high star is dressed in 25,000 Swarovski crystals and has one million facets.

This year's Norway spruce is 94-feet tall, making it the second-largest Christmas tree to be on view at Rockefeller Center. The tradition has been kept for 84 years and counting.





@Swarovski's stunning #RockCenterXMAS Tree topper stands at nearly 10 feet tall and contains 25,000 sparkling crystals!

A photo posted by Rockefeller Center (@rockcentemyc) on Nov 22, 2016 at 3:12pm PST

Similarly, Italian fashion house Valentino decorated a Christmas tree in the Palazzo Mignanelli for all of Rome to enjoy.

Valentino's 50-foot gift to the city of Rome is dressed in more than 40,000 LED lights to illuminate the palazzo, which also serves as the fashion brand's headquarters.

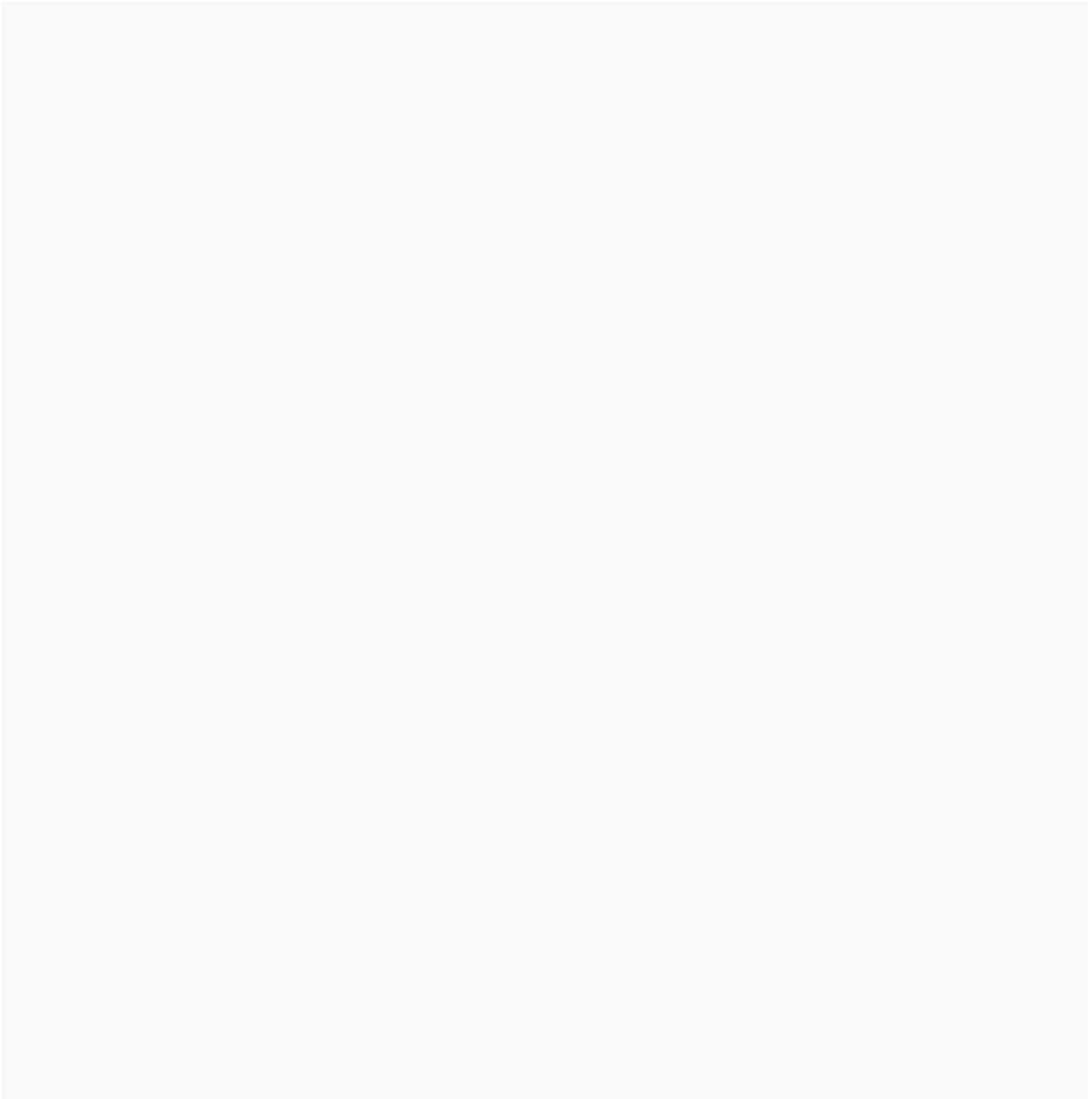
Looking to give back to its fellow Italians, Valentino's tree lighting on Dec. 1 benefited Croce Rossa Italiana, an organization working to aid victims of the August earthquake. Sales of Valentino's Rouge Absolute Cire Truden candle, available at its stores in Rome, Milan and Florence, went toward the cause.

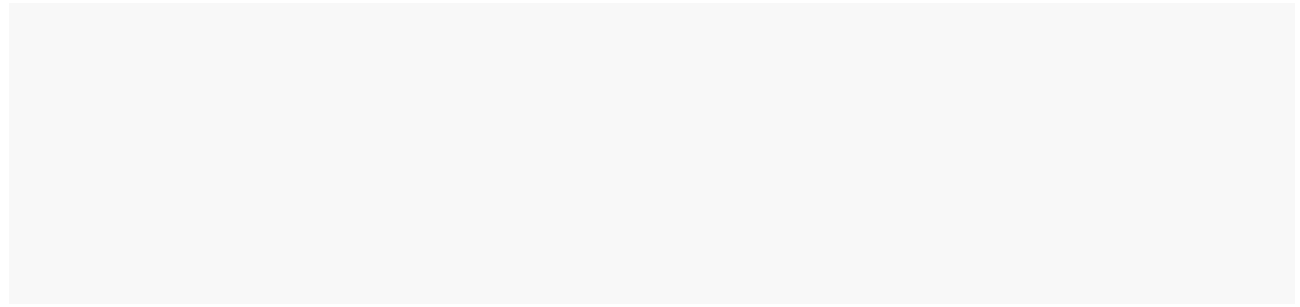


Valentino's Christmas tree in the Palazzo Mignanelli, Rome

Italian fashion house Dolce & Gabbana took time to appreciate the opera by decorating the La Scala Theatre's Christmas tree in Milan.

The design duo wrapped the La Scala Theatre's tree in a golden scroll reading Merry Christmas in Italian. Glass ornaments and a funky, hand-blown star burst tops the traditional-looking Christmas tree.





The Dolce&Gabbana designed Christmas Tree in the entrance of the La Scala Theatre in Milan is a festive welcome for all Opera lovers.

A photo posted by Dolce & Gabbana (@dolcegabbana) on Dec 5, 2016 at 10:23am PST

[Click here for a look back at Luxury Daily's favorite Christmas trees from 2015 \(see story\)](#)

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