

TRAVEL AND HOSPITALITY

Diane von Furstenberg to deck Claridge's Christmas tree

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Diane von Furstenberg is the designer for Claridge's Christmas tree this year. Image credit: Claridge's

By STAFF REPORTS

London hotel Claridge's has tapped fashion designer Diane von Furstenberg to decorate its Christmas tree this holiday season.

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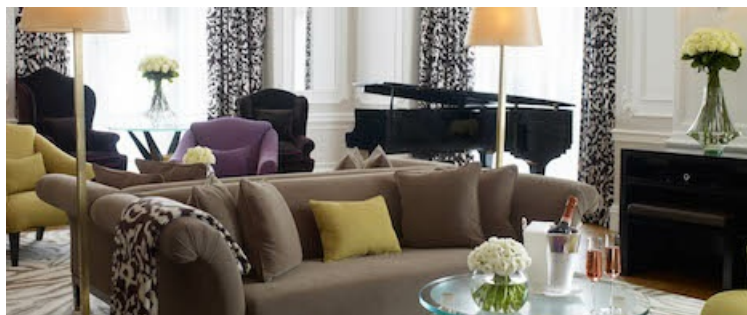
Themed "The Tree of Love," the design will be unveiled on Nov. 27 in the hotel's lobby. This marks the ninth annual Christmas tree collaboration for Claridge's, which has previously invited design talents from Burberry and Dolce & Gabbana to give its tree a festive makeover.

"Claridge's is my favorite hotel in the world and my home in London," said Ms. von Furstenberg in a statement. "I was so excited to be invited to create its legendary annual Christmas Tree.

"My tree will be The Tree of Love,' celebrating all aspects of love and life," she said.

Christmas tradition

Claridge's has a longstanding relationship with Ms. von Furstenberg. She previously put her touch on the hotel's Grand Piano Suite, outfitting the accommodations with fabrics that reflect her aesthetic and photographs she took.



Grand Piano Suite at Claridge's. Image credit: Claridge's

Now the designer is bringing her perspective to Claridge's Christmas tree.

"Christmas has always been a truly special time of year at Claridge's and we are delighted to welcome Diane to spread her creative magic this year," said Paul Jackson, general manager at Claridge's, in a statement. "Having designed a series of rooms and suites in her signature style in 2010, we really can't wait to see her vision for our tree."

Situated in the lobby of the Mayfair hotel, the tree draws visits from both locals and tourists.

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

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 ([see story](#)).

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