

TRAVEL AND HOSPITALITY

Claridge's chooses Christian Louboutin to deck its holiday tree

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Claridge's Christmas tree will be decorated by Christian Louboutin this year. Image credit: Claridge's

By STAFF REPORTS

London hotel Claridge's has picked French designer Christian Louboutin as its Christmas tree collaborator for 2019.

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Mr. Louboutin, who is a longtime guest and friend of Claridge's, will put his own spin on the tree in the hotel's lobby. Claridge's collaborates with a different designer or brand each year, giving its decorations a new twist.

Deck the halls

The tree designed by Mr. Louboutin will be unveiled on Nov. 21. The designer is known for his shoes with signature red soles, as well as a sense of humor.

Mr. Louboutin follows a long line of Claridge's collaborators over the past decade, including homegrown brands and international innovators.



Claridge's is teaming with Christian Louboutin for Christmas. Image credit: Claridge's

Last year, Claridge's tapped fashion designer Diane von Furstenberg to decorate its Christmas tree. Themed "The Tree of Love," this marked the ninth annual Christmas tree collaboration for Claridge's.

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 ([see story](#)).

British fashion label Burberry took over the tree in 2015, while Dolce & Gabbana decked the tree in 2014.

Other partnerships have included Karl Lagerfeld and Apple's Sir Jony Ive and Marc Newson.

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