

TRAVEL AND HOSPITALITY

Ritz-Carlton takes Fashion Santa to four cities as part of holiday charity push

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Model Paul Mason as Fashion Santa. Image courtesy of Paul Mason (CNW Group/Fashion Santa)

By STAFF REPORTS

The Ritz-Carlton will support the return of the Fashion Santa Holiday Tour to four cities, with holiday fashion personality and model Paul Mason playing a key role.

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Mr. Mason, also known as Fashion Santa, will travel to the four Ritz-Carlton hotels Dec. 3-19 for a Santa evening fundraiser that will support a local charity in each city. The local hospitals are all part of the Children's Miracle Network.

"We are thrilled to see our partnership with Paul Mason expand from one property to now four," said Marcus A. Loevenforst, general manager of The Ritz-Carlton Georgetown, Washington, D.C., in a statement.

"Since our first event in 2016, Paul has worked alongside our [Ritz-Carlton associates] ladies and gentlemen to create meaningful impact through our social and environmental responsibility program, Community Footprints," he said.

[Paul Mason](#) is a well-regarded philanthropist and supports quite a few charitable initiatives. He has served as the face of Toronto Men's Fashion Week, and walked the runways of Paris, Tokyo, London and New York for brands such as Dior, Versace, Dolce & Gabbana and Armani.

Further Christmas

The [Ritz-Carlton](#) brand is a top luxury marque within the Marriott Hotels portfolio.

Mr. Mason long sought a partner that aligned with his charitable efforts during the holidays and especially cross-border. He partnered with The Ritz-Carlton, Georgetown, Washington in 2016 for the first time to host a "[selfies with Santa](#)" evening fundraiser for charity.

People lined up for hours to take selfies with Fashion Santa for charitable causes.

Now his efforts span four Ritz-Carltons is the United States and Canada, covering Washington and Boston, as well as Montreal and Toronto.

Mr. Mason said he wanted a partner brand "that made sense with the direction that I am building my Fashion Santa brand. So when I was connected with The Ritz-Carlton, Georgetown, and it was a hit, I knew we had to take it to more cities."

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