

TRAVEL AND HOSPITALITY

St. Regis rolls out ‘House of Celebration’ holiday programming

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The brand is ringing in the holidays with the “House of Celebration” event series. Image courtesy of St. Regis Hotels and Resorts

By LUXURY DAILY NEWS SERVICE

Marriott’s St. Regis Hotels and Resorts is ringing in end-of-year festivities across North America.

The company is revealing “House of Celebration,” a holiday programming series going live this season featuring a set of curated activations, plus partnerships with the likes of Italian porcelain brand Ginori 1735. From tree lightings in Aspen and tea sessions in Washington to exclusive spa treatments in Chicago and a Christmas Day brunch buffet in Bermuda, events will take place in all corners of the region over the next few weeks.

“Inspired by the spirit of our founding family, the Astors, and the renowned and legendary gatherings of their era, we are elated to return to the House of Celebration at our hotels and resorts during the holiday season,” said Jenni Benzaquen, senior vice president at [St. Regis](#) and [The Ritz-Carlton](#), in a statement.

“In collaboration with esteemed partners such as Ginori 1735 and Mot Hennessy, we are rekindling our timeless customs and heritage, inviting our guests to embark on a winter journey filled with joyful and glamorous traditions.”

Cheers to luxury

As part of the “House of Celebration,” a custom Ginori x St. Regis Hotels Champagne Cart will be available to guests at four select properties across the continent.



Guests can indulge in bespoke menus of Champagne cocktails made with Mot Hennessy. Image courtesy of St. Regis Hotels and Resorts

The offer is slated to roll out at The St. Regis New York, The St. Regis Deer Valley Resort, The St. Regis Atlanta and The St. Regis San Francisco. Crafted exclusively for these locations, the rolling bar is decorated with Ginori's signature tiles and stocks the brand's Oriente Italiano collection.

Those looking to partake can indulge in tableside Champagne cocktails made with Mot Hennessy, as well as an a la carte menu, exploring the art of beverage-making as the cart transforms "a simple pour into a theatrical performance."



This season, St. Regis Hotels and Resorts will ring in end-of-year festivities across North America. Image courtesy of St. Regis

Outside of the collaboration, House of Celebration additionally involves the luxury hospitality chain's flagship. At The St. Regis New York, bespoke holiday-themed suites have been set up, filled with decorations and trimmed trees.

Meanwhile, at its base in the nation's capital, a special holiday afternoon tea is being served in an ornate, gingerbread-scented lobby. In Chicago ([see story](#)), four seasonal spa treatments are available at The St. Regis, all infused with and inspired by black tea and bergamot, the lineup inspired by founding patroness Caroline Astor.



Themed events are set to take place in all corners of the region over the next few weeks. Image courtesy of St. Regis

Those seeking mountain getaways can take part in The St. Regis Aspen Resort's 12th annual tree illumination ceremony. Stationed in the outdoor courtyard and standing at 30 feet tall, all are invited to view the centerpiece, visit Santa & Mrs. Claus, sip on hot chocolate and indulge in holiday treats.

Events are also scheduled at tropical destinations, from The St. Regis Punta Mita Resort's New Year's Eve celebration to brunch at The St. Regis Bermuda Resort on Dec. 25, 2023.