

IN-STORE

## The Plaza attracts holiday foot traffic with Great Gatsby lobby tree

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By TRICIA CARR

Fairmont Hotels & Resorts' The Plaza hotel in New York is encouraging locals and tourists to view this year's holiday tree through a collaboration with the production designer of the 2013 film adaptation of "The Great Gatsby."

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**Luxury Daily**

Oscar-winner Catherine Martin created the theme of the hotel's second annual celebrity-designed holiday tree. The Plaza is also introducing "Fitzgerald Tea for the Ages" at The Palm Court café which is one of the settings in The Great Gatsby as well as a venue frequented by author F. Scott Fitzgerald and his wife Zelda.

"Given the buzz around Baz Luhrmann's new film releasing this summer and the longstanding bond The Plaza has with F. Scott Fitzgerald and The Great Gatsby specifically, we felt it was a perfect fit," said Cynthia A. Scherer, director of sales and marketing at **The Plaza**, New York. "It is important to us that the holiday tree be an effortless extension of our rich history.

"The Plaza's tree has become a New York holiday must-see, like Bergdorf's windows and Rockefeller Center's tree," she said. "The theme of The Plaza's holiday tree changes year to year and we take a lot of care in making the decision.

“This year’s theme being *The Great Gatsby* will add a very special sparkle and magic to the seasonal tradition not only because of the highly anticipated film, but because of the unique connection between the author F. Scott Fitzgerald and the hotel.”

## Roaring '20s

The Plaza will light this year’s tree Nov. 26 at 5 p.m. during the annual “Tree Lighting Tea” in the Fifth Avenue Foyer and the Palm Court. The event will be hosted by Ms. Martin.

Consumers can reserve a spot at the ceremony for \$79 per adult and \$45 per child. The fee includes a champagne or “mocktail” toast.

Attendees will also participate in the new “Fitzgerald Tea for the Ages” at the Palm Court.

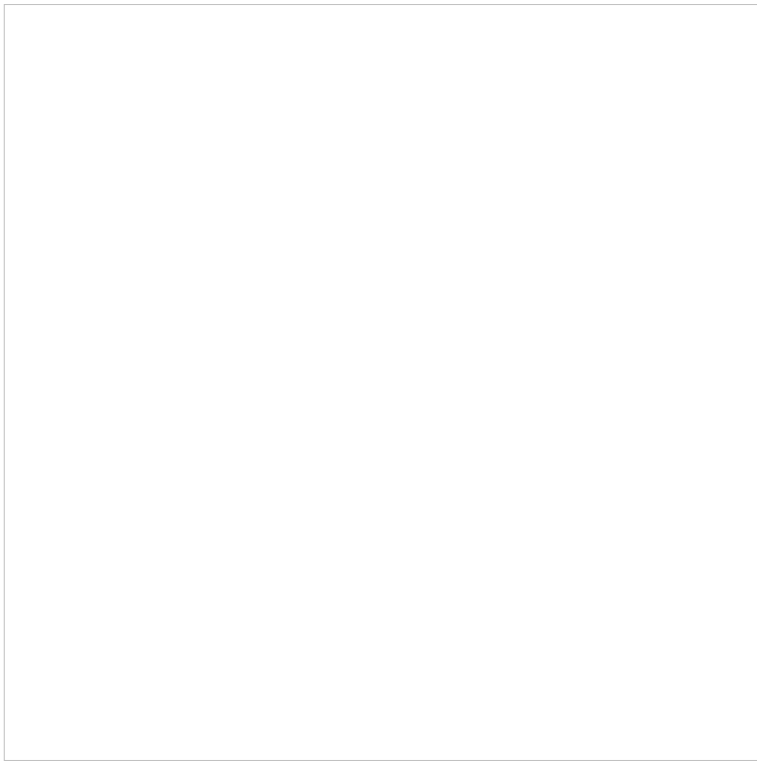
Palm Court executive chef Willis Loughhead created the Fitzgerald Tea menu to reflect the time period during which *The Great Gatsby* takes place. It features items such as curried lobster salad with local apples, deviled quail egg salad, smoked salmon with wild sturgeon caviar, pate de fruit with Gin Ricky sugar, Amarena cherry and chocolate Sachertorte, banana financier, hazelnut napoleon and Jazz Age chocolate bon bons.

The lobby tree stands at 18 feet tall. Ornaments by Restoration Hardware made from 100 pounds of glass, gold and silver hang from the tree’s branches.

In addition, it will be surrounded by glitter snowflakes that represent the glamour of the 1920s.

“The Plaza is part of F. Scott Fitzgerald’s original story of *The Great Gatsby*,” Ms. Scherer said. “It is the location of the book and movie’s climax – the confrontation between Jay Gatsby and Tom Buchanan.

“Furthermore, The Plaza was a favorite of F. Scott and Zelda Fitzgerald and they were known to spend a good deal of time there,” she said. “Ernest Hemingway jokingly advised Fitzgerald to give his liver to Princeton and his heart to The Plaza.”



### *Great Gatsby tree*

Light up the town

Other luxury hotels are ensuring foot traffic during the holidays through seasonal displays.

For instance, Beverly Wilshire, a Four Seasons Hotel in Beverly Hills, CA, is tempting affluent guests with culinary experiences, diamond-infused facials and a lobby tree designed with Tiffany & Co.

The hotel is offering meals for the holidays and exclusive pastries at on-site restaurant The Blvd, as well as a diamond facial at the property's spa. The hotel is also celebrating the 175th anniversary of Tiffany through a design collaboration for its lobby Christmas tree ([see story](#)).

In addition, The Willard InterContinental, Washington DC, is encouraging foot traffic during the holiday season by aligning with the presidential election and displaying the entire White House Christmas Ornaments collection on a tree in its lobby.

The hotel is partnering with the White House Historical Association to show the display on-site starting Nov. 28 ([see story](#)).

“Christmas trees are a traditional part of celebrating the holiday season with guests, visitors and New Yorkers alike,” Ms. Scherer said. “By choosing unique themes and decorations, luxury hotels offer guests an unforgettable experience that hopefully help spread the holiday cheer.

Final Take

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