



Claridge's and Dior celebrate the return of the Glamorous Dressing Table

Claridge's, the beloved Mayfair landmark, is partnering with legendary fashion and fragrance house Christian Dior to create an exclusive dressing table service, offering guests all of the beauty essentials en suite necessary for a glamorous night out. As befits a hotel offering the ultimate in legendary service and timeless deco charm, Claridge's has just unveiled the new 'Dior Dressing Table at Claridge's' for guests staying in the hotel's Linley and Claridge's Suites each of which have exquisite vintage deco dressing tables.

The glamorous 'Dior Dressing Table at Claridge's' offers guests a carefully curated range of timeless accessories, including an elegant cream silk Claridge's dressing gown personalised with guests initials, high heeled marabou mule slippers and a rose pink cashmere eye mask. On the dressing table itself, Christian Dior has selected a range of classic Dior fragrances including Miss Dior, Diorella, Diorissimo and Dioressence – Les Classiques created by Dior from 1947 when Christian Dior himself said perfume was an outfit's "finishing touch."

The fragrances selected by this legendary fragrance house evoke the heady days of decadent glamour. As an ideal accompaniment for an evening out, Dior has also created

a beauty kit of the essentials – the perfect compacts, powders and Dior ruby red lipstick and nail varnish.

In the Hollywood movie images of the 1930's and 40's the boudoir is depicted as the epitome of a romantic retreat, and one where the dressing table plays a starring role – an appropriate setting for the leading ladies in diaphanous dressing gowns and high heeled slippers. Where better to recreate this nostalgic interlude than Claridge's, London's most glamorous hotel. The new Dior Dressing Table service will create a sanctuary where the art of getting dressed and ready to go out is as important as the night itself.

Commenting on the new initiative Claridge's General Manager Philippe Leboeuf said "We have identified from our guests a desire to experience some nostalgic escapism and sense a return to bygone glamour. Both Claridge's and Dior are synonymous with the combination of impeccable heritage, inherent glamour and contemporary thinking."

Further adding to the experience, a Dressing Table Cocktail menu from Claridge's Fumoir Bar will be available featuring cocktails from the 1930's including swizzles, daisies, sours, juleps and pick me ups all from the original recipes and served in Lalique glasses. Little touches that will enhance the ambience will be a selection of classic works from Evelyn Waugh and Nancy Mitford, novelists of this magical deco era, and a music collection with notable songs from Josephine Baker and Fred Astaire to complete the experience.

The 'Dior Dressing Table at Claridge's' will be available in Linley / Claridge's suites at an additional price of £300 to the quoted room rate. (The price includes all Four Dior fragrances, beauty gifts – lipstick / nail varnish / powder, personalised silk dressing gown, an Evelyn Waugh book, CD and cocktails from the Fumoir) Reservation on 0207 629 8860 / www.claridges.co.uk



About Maybourne Hotel Group

Maybourne Hotel Group whose headquarters is in Mayfair, London, owns and manages, Claridge's, The Connaught and The Berkeley three of the world's most renowned hotels. Maybourne hotels are committed to delivering authentic and unique guest experiences that reflect the individual nature of its hotels, its guests and its people whilst maintaining a timeless elegance and intuitive service style that are the hallmarks of its properties.

For further information contact : Paula Fitzherbert on 0207 201 1607 –
pfitzherbert@the-berkeley.co.uk