



CLARIDGE'S



**Claridge's Christmas Tree 2018
'The Tree of Love'
by Diane von Furstenberg is unveiled**

London, November 27th 2018 - Claridge's, London's legendary Mayfair hotel has unveiled the Claridge's Christmas Tree 2018 in the hotel lobby designed by fashion icon and long-time friend of the hotel, Diane von Furstenberg.

This year's Christmas Tree entitled 'The Tree of Love' is inspired by Diane's passion and strong belief in the power of love, symbolising life and nature, and drawing particularly from the creative influences of the ancient traditions of the astrological world.

The six metre sculptural 'Tree of Love' is coloured with a blue iridescent lustre and shimmer and is decorated with over 8,000 hand painted silver-leaved leaves, glass spheres, as well as, of course, 150 hand-blown glass hearts. The tree also plays host to six different silver-leaved abstract designed animals, from an owl representing knowledge and wisdom, a dove, peace and a horse strength and endurance. Highlighting the importance of nature within the 'Tree of Love', a sculptural deer

representing gentleness sits at the base, a peacock representing beauty, and nestled gently sleeping is a silver leafed mouse to symbolise curiosity. The idea of the tree is that all is derived from the universe and the tree winds its way upwards towards the heavens from its roots. A celestial backdrop and zodiac signs fully encompass the tree.

Diane has also included in her 'Tree of Love' important, symbolic words that have long been her mantra including Peace, Harmony, Knowledge, Truth, Freedom, Enlightenment and Wisdom.

In order to make this a fully immersive experience the lobby of Claridge's has been reimagined under Diane's creative vision with a magical midnight blue skylight covered in dazzling stars and astrological star signs from the constellation encouraging us to look upward to the sky for inspiration. Throughout the lobby there are also structural arches of silver leaves intertwined with magical fairy lights and hand-blown Murano glass baubles.



Commenting on the collaboration Diane said: *“Claridge’s is my favourite hotel in the world and my home in London. I was so excited to be invited to create its’ legendary annual Christmas Tree. My tree is ‘The Tree of Love’, celebrating all aspects of love and life.”*

Commenting on the inspiration behind 'The Tree of Love' Diane said: *"Its' roots come from the earth, its' branches extend to the sky. The flowers become fruits, the colour of the leaves reveal the seasons. Home to birds, shade for children, and shelter for lovers. It is the symbol of strength, enlightenment and life...every tree is the Tree of Love. I wish everyone happy holidays."*

Claridge's General Manager Paul Jackson said: *"We are honoured and delighted that our friend Diane has agreed to take up the challenge of designing our annual Claridge's Christmas Tree. Her vision of a 'Tree of Love' could not be more appropriate this Christmas and we believe London will be charmed by the magic Diane has created at Claridge's."*

For this festive project Diane has worked closely with long-time friends and collaborators; artistic set designer Stefan Beckman, artist and illustrator Konstantin Kakanias, and astrologer Shelley von Strunckel.

The Claridge's Christmas Tree has long symbolised the start of the festive season in the capital, drawing visitors and Londoners alike to admire its magnificent design. This is the ninth year that Claridge's has invited a distinguished guest to reinterpret the tree in their own distinctive style.

High resolution images of Claridge's Christmas Tree 2018 'The Tree of Love' by Diane von

Furstenberg: <https://www.dropbox.com/sh/78t2kszv6eji4pn/AACsNHdpjKp8Ofu3T8etA3ola?dl=0>

ABOUT CLARIDGE'S

At the centre of London's Mayfair, Claridge's, part of Maybourne Hotel Group, embodies grand English style, timeless glamour and impeccable, intuitive and highly tailored service. It is London's art deco jewel, and home to breath-taking rooms and suites. From London's finest afternoon tea in the Foyer to vintage champagnes and rare spirits at Claridge's Bar, all are part of the hotel's unique splendour and charm.

ABOUT DIANE VON FURSTENBERG

Diane von Furstenberg is a fashion designer, philanthropist and founder and chairman of the company that bears her name. In 1974, she created the iconic wrap dress, which became a symbol of power and independence for women all over the world and grew into a global brand. In 2010, she established the DVF Awards to honour extraordinary women. She is Chairwoman of the CFDA and serves on the boards of Vital Voices, the Statue of Liberty–Ellis Island Foundation, The Shed, and the Academy Museum of Motion Pictures. Her memoir, *The Woman I Wanted To Be*, was published in 2014 and has been translated into six languages. In 2015, she was named one of TIME's 100 Most Influential People.

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