



# CLARIDGE'S



**CLARIDGE'S CHRISTMAS TREE 2015  
BY BURBERRY'S CHRISTOPHER BAILEY IS UNVEILED**

London, 16 November 2015 - Claridge's, London's legendary Mayfair hotel, has unveiled the Claridge's Christmas Tree 2015 in the hotel lobby, designed by the hotel's long-time friend Christopher Bailey, Burberry Chief Creative and Chief Executive Officer. This marks the first time that Claridge's has had a British designed Christmas Tree.

This year's Claridge's Christmas Tree is an innovative and modern contrast to the art deco design of the hotel, exploring the concept of light interaction to celebrate the season in the hotel's iconic lobby. Drawing inspiration from Burberry's longstanding heritage of providing protection against the elements, and the brand's history in pushing digital boundaries through its physical experiences, the motion responsive Christmas Tree features almost 100 umbrellas, each finished in bespoke gold and silver

metallic fabric. The tree's 77,000 individual lights will be triggered as guests walk by the tree, sending thousands of twinkling beams into the hotel's lobby each time someone interacts with it.

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 sixth year that Claridge's has invited a favourite guest to reinterpret the tree in their own distinctive style. Christmas has always been a special time of year at Claridge's and the hotel is particularly proud to be flying the British flag this year with London being at the heart of both Claridge's and Burberry with a shared sense of heritage and the key part both brands play in London life.

Christopher Bailey said "It is so wonderful to see the tree in such an incredible setting as part of Claridge's seasonal celebrations, I hope that it helps to bring guests a sense of festive fun."

In celebration of the Tree, Burberry has designed a Snapchat geo-filter that will enable all Snapchat users to frame their snaps with metallic Burberry umbrellas inspired by those on the Christmas Tree. The bespoke filter which launches today, will be accessible to all visitors to Claridge's throughout the festive season on the platform. The filter is part of the on-going creative partnership between Burberry and Snapchat and marks the second in a series of Burberry Festive geo-filters.

Claridge's and Burberry's longstanding relationship has been enjoyed by guests of the hotel for years, most famously with the offering of Heritage Trench Coats in all of the hotel's suites. This festive season, 'Burberry Bellboys' will also be on hand to help guests with their Christmas wish lists.

In celebration of the Claridge's Christmas Tree unveiling, Christopher Bailey and Claridge's will be hosting a private event on the stairs of the hotel's lobby on Wednesday 18 November.

### **[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 BURBERRY](#)**

Established in 1856, Burberry is a global British luxury brand with a heritage of innovation, craftsmanship and design. The Burberry business comprises five divisions: menswear, womenswear, childrenswear, accessories and beauty. Burberry is headquartered in London and listed on the London

Stock Exchange (BRBY.L), Burberry is a constituent of the FTSE 100 index. Visit [Burberry.com](http://Burberry.com) for further information.

For further information, please contact our Press Office:

Paula Fitzherbert, Olivia Johnson or Orla Hickey

Phone: +44 (0) 207 201 1607 / 207 201 1664

[pfitzherbert@claridges.co.uk](mailto:pfitzherbert@claridges.co.uk)

[ojohnson@maybourne.com](mailto:ojohnson@maybourne.com)

[ohickey@claridges.co.uk](mailto:ohickey@claridges.co.uk)