



# CLARIDGE'S



## **CLARIDGE'S UNVEILS ALBER ELBAZ FOR LANVIN CHRISTMAS TREE 2011**

### **Celebrated Designer Creates Festive Holiday Tableau in Claridge's Art Deco Lobby**

Claridge's, a beacon for social life during the festive season, is delighted to unveil the iconic Christmas tree, designed by long-time guest Alber Elbaz for Lanvin. Alber has created a dream world of colour and fantasy with his signature marionettes and at the top of the tree is a silk figurine of himself with trademark glasses and bowtie complete with the festive spirit of fairy wings and a wand.

Alber's fantastical Christmas dream is brought to life in Claridge's, with a tableau of caricatures portraying the Lanvin family around the tree at home, including the hotel's doorman and maid dressed in Lanvin designed uniforms.

The Claridge's Christmas Tree has long been a holiday sensation, drawing visitors and Londoners alike to marvel at its magnificent design. It is the third year that Claridge's has invited one of its longstanding guests to create and decorate the Christmas tree in their own inimitable style. This year's creative vision is a festive party tree with the

decorations being made by the Lanvin Atelier in Paris and of course with assistance from Santa's little helpers.

Commenting on the collaboration, Lanvin Creative Director Alber Elbaz says, ““We wanted to make all our Christmas dreams come true; an infusion of tradition and modernity together. That is Lanvin. I hope the tree brings a big heart of joy to all who work and stay at Claridge's hotel: It's my way to say a very Merry Christmas.””

Thomas Kochs, Claridge's General Manager, commented, “We are thrilled to welcome Mr Elbaz this year to spread the Christmas magic in our iconic lobby. It is simply wonderful to see this talented designer decorate the tree in his whimsical style. The House of Lanvin and Claridge's are synonymous with longstanding tradition and timeless glamour, and we are sure to bring the Christmas magic alive this festive season.”

The Christmas tree is unveiled in the lobby of the hotel on the morning of 22nd November, 2011 and will be on display until 2nd January, 2012.

Press Contact:

**Claridge's**

Paula Fitzherbert  
0207 201 1607  
pfitzherbert@claridges.co.uk

Simon Neggers  
0207 201 1618  
sneggers@claridges.co.uk

**Lanvin**

Gillian McVey  
0207 439 9888  
Gillian@purplepr.com

Nancy Oakley  
0207 434 7041  
Nancy@purplepr.com