



**CLARIDGE'S WELCOMES BACK JOHN GALLIANO FOR DIOR
TO DESIGN ITS ICONIC CHRISTMAS TREE**

**Celebrated Designer Unveils his Spectacular "Under the Sea" Creation
in Claridge's Art Deco Lobby**

Claridge's, a beacon for social life during the festive season, is delighted to announce that for the second year John Galliano for Dior has designed the Christmas tree in London's most iconic hotel. For 2010, Galliano has created a truly dazzling design, using the ocean as his muse for his "Under the Sea" Christmas tree. Made of sparkling silver leaves, pink coral, sea horses, fish, anemones, starfish and jelly fish, this whimsical design is truly one of a kind.

Last year's breathtaking creation of a "frozen" Christmas tree was a holiday sensation, drawing visitors and Londoners alike to marvel at Galliano's magnificent design. This festive season, Claridge's, the art-deco gem, has been transformed into an oceanic paradise with Galliano's extraordinary creation.

Commenting on the collaboration, Dior Creative Director John Galliano says, "The majestic beauty of Claridge's Art Deco interiors never fails to inspire me. I am thrilled to be invited to create a new tree for Christmas at Claridge's. I wanted to create an underwater fantasy and have mixed pink corals, seahorses, anemones and jellyfish, all glinting like gem stones, swimming amidst the silver leaves. I hope we create something as sumptuous as its setting and this inspires a truly luxurious escape and a very festive season at Claridge's."

Thomas Kochs, Claridge's Hotel Manager, commented, "We are excited to see the return of the legendary John Galliano, who has once again created the Christmas magic in our lobby. Following his spectacular tree last year, we simply could not resist to see the new design which will keep London talking throughout the season. Both Claridge's and Dior are synonymous with timeless glamour and impeccable heritage and we look forward to celebrating the festive season together."

The tree has been unveiled in the lobby of the hotel on 25th November, 2010 and will be on display until 5th January, 2011.

Press Contact:

Paula Fitzherbert

0207 201 1607

pfitzherbert@the-berkeley.co.uk

Simon Neggers

0207 201 1618

sneggers@the-berkeley.co.uk