



# CLARIDGE'S



## **CLARIDGE'S CHRISTMAS TREE 2017 BY KARL LAGERFELD IS UNVEILED**

London November 22<sup>nd</sup> - Claridge's, London's legendary Mayfair hotel has unveiled the Claridge's Christmas Tree 2017 in the hotel lobby, designed by Karl Lagerfeld, widely regarded as one of the fashion world's most influential creative forces.

This year's Claridge's festive installation is inspired by Lagerfeld's childhood memories of Christmas with a series of inverted spruce Christmas Trees placed around the hotel lobby. The centrepiece is a sixteen foot high inverted tree with silver gilded roots topped with a multi-faceted mirrored star which reflects rays of magical light across the art deco lobby. Reminiscent of a silver stalactite, the tree is hung with traditional silver lametta decorations, silver butter leather feathers and snowflakes handmade by craftsmen in Germany with tree candles giving a warm, inviting glow. Under the tree sits hand sewn white Icelandic sheepskin rugs to reflect a recent snowfall.

An inverted candle lit tree takes the place of Claridge's famous central chandelier to add a touch of Christmas chic. The pure white linen cloths than cover the tables under the various trees are symbolic of a Christmas ritual that Lagerfeld's mother would perform every year.

Commenting on the collaboration Karl Lagerfeld said "Christmas trees are the strongest 'souvenir' of my happy childhood."

Claridge's General Manager Paul Jackson said "We are honoured and delighted that Karl Lagerfeld agreed to design our annual Claridge's Christmas Tree. We believe this magical take on his childhood memories captures the spirit of the season perfectly and adds a sense of fun and glamour to our lobby."

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 eight year that Claridge's has invited a creative visionary to reinterpret the tree in their own distinctive style.

### **ABOUT CLARIDGE'S**

In the heart of Mayfair, Claridge's, part of Maybourne Hotel Group, embodies grand English style, timeless glamour and impeccable personalised service. It is London's art deco jewel, and home to some of the capital's finest rooms and suites. From the creative cuisine of Michelin starred Fera at Claridge's, to its legendary afternoon tea in the Foyer to vintage champagnes in the Fumoir and cocktails in Claridge's Bar, all are part of the hotel's unique splendour and charm.

### **ABOUT KARL LAGERFELD**

Fashion icon Karl Lagerfeld is globally renowned for his cutting-edge, aspirational and relevant approach to style. As one of the most celebrated fashion designers of the 21st century, his visionary creativity expands beyond fashion to include illustration, photography, interior design and publishing. In addition to be the creative director of the Chanel and Fendi fashion houses, he is also overseeing the creative direction of his signature brand, KARL LAGERFELD.

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