



CLARIDGE'S



CLARIDGE'S CHRISTMAS TREE 2022 BY SANDRA CHOI FOR JIMMY CHOO UNVEILED

LONDON 23RD NOVEMBER - Claridge's, London's legendary Mayfair hotel, has this morning unveiled the Claridge's Christmas Tree 2022, this year created by Sandra Choi for Jimmy Choo. This remarkable project, with one of Sandra's favourite hotels, has allowed her to expand on her fascination with the concept of the jewel, by exploring her dream of stepping inside one.

Named 'The Diamond', the tree is a magnificent sculptural creation standing over 5 metres tall, which has taken over 350 hours to construct. This extraordinary Christmas tree is crafted from 69 shining, reflective mirrors, accented with 60 meters of sparkling lights which pulse,

undulate, and reflect off the multifaceted surface, and 250 individual aluminium panels. It is finished with a giant, glittering bow topper - a nod to one of the key design themes of Jimmy Choo's winter collection. The tree, designed in partnership with set designer Simon Costin, has been created to allow guests to stand inside to take in the magical and shining, diamond-refracted space. This experiential element means Claridge's Christmas Tree, with its mesmerising lights and enchanting reflections, will turn the hotel lobby into a fully immersive space, whilst also ensuring a unique and personal festive moment for every guest who steps inside.

"I have always said I would love to know what it is like to step inside a diamond, and now I can! To be able to collaborate with Simon Costin on this incredible project has been an honour. The jewel has been a repeated metaphor I have used to describe Jimmy Choo, not just because they are used in our designs, but for the multifaceted nature of the collections we create as well as the reflection and light we want to bring. The power to transform and shine bright." said Sandra Choi, Creative Director. *"Claridge's is a London icon. The perfect blend of glamour and decadence - great things happen at Claridge's. There's a magic energy as you enter the doors that's contagious, from the warmth of the staff to the discrete buzz of guests in the lobby. And at night the hotel invites you to party. Claridge's is a London jewel, it's multifaceted, like the diamond that inspired our tree, like Jimmy Choo."*

Claridge's General Manager Paul Jackson said *"I am delighted to welcome Sandra Choi to bring Jimmy Choo's distinct glamour to the hotel. Christmas is always a truly magical time of year for us here at Claridge's and this year, we look forward to seeing guests and visitors step inside Jimmy Choo's sparkling world."*

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 13th year that Claridge's has invited a distinguished guest to reinterpret the tree in their own distinctive style.

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 elegant rooms and suites. From London's finest afternoon tea in the Foyer, to vintage champagnes at Claridge's Bar and the Fumoir, and bespoke cocktails at The Painter's Room, all are part of the hotel's unique splendour and charm.

ABOUT JIMMY CHOO

Established in 1996, Jimmy Choo is a global luxury brand with an empowered sense of glamour and a playfully daring spirit. Celebrated for its confident style and exceptional craftsmanship, Jimmy Choo is synonymous with the art of celebrity dressing and red-carpet style. The house's innovative spirit meets time-honoured techniques in the form of exceptional collections spanning footwear, handbags, fragrance, a range of accessories and a growing men's offering. Together, CEO Hannah Colman and Creative Director Sandra Choi have built a global powerhouse defined by glamour, optimism and joy. Jimmy Choo is part of the Capri Holdings Limited global fashion luxury group publicly listed on the New York Stock Exchange under the ticker CPRI.