



# CLARIDGE'S



## **CLARIDGE'S CHRISTMAS TREE 2014 BY DOLCE & GABBANA IS UNVEILED**

London, November 18<sup>th</sup> 2014. Claridge's, London's legendary Mayfair hotel, has unveiled the Claridge's Christmas Tree 2014 in the hotel lobby designed by long time guests and friends of the hotel, designers Domenico Dolce and Stefano Gabbana.

Inspired by their childhood memories and to celebrate children of the world, this year's 8 metre-high tree brings a magical woodland to life in the heart of Mayfair. Animated animals, such as deer, rabbits and squirrels are gathered to shelter in the safety of the tree and the warmth of the fire. Their enchanting movement amidst a sprinkling of snow brings together a blend of theatre and fantasy to the Art Deco lobby of Claridge's.

The tree is adorned with over 300 glass baubles blown by master artisans from Bellagio on Lake Como. Each is hand painted with international flags representing the many festive traditions and magical experiences celebrated the night before Christmas. The tree is also decorated with oversized ribbons representing countries from all over the world, handmade by Dolce & Gabbana's talented tailors in Milan.

At the base of the tree is a royal throne with a crown and a beautifully hand-made coat owned by a Norman King, carefully draped to symbolise the Norman's conquest of Southern Italy in Sicily 1061 adding a touch of mysticism and power.

The Claridge's Christmas tree has long been a festive landmark, drawing visitors and Londoners alike to marvel at its magnificent design. This is the fourth year that Claridge's has invited one of its favourite guests to create and decorate the Christmas tree in their own inimitable style.

Thomas Kochs, Claridge's General Manager said, "We are delighted to invite Domenico and Stefano to spread their special magic in our lobby once again. Our guests and staff loved their tree so much last year, and they have created something equally memorable and enchanting this time. Both Claridge's and Dolce & Gabbana are synonymous with timeless glamour, innovative spirit and traditional family values that are so important during Christmas".

Domenico Dolce and Stefano Gabbana said, "Christmas is the happiest time of the year for children and we want to celebrate it with a tree that brings together all the different cultures from around the world. We thought of an enchanted forest where the real meets the unreal, just as it does the night before Christmas. It is a very special tradition because it helps spread our love for Italian craftsmanship around the world. It is our second year creating the tree at Claridge's, a symbol of London that holds a special place in our hearts".

High resolution images may be downloaded by clicking [here](#).

## [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 MAYBOURNE](#)

Maybourne Hotel Group owns and manages Claridge's, the Connaught and the Berkeley, three of the worlds' most legendary luxury hotels, located in the heart of London. Maybourne Hotel Group is committed to inspiring extraordinary experiences that reflect the individual nature of its hotels, its guests and its staff whilst maintaining a timeless and intuitive service style that are the hallmarks of its properties.

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