



CLARIDGE'S



THE CLARIDGE'S CHRISTMAS TREE

BY JOHN GALLIANO FOR DIOR UNVEILED ON 1ST DECEMBER 2009

Claridge's, London's iconic Mayfair hotel, has taken another bold step in its illustrious history as it today unveils The Claridge's Christmas Tree by John Galliano for Dior. The installation evokes a frozen twist on tradition with a tropical tree complete with snow leopard, dragon flies and parrots, echoing Claridges Art deco surroundings.

This partnership marks the first time in the hotel's 112 -year history that Claridge's has worked with a famed fashion designer on its Christmas tree. Claridge's historically becomes a beacon for social London life during the festive season.

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Commenting on the collaboration, Claridge's General Manager Philippe Leboeuf said: "We are very excited to be working on this ground-breaking project, a first in Claridge's history, with the legendary John Galliano. Both Claridge's and Dior are synonymous with the combination of impeccable heritage, inherent glamour and contemporary thinking and so we are delighted with his creative vision for our tree! This is another bold step in Claridge's history to provoke, confound and delight our guests".

Dior Creative Director John Galliano commented: "I am thrilled that Dior is collaborating with Claridge's this Christmas. I love to visit Claridge's when I am in London, particularly at this time of the year – and I hope to bring a twist to the traditional tree. I want to combine the festive with the innovative, the spirit of Dior with the beauty of Claridge's, and create something spectacular that will inspire the perfect start to the season!"

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