



CLARIDGE'S

**Claridge's Christmas Tree 2021 by Kim Jones - Artistic Director
of Dior Men's Collection - is unveiled**



London, November 24th 2021 – Claridge's, London's legendary Mayfair hotel has unveiled Claridge's Christmas Tree 2021 in the hotel lobby, created by Kim Jones, Artistic Director of the Dior men's collections.

This year's tree, named 'The Celestial Snow Globe' evokes the idea of a magnificent snow globe: an enchanting object of desire, illuminated with magical sparkles and reflecting snowflakes, travelling across the surface of the dazzling tree. State-of-the-art holographic projections are mixed with toile, recalling the emblematic toile of the Dior Haute Couture Ateliers, and traditional pleating techniques are also highlighted, a tribute by Kim Jones to the excellence of the Dior Ateliers 'petites mains'. These projections radiate from the base, upwards and beyond the tree, creating magical visuals around the space and up the famous staircase, all set against an atmospherically lit lobby.

In another nod to the House's heritage, the Christmas baubles, that seem to float in orbit around the tree, reflect Dior's iconic motifs. These include, stars – Monsieur Dior's celestial good-luck charm – and miniature perfume bottles in the form of Monsieur Dior's dog, Bobby, who was symbolically reinterpreted and celebrated by Kim Jones for his first Dior show. This whimsical homage to the

House's founder continues with Kim Jones's faithful canine companion, Cookie, perched on top of the 6.5 meter tree, delicately hugging Monsieur Dior's lucky star. The star echoes the shape of the talisman that Monsieur Dior treasured in his office – a decisive sign of his destiny that played a key role in his decision to create his couture house in 1946.

This unique, contemporary tree – luminous and crystalline in its transparency and purity – tells a Christmas story woven from emotions and dreams.

Commenting on his installation, Kim Jones said *“It has been a great honour for me to have designed the Christmas Tree for Claridge's this year. I'm excited to kick off the holiday season in such an iconic British institution and to bring the festive spirit of Dior to London with my upcoming menswear show”*.

Claridge's co-owner Paddy McKillen said *“Christmas has always been a truly special time of the year for us here at Claridge's, and we are delighted, for the first time in many years, to welcome a homegrown designer to create our illustrious tree.”*

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 11th year that Claridge's has invited a distinguished guest to reinterpret the tree in their own distinctive style.

HIGH RESOLUTION IMAGES:

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ABOUT [CLARIDGE'S](#)

At the centre of London's Mayfair, Claridge's, part of the 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 and Michelin star dining from Daniel Humm at Davies and Brook, to vintage champagnes and cocktails at Claridge's Bar, all are part of the hotel's unique splendour and charm.