



# CLARIDGE'S



## **Claridge's Christmas Tree 2012 has unveiled**

### **'Forest Murmurs'**

**By Kally Ellis for McQueens**

The Claridge's Christmas Tree 2012 has been unveiled, created by Kally Ellis, founder of renowned British floral designers McQueens.

Ellis has chosen a natural forest theme with a contemporary twist to create this year's eye-catching tree in the heart of Mayfair. Drawing on the natural world for its inspiration, It features magnolia branches and lichen moss , studded with crystal and emerald jewel eggs in white, gold and silver to create a canopy of colour and glamour that reflect the Art Deco beauty of the hotel.

Beneath the tree, McQueens have also created a wild and natural setting 'Forest Murmurs', a woodland floor of peat moss , dusted with snow, with white hellebore (Christmas roses ) peeping through , to provide a promise of wonder and beauty.

Commenting on her creation Kally Ellis said “With Forest Murmurs, we’re capturing the spirit of a traditional Christmas – the nostalgia that evokes – and combining that with the style and glamour associated with Claridge’s that gives it a certain sparkle. It brings a freshness and warmth that we think sums up the season perfectly ‘

Thomas Kochs, General Manager of Claridge’s says: “Over the last 10 years Kally has revolutionized floral design and pioneered flower installations as an art form. We are very proud that her work can be seen and enjoyed in Claridge’s on a daily basis and Forest Murmurs is sure to play a big part in making it another truly memorable Christmas for our guests.”

An international force in flowers, McQueens was founded by Kally Ellis in 1990. They provide floral designs for high profile events across the UK and on an international stage including the Vanity Fair post Oscar party, the White House Correspondents’ Dinner in Washington, and the Wimbledon Finalists’ Celebration Ball. McQueens at Claridge’s opened on the ground floor of the hotel during 2012.

The Claridge’s Christmas tree has long been holiday sensation drawing visitors and Londoners alike to marvel at its magnificent design. This is the fourth year that Claridge’s has invited a longstanding partner to create the tree, previous years have included John Galliano for Dior and Alber Elbaz for Lanvin.