



# CLARIDGE'S LOUIS VUITTON



## LOUIS VUITTON HAS UNVEILED THE CLARIDGE'S CHRISTMAS TREE 2023

High-res imagery available here:

<https://maybourne.egnyte.com/fl/HUu4LmxQVg> (Password:ClaridgesXLouisVuitton)

**LONDON THURSDAY 23<sup>RD</sup> NOVEMBER** - Claridge's, London's legendary Mayfair hotel, has this morning unveiled the annual Claridge's Christmas Tree 2023, this year created by long-time friend of the hotel, Louis Vuitton. *The Claridge's Christmas Tree 2023 by Louis Vuitton* brings together two illustrious names who have long celebrated the Art of Travel and crossed paths throughout their respective histories after both being founded in 1854.

The Claridge's Christmas Tree 2023 by Louis Vuitton is a magnificent sculptural creation immersed within two large open, emblematic Malles Vestiaire or 'Wardrobe Trunks' towering on top of each other at the height of 5.2 metres. Each signature trunk is adorned with Claridge's travel stickers of yesteryear and an oversized Louis Vuitton luggage tag. As an avid collector and traveller, Gaston-Louis Vuitton (Louis Vuitton's grandson) amassed hotel stickers throughout his life and would often place them onto his luggage as mementos.

Exuding a festive charm, the tree is composed of 15 vertically placed chrome repurposed trunks of varying heights that tower to create the silhouette of a traditional Christmas tree and reflect the Art Deco architecture. Taking centre stage at the peak of the tree is Asnières, the historic Louis Vuitton family home and atelier. Famously located on the riverbanks of Paris, Asnières is the heart of the Maison's creation and home to the original the Louis Vuitton wardrobe trunk. Scattered atop the silver trunks and amidst the snowy landscape of the tree are 21 Louis Vuitton

Vivienne mascots, including Father Christmas himself, all found within Claridge's distinguished black and white marbled lobby.

The hotel's Louis Vuitton trunk envelopes the magical Claridge's Christmas Tree, just as the Maison's iconic wardrobe trunk, a hard-sided case created in 1875, was dedicated to transporting one's most personal and precious effects.

Stepping back in time, the 1850's saw Monsieur Louis Vuitton himself appointed as the personal layetier to Empress Eugénie, wife of Napoleon III. The Empress – at the same time – made Claridge's her winter residence, famously receiving visits from Queen Victoria which led to the hotel being known as the annex to Buckingham Palace. It was Louis Vuitton who would have packed the Empress's trunks himself for her stays at Claridge's. The Maison's first London store opened in 1885 around the corner from Claridge's. Ever since, its legendary trunk – the quintessence of Louis Vuitton's unique savoir-faire – has crossed the Mayfair hotel's threshold in its thousands.

Claridge's General Manager Paul Jackson said “This morning we are excited to unveil the Claridge's Christmas Tree 2023 by our legendary friends at Louis Vuitton. Christmas is the most magical time for us here at the hotel and we look forward to welcoming guests and seeing visitors immerse themselves in Louis Vuitton's world”.

The Claridge's Christmas Tree has long been a seasonal London landmark and symbolises the start of the festive season in the capital. This is the thirteenth year Claridge's has invited a distinguished name and friend to reinterpret the tree in its own distinctive style.

### **ABOUT CLARIDGE'S**

At the centre of London's Mayfair, Claridge's, part of Maybourne, 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 LOUIS VUITTON**

Since 1854, Louis Vuitton has brought unique designs to the world, combining innovation with style, always aiming for the finest quality. Today, the Maison remains faithful to the spirit of its founder, Louis Vuitton, who invented a genuine “Art of Travel” through luggage, bags and accessories which were as creative as they were elegant and practical. Since then, audacity has shaped the story of Louis Vuitton. Faithful to its heritage, Louis Vuitton has opened its doors to architects, artists and designers across the years, all the while developing disciplines such as ready-to-wear, shoes, accessories, watches, jewellery and fragrance. These carefully created products are testament to Louis Vuitton's commitment to fine craftsmanship.

For further information: [www.louisvuitton.com](http://www.louisvuitton.com)

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