



THE MAY FAIR
HOTEL

A May Fair Christmas Advent Calendar Unveiled In London's Luxury Quarter

Neighbourhood businesses in Mayfair have united this Christmas to unveil a luxury advent calendar, as The May Fair Hotel reveals its Christmas window display

HERO IMAGE

LONDON, 17th November 2016: Today, The May Fair Hotel launches its Christmas window display in the form of an interactive advent calendar using #AMayFairChristmas. The installation has been created in collaboration with renowned artist Terry Jackson. The calendar will go live on 1st of December, revealing the very best of Mayfair's community including Temperley, La Perla, Pickett and Sophia Webster who will all be offering a gift or store experience to guests of the hotel or members of the public each day.

Well known for his unique and distinctive paper-cut art, Jackson's previous Christmas window display has been featured within the top 10 in the world along with Claridge's, Sak's Fifth Avenue and Tiffany's New York. The concept behind The May Fair Hotel's window design is to capture the essence of the holidays homing in on the nostalgic feeling of intrigue and anticipation of an advent calendar that one felt as a child.

The elegant design, crisp white in colour, features a cityscape silhouette referencing London with subtle hints to the time of year. The finished installation will be illuminated, giving definition to each layer as the light gradually radiates through. The final effect will be a stunning three-dimensional silhouette.

Inderneel Singh, Managing Director, The May Fair Hotel said "The May Fair Hotel has always been known for our designer windows during London Fashion Week. This year we're excited to extend our window collaboration into the Christmas season, working with globally recognised brands all from the Mayfair district and welcome visitors to come and see the display and post on social media using the hashtag."

Terry Jackson added, "For many, the hotel is a focal point of Mayfair and from a personal perspective it's a fabulous space, with an international audience and a great opportunity to show case my work. Paper is a humble material, one of craft, provoking memories of wrapped presents and hand-written letters and the installation aims to preserve the comfort and romance of the home Christmas and hopefully inspires gift ideas for loved ones this holiday season."



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Sophia Webster said, “This a great opportunity to bring the Mayfair community together during this special time of year, and we are proud to be a part of this innovative Christmas campaign with The May Fair Hotel.”

Nicole Farhi also said, ‘To celebrate such a wonderful time of year we are honoured to be partnering with the Mayfair hotel and collaborating with other business’s and brands within in our local community. We look forward to welcoming the lucky winner to our Conduit Street or Hamstead stores for a personal shopping experience and a £350 gift card to spend on our beautifully curated collections. Season’s greetings from the Nicole Farhi team’

Pickett stated, "We enjoy working with like-minded British brands who value the importance of customer service alongside a quality product. Edwardian Hotels London and Pickett (and the teams around them) are committed to making their customers and guests feel welcome, with a sense of belonging and an overall feeling of a special experience. We are delighted to be associated with the making of this advent calendar which Edwardian Hotels London are offering their customers as a thank you for their support over the year.”

Alongside Sophia Webster, Nicole Farhi and Pickett, The May Fair Hotel has collaborated with luxury women’s fashion boutique Temperley London, luxury book store Maison Assouline, fine jeweller Stephen Webster*, one of the oldest pharmacies in the world Santa Maria Novella, highly-regarded skincare specialist Lisa Franklin*, chic hair salon FOUR London, contemporary art studio Gazelli Art House, French bakery and sweet maker Laduree, eye-catching shoe designer Aquazurra, luxury backgammon designer Alexandra Llewellyn*, cold-pressed juice café Raw Press, personal trainer Matt Roberts, alternative luxury fashion designer Chalayan, the newest jeweller to Mayfair Kat Florence, hand-crafted leather designers Passavant & Lee*, boutique perfumery Miller Harris, Italian intimate apparel La Perla, styling boutique Nails and Brows and the longest serving jewellery house in the world House of Garrard*.

Gifts inside the boxes can be won via social media on Instagram, whilst store discount vouchers will be available at the hotel reception and other prizes will be exclusively available to hotel guests. For your chance to win, post your favourite Christmas memory alongside your best image of the windows using #AMayFairChristmas.

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For more information please contact: EHLMedia@edelman.com



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NOTES TO EDITORS

Brands participating:



***About Positive Luxury:**

Positive Luxury connects luxury lifestyle brands with a global audience of people that care, with a mission to ensure people buy better and influence brands to do better. The Butterfly Mark is recognised as a guarantee of commitment to sustainability and has been awarded to House of Garrard, Stephen Webster, Alexandra Llewellyn, Lisa Franklin and Passavant and Lee.

About The May Fair Hotel, London

The luxury [May Fair Hotel](#) is located in the heart of London's most stylish district. The hotel, which was opened by King George V in 1927, boasts more than 400 luxury bedrooms, including 40 suites; set alongside the relaxing [May Fair Spa](#); the chic, Mediterranean tapas restaurant, [May Fair Kitchen](#); a 201-seat private screening room, [The May Fair Theatre](#) and the exclusive [Palm Beach Casino](#). The residence encapsulates its Mayfair locality throughout, with the intimate Terrace and Private Dining Room; [The May Fair Bar](#) offering an array of signature cocktails; the breathtaking Crystal Room; and the decadent Danziger Suite.

The May Fair Hotel is owned and managed by independent hospitality group Edwardian Hotels London, one of the UK's largest, privately-owned companies which has been developing luxury hotel and hospitality brands since 1977.



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Edwardian Hotels London:

Edwardian Hotels London is a privately-owned hotel group, which has been owning, operating, and developing an upscale and luxury hotel and hospitality portfolio since Jasminder Singh OBE began his career within the hospitality industry in 1977 – forming the beginnings of what would become Edwardian Hotels London. Today, Edwardian Hotels London owns and operates eleven Radisson Blu Edwardian London hotels in London and central Manchester, The May Fair Hotel and a collection of restaurant and bar brands including the [May Fair Kitchen](#), [Monmouth Kitchen](#) and [May Fair Bar](#), and is currently engaged in a major development in Leicester Square incorporating a luxury lifestyle hotel, restaurants, bars, spa and cinemas.

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