THE LONDONER
LEICESTER SQ.

NENSI DOJAKA

Nensi Dojaka Unveils The Londoner's 2026 Christmas Tree in Leicester Square

The LVMH Prize-winning designer dresses The Londoner's 10ft festive centrepiece in more than 200 handcrafted blooms, in her first hotel collaboration.





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LONDON, 13 NOVEMBER 2026: The Londoner, the world's first super boutique hotel on Leicester Square, has unveiled its Christmas tree for 2026, created in collaboration with London-based Albanian fashion designer **Nensi Dojaka**. The LVMH Prize winner brings a contemporary take on a traditional 10ft Christmas tree, blending romance and craftsmanship in a celebration of the festive season. The tree stands in the hotel's lobby and is free to visit from 13th November.

Inspired by Dojaka's signature floral motif, the bespoke installation dresses a frosted white tree in more than 200 handcrafted flowers, fashioned from crêpe de chine and phantom tulle and sculpted into cascading blooms in shades of crimson, Persian red,

burgundy and black. Conceived as an expression of togetherness, romance and joyful celebration, it captures the spirit of the season through a poetic interplay of colour, texture and form.

The collaboration is the first between The Londoner and Nensi Dojaka, and the designer's first with a hotel. It continues The Londoner's tradition of inviting a fashion designer to reimagine its Christmas tree each year, following Kate Halfpenny in 2024 and Susan Fang in 2025, and reflects the hotel's longstanding commitment to championing creativity across fashion, art and culture. Moments from the West End's leading cultural institutions, The Londoner has established itself as a gathering place for the creative community, including its role as Official Hotel Partner of London Fashion Week with the British Fashion Council.

To mark the moment, The Londoner and Nensi Dojaka toasted the start of the festive season with an intimate celebration to unveil the Christmas tree on Thursday 12th November. Festive decorations throughout the hotel take their cue from Dojaka's romantic colour palette and creative spirit.

"*For The Londoner, I wanted to create something that feels delicate and elevated. The tree is decorated with little carnations made from hand-ruched tulle, with fine straps cascading between the branches. There is something beautiful about bringing the softness and intimacy of our clothes into a Christmas tradition, creating a different kind of festive atmosphere.*"
Nensi Dojaka, Fashion Designer

"We are delighted to unveil The Londoner's 2026 Christmas tree with Nensi Dojaka. Her extraordinary installation has reimagined our festive centrepiece, celebrating culture, creativity and the joy of Christmas, and we look forward to welcoming guests and visitors to experience it in the weeks ahead."
Michael Cheung, General Manager, The Londoner

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The Londoner Christmas Tree 2026 x Nensi Dojaka
Where: The Londoner, 38 Leicester Square, London, WC2H 7DX
When: From 13th November 2026
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About Edwardian Hotels London
Edwardian Hotels London is a privately owned hotel group that has been operating and developing its 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.

In January 2024, Edwardian Hotels London announced the sale of 10 Radisson Blu Edwardian properties to Starwood Capital, distilling its portfolio into a boutique collection of ultra-premium hotel and dining experiences.

The Londoner, Edwardian Hotels London's latest opening on London's Leicester Square, is the world's first super boutique hotel and incorporates 350 bedrooms and suites, six concept eateries and bars, The Residence, The Retreat, private screening rooms, seven inspiring meeting spaces and a stunning ballroom for 850 guests. It is a member of Preferred Hotels & Resorts' prestigious Legend Collection.

The group also owns and operates The May Fair and The Edwardian Manchester, both part of premium lifestyle brand Radisson Collection, as well as a range of luxury restaurants and bars, including award-winning brands such as May Fair Kitchen, Peter Street Kitchen, and The May Fair Bar.

Awards:
In 2026, Edwardian Hotels London pastry chefs Ashish Wagh (The Edwardian Manchester) and Loki Vinayagamoorthy (The Londoner) won Bake Off: The Professionals, Series 11.
Edwardian Hotels London was honoured with the Portfolio Powerhouse Award at the Cvent Excellence Awards 2025.

Meanwhile, The Londoner has received numerous accolades. Most recently, The Retreat at The Londoner has been named a 2026 Women's Health Travel Award Winner, recognising it as one of London's leading luxury wellness and spa destinations. The hotel has also been ranked amongst London's Best Hotels in *Condé Nast Traveller's* Readers' Choice Awards in both 2025 and 2024. The hotel was also named Best UK Event Hotel at the micebook Awards 2025. Further recognition includes being named Best Luxury Hotel and Most Innovative at the 2023 Hospitality Design Awards, as well as Tech-Friendly Venue at the 2023 Event Technology Awards. The hotel achieved remarkable distinction at the 2022 AHEAD Europe Awards, winning Hotel of the Year, Event Space, and Hotel Newbuild and was also named Overall Luxury Hotel/Resort at the 2022 Travel Weekly USA Awards.

At The Edwardian Manchester, Peter Street Kitchen was awarded Best Culinary Experience in the UK at the British Restaurant Awards 2024 and 2022, and Best Luxury Restaurant in the UK in 2019. Most recently, it received TripAdvisor's prestigious Travellers' Choice Best of the Best Restaurants 2025, placing it among the top 1% of dining destinations worldwide.

Nensi Dojaka
Founded in London in 2019 by Albanian-born designer Nensi Dojaka, the brand emerged shortly after her graduation from the prestigious MA Fashion programme at Central Saint Martins. Following a celebrated debut collection, Nensi was selected by Fashion East before joining the British Fashion Council's NEWGEN initiative, rapidly establishing the brand as one of the most exciting voices in contemporary fashion.

Nensi Dojaka's distinctive vision has been recognised with some of the industry's highest honours, including the prestigious LVMH Prize and the BFC Foundation Award. In 2022, British Vogue named Nensi among its 25 Most Influential Women, recognising her significant contribution to the fashion industry. Defined by a distinctive visual language, the brand explores the balance between sensuality and structure through intricate construction and technical precision. Delicate straps, sheer tulle, fluid georgette and architectural tailoring combine to frame the body with confidence and elegance. Signature lingerie-inspired detailing is juxtaposed with sharp, masculine tailoring, creating a modern expression of femininity that has become instantly recognisable.

Today, the brand is internationally recognised for redefining body-conscious dressing through an uncompromising blend of craftsmanship, innovation and contemporary elegance.