

**‘A White Christmas’  
Daniel w. Fletcher x The Londoner Christmas Tree 2022**



Photo Credit: Rowben Lantion

The 2022 Christmas tree at [The Londoner](#) is fittingly designed by someone who calls the city home. Daniel w. Fletcher, who has been hailed by *Vogue* as a leader of London’s fashion community, will next apply his signature aesthetic to the world’s first super-boutique hotel’s iconic festive centrepiece this season.

Located on the south west corner of Leicester Square, The Londoner is perfectly positioned for guests to be at the heart of the city’s festive celebrations. Collaborating with renowned British designer Daniel w. Fletcher is set to bring the drama and elegance of West End life to its iconic Christmas Tree this year, continuing to bring the very best of British luxury, style and glamour to the capital.

Fletcher will pull influences from his aesthetic and practice to offer a seasonal focal point at The Londoner that has been created with a commitment to sustainability at the forefront. Utilising offcuts from the studio, the cream moire fabric are offcuts that come from the SS23 collection previously shown at The Londoner, continuing the synergy of the collection debuted in The Ballroom of the hotel.

The overall theme for the tree is 'A White Christmas', with Fletcher interpreting the traditional ideas of a British tree without leaning too conventional with his design. Situated in the lobby, the tree has been designed with a neutral colour palette and the tree base made in collaboration with Julian Carter. Grand yet understated, the familiar minimalist approach complements the elegant Yabu Pushelberg designed interiors of The Londoner. The branches on the tree are handmade and pleated, taking a team of five, five full days to create. Taking approximately eight hours to install at the hotel, it is a contemporary take on a Christmas tree, bringing together Fletcher's notable design practice with The Londoner's sophisticated reputation.

This collaboration between Daniel w. Fletcher and The Londoner builds on the hugely successful spring/summer 2023 runway show, which he held in the hotel's ballroom during London Fashion Week in September 2022.

*Daniel w. Fletcher revealed the tree on 10th November, as part of The Londoner's extensive festive celebrations and activations.*

**\*\*\*ENDS\*\*\***

#### **NOTES TO EDITORS:**

Further information about Christmas at The Londoner can be found on the website [here](#).

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#### **EDWARDIAN HOTELS LONDON**

Edwardian Hotels London is one of the UK's largest privately owned hotel groups, which has been operating and developing its hospitality portfolio, including upscale five- and four-star luxury hotels, since Jasmin 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 The May Fair, The Edwardian Manchester, both part of premium lifestyle brand Radisson Collection, 10 Radisson Blu Edwardian hotels across London and a range of luxury restaurant and bar brands, including the award-winning Kitchen concept restaurants;

May Fair Kitchen, Bloomsbury Street Kitchen, Peter Street Kitchen, Leicester Square Kitchen, Monmouth Kitchen and May Fair Bar, as well as Steak & Lobster and Scoff & Banter.

Edwardian Hotels London is currently engaged in its latest project, The Londoner. Having opened in 2021, the world's first super boutique hotel in London's Leicester Square incorporates a luxury lifestyle hotel, six concept eateries, bars, The Retreat and private screening rooms. It is a member of Preferred Hotels & Resorts' prestigious Legend Collection.

For more information, visit <http://www.edwardian.com>

## **ABOUT DANIEL w. FLETCHER**

DANIEL w. FLETCHER is a London-based contemporary menswear brand, established in 2015 after Daniel Fletcher graduated from Central Saint Martins.

Originally from the North West of England, Daniel moved to London to study and gained experience at Louis Vuitton, Victoria Beckham, Burberry and Lanvin before starting his brand. Daniel's eponymous label made its mark immediately when Opening Ceremony bought his graduate collection, and produced a capsule collection of eight of his designs for Spring/Summer '16. Now stocked with premium and luxury department stores all over the world such as Liberty, Beams International Gallery and SSense, as well as on the brand's own e-commerce platform.

Daniel was nominated for the prestigious LVMH prize in 2017, was one of the winners of the European Semi-Final of the International Woolmark Prize in 2018 and has received the Future British Award as well as being named as one of Drapers 30 Under 30.

After many successful seasons showing his collections on the London Fashion Week Men's schedule, Daniel took part in Netflix's 'Next in Fashion' series which saw Daniel get to the final. Alongside his namesake label, Daniel is Artistic Director of iconic Italian label Fiorucci.

Daniel produces deeply personal collections that explore his thoughts on current affairs and social issues. With a focus on casual luxury each collection combines timeless shapes and new fabrics and motifs. These collections have been presented on the LFW schedule in a number of different formats, across digital, presentation and runway and the brand is now in its eighth season.