

## FASHION

## Swarovski Partners With The Mark Hotel to Create Holiday Wonderland

- The hotel has been transformed into a glittery display of Swarovski decorations inspired by gingerbread.

BY LISA LOCKWOOD

**Swarovski has brought its magic to The Mark Hotel this holiday season by creating a sparkling wonderland. A glittering display of Swarovski decorations inspired by gingerbread, the holiday season's favorite cookie, has taken over The Mark Hotel at 25 East 77th Street in Manhattan.**

The gingerbread facade is made from millions of toffee-colored Swarovski Crystals with a roof of frosting and whipped cream made from hand-sculpted and crystal-dusted fiberglass. Giant candy canes and a spectacular emerald-colored bow frame the entrance, while giant uniformed nutcrackers stand guard.

Two gingerbread-themed candy carts by the entrance sell hot chocolate and edible mega lollipops. The oversized candy treats are in the shape of luminous Swarovski crystals in various festive colors.

Inside the lobby, the gingerbread theme continues with a Christmas tree and jewelry showcases to provide inspiration for this gifting season. Thought the installation, Swarovski used reigned crystals, giving unused crystal stock that would otherwise go to waste a chance to shine.

Alexis Nasard, chief executive officer of Swarovski, said, "New York City is synonymous with the holidays, which makes this a natural partnership for us. Swarovski brings joy to everyone through our creations, and we are delighted to

ignite this year's celebrations with our ornaments and figurines, which truly showcase Swarovski's creativity and unique savoir-faire. With mesmerizing experiences, like our gingerbread house at The Mark, we invited everyone to open the wonder."

The Mark's facade was designed by Swarovski's creative director Giovanna Engelbert.

A rendering of the Swarovski Holiday Wonderland at The Mark Hotel.



"The Mark is a New York City icon, and we are so pleased to bring Swarovski's vision of holiday joy and wonder to this prestigious hotel. For me, gingerbread evokes childlike wonder, inspiring us to dream, so it has been a great pleasure to design an experience that will spark people's imaginations at this magical time of year," Engelbert said.

Izak Senbahar, president of Alexico

Group and owner of The Mark Hotel, added, "With this year's extraordinary holiday display, done in collaboration with Swarovski, we are excited to continue our tradition of creating magical moments at The Mark Hotel. This glittering winter wonderland will bring joy and love you our beloved New York City at the most wonderful time of the year."

As reported, Swarovski's new holiday campaign is fronted by Bella Hadid, who plays a miniaturized playful fairy, with giant bows for wings, emerging from and peeping into huge colorful Swarovski boxes and marveling at the sparkling, super-sized bracelets, necklaces and Christmas stars.

## FASHION

## Iris Apfel Will Design The Royal Poinciana Plaza's Holiday Tree



- The surfboard Christmas tree is designed with bright colors and over-the-top embellishments.

BY LISA LOCKWOOD

**Iris Apfel, the 101-year-old businesswoman, interior designer and fashion icon, will design The Royal Poinciana Plaza's surfboard Christmas tree, which will be**

inspired by her own personal style over the years, featuring bright colors and over-the-top embellishments.

"When I grow up, I want to be Iris Apfel. She is a creative genius who embodies the best of fashion – always fun and fabulous and never taking herself too seriously, exactly the characteristics we hope to embody at The Royal. So who better to design a holiday tree made entirely of surfboards? No one. It is an honor to partner with her and a joy to watch her spectacular vision come to life," said Samantha David, president of WS Development, owner of The Royal Poinciana.

Past designers of the holiday tree have included Libertine's Johnson Hartig, Ashley Longshore, Donald Robertson and Gray Malin.

Apfel's obsession with texture, color and patterns, combined with her more-is-more approach to accessorizing has made her a viral sensation over the past few years. She is known for her quirky style and vibrant personality, and her trademark outfit, round oversized glasses with costume jewelry and printed garments.

"Palm Beach is incredibly dear to me," said Apfel. "It's where I live seasonally, and when on the island, one of my most frequented destinations is The Royal Poinciana Plaza. It's charming, spirited and

home to the most wonderful restaurants and shops. For the past five years, they have partnered with renowned artists and designers to produce a holiday tree made entirely of surfboards, which is really just magical and unexpected. When approached this year to work with The Royal on the installation, I was flattered. What we've pulled together emulates my outlook on life. It's playful, colorful, optimistic and completely unique. I hope everyone who views it smiles, and is inspired to walk to the beat of their own drum."

The reveal and lighting of the surfboard holiday tree takes place Dec. 1 from 6 to 8 p.m. Participating retailers Alice + Olivia, Kirna Zabete, Marissa Collections and Frame, will have clothing and accessories that feel unmistakably Iris, merchandised specifically for this collaboration, available to shop before the reveal.

"We encourage the community to celebrate the icon who calls our island home by taking a page out of her book and attending our reveal event dressed like maximalists," said Dana

Iris Apfel



Apfel tree photograph by Capelhart