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Christmas trees get new silhouettes under the auspices of Hotel Birger Jarl

As in previous years, the design hotel, Birger Jarl has invited some of Sweden's foremost representatives of the world of fashion, design and form to give their purely personal interpretations of the greenest actor of Christmas - the Christmas tree.

At today's preview, 26 November, specially invited guests are shown that this Christmas, the limits to the appearance of a Christmas tree are not only pine needles and resin; this year's exhibition offers both a Christmas tree construction set and heels on the ceiling.

"It feels incredibly inspiring to have the opportunity of working with some of Sweden's absolutely hottest names in the area of fashion and design. Hotel Birger Jarl represents a unique mixture of design, music, exhibitions and creative meetings. This season, we are presenting our fantastic Christmas trees, music inspired by the specially designed rooms and an impressive Christmas concert," said Marianne Hultberg, Hotel Birger Jarl's Managing Director.

This year's Christmas tree designers are an exciting team; their common denominator is that they all choose to question and challenge the traditional values of their respective areas. A Hollywood stylist, a luxury jewellery designer, the Swedish Fashion Council's CEO, Happy Socks, creators of garments with Sweden and the rest of the world as their working area; there is space for them all under the Christmas tree this year.

Happy Socks, hosiery designer
Jonas Hallberg, stylist
Linda Nurk, designer
Lotta Ahlvar, the Swedish Fashion Council's CEO
Nhu Doung, designer
Nikolaj d'Étoiles, designer
POUR, designer
Sophie Gyllenhammar Mattsson, jewellery designer
Swedish Hasbeens, shoe designer
The Local Firm, designer

"To get something to work as a symbol, it must exist as a divided reality among us, but both the original and the reproduction are a representation. The contrast between an idyllic image of the Christmas tree and the hard-packed goods version of exactly the same tree perhaps assumes criticism of mass production and mass consumption.

But where actually is the criticism? Because Christmas on the Christmas card is certainly a mass-produced, mass-marketed image... let alone the actual Christmas tree. Always in fashion for a short season, its life cycle is prescribed and predictable. Of course, the Christmas tree is itself the world's first mass-produced, mass-consumed consumer good." says Linda Nurk, who calls her Christmas tree rePRESENTation.

"I gave the Christmas tree an un-Swedish look with a lot of everything! Tinsel, paste, red Louboutin soles and pictures I've styled of some of my favourite celebrities whom I have worked with through the years. The final touch was the American presidential family, who represent a world in change," said Jonas Hallberg about the MY GIRLS Christmas tree...

The magnificent masterpieces will be on display in Hotel Birger Jarl's lobby for the hotel's guests and others who are interested from 27 November until Christmas.

Hotel Birger Jarl works continuously to develop the hotel's profile, in which Swedish colour, form and design are in focus. The hotel has some 20 rooms and suites, uniquely designed by well-known interior designers, such as Thomas Sandell, Jonas Bohlin and Love Arbén. In connection with the Christmas tree exhibition, the hotel is releasing a CD with newly composed music inspired by the various rooms of the hotel and their atmospheres. On 14-15 December, there will also be a Christmas concert arranged by the hotel, with artists such as Plura, Rebecka Törnqvist, Bo Sundström, Frida Öhrn and others.

High definition images of the Christmas trees and their creators are available for download on
<http://www.birgerjarl.se/pressrum/press.aspx>

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