



CLIVEDEN

PRESS INFORMATION

DECEMBER 2021

**Cliveden's Christmas Tree Unveiled as a Masterpiece in Timekeeping with Bremont**



*“Stop the clock, go back in time and celebrate in style this festive season at Cliveden House”*

*Francisco Macedo, General Manager, Cliveden House.*

Exactly at 19.30 on Wednesday 1<sup>st</sup> December 2021, the lights on the fabulous Cliveden Christmas Tree were officially switched on by Bremont ambassador – Former Royal Marine Commando, ex Special Forces Sergeant and current ‘SAS: Who Dares Wins’ star, Jason Fox.

Almost 100 guests gathered in the impressive surroundings of The Great Hall at Cliveden House, to celebrate the start of the festive season and watched as Jason unveiled the British watch brand Bremont's quintessentially British themed 20ft Christmas tree that had been decorated in double-quick time on Wednesday afternoon.



Guests at the exclusive party included celebrated British Actresses and Bremont friends, Cressida Bonas, Lily Travers and Jessica Brown Findlay and former England rugby union player Will Greenwood MBE, together with friends and VIP guests who sipped the legendary 'Cliveden 66' cocktail and a specially curated Bremont cocktail. Executive Head Chef, Chris Hannon created a delicious array of savoury and sweet festive themed canapes and live music was provided by musicians from 'Wandering Hands', who played festive music during the evening reception.

In prime position in the Great Hall at Cliveden the remarkable Bremont sponsored Christmas Tree proudly displaying a fine balance of navy, red and cream coloured pom-poms of different sizes, which swirled around the stunning tree, the colours giving an elegant nod to Bremont's British

heritage and in between the pom-poms, guest could see quirky Christmas baubles, especially commissioned to reflect aspects of the company's history, including: mini Schnauzer dogs, a tribute to Nick English's pet dog Pedro; red London buses, giving a hint to a fascinating Bremont project that will be unveiled in the coming year. There were also miniature telephone boxes, replicas of the phone box that sits outside Bremont's HQ in nearby Henley-on-Thames and hundreds of mini Land Rover cars, a vehicle proudly driven by both Nick and Giles English.

Sitting on top of the tree instead of the traditional star, is a vintage aeroplane – a fitting nod to the company's aviation roots – and underneath the tree are a selection of beautifully wrapped Bremont gifts ready for the arrival of Santa on Christmas Eve. The Bremont themed decorations continue with a giant wreath displayed proudly in the Great Hall and garlands of large and small pom-poms completing this original festive spectacle.

Celebrating the switching on of the Christmas lights, General Manager Francisco Macedo commented: "We are delighted to have partnered with Bremont as they, like us, have put a lot of passion into creating a product that they can be proud of, and where the attention to detail is evident. This passion, attention to detail and desire to create something truly remarkable has also been carried through to the creation and decoration of the most impressive Christmas Tree, showing our beautiful patriotic colours."

The transformation of Cliveden is complete and the Christmas Party season can now begin with guest visiting this remarkable house to celebrate with friends, family and loved ones.

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Editor's Notes:

**Cliveden House** is a five-star luxury hotel; the building is owned by the National Trust and operated under a long lease arrangement by Iconic Luxury Hotels. Less than 45 minutes west of London and 20 minutes from London Heathrow Airport, the hotel has 47 spacious rooms and suites in the main mansion plus Spring Cottage, a summerhouse on the banks of the River Thames, together with boathouse and boats, luxurious spa and a range of sporting and leisure facilities. The Cliveden Dining Room is complemented by the relaxed informality of The Astor Grill, together with a range of private dining, banqueting and meeting facilities. Cliveden is unique, the setting, architecture and interiors all speak eloquently of extraordinary extravagance and remarkable refinement. There is a palpable sense of history for this is a house that for well over 350 years has been dedicated to the pursuit of pleasure, power and politics.

Cliveden House is a member of Iconic Luxury Hotels, a collection of England's finest iconic hotels which also includes Chewton Glen in the New Forest, Hampshire, 11 Cadogan Gardens in the heart of Chelsea, The Lygon Arms in the Cotswolds and The Mayfair Townhouse, London. Each property has its own character but they share a common commitment to delivering outstanding experiences.

**Bremont** is an award-winning British luxury watch brand, manufacturing mechanical watches in Henley-on-Thames, England. Bremont is making considerable investment with its UK watch making and manufacturing and in 2021 opened The Bremont Manufacturing & Technology Centre, a new state-of-the-art 35,000 sq. ft purpose-built mechanical watch manufacturing centre enabling the full machining and manufacturing of Bremont's watches. Co-Founded by brothers Nick & Giles English in 2002, Bremont has made a substantial impact on the watch making industry in a very short period of time. The brand remains true to its original principles of aviation and military, British engineering and adventure. As well as manufacturing watches for some of the most exclusive military squadrons around the world, Bremont continues to play an influential role in revitalising the British watch industry, the birthplace of numerous timekeeping innovations still used today. The brand is now in the top handful of chronometer producers in the world. [www.bremont.com](http://www.bremont.com)

