

The Goring Unveils Tiara Tree by Royal Jeweller, Garrard

The Goring, the only hotel to have been granted a Royal Warrant for hospitality services by Her Majesty The Queen, partners with fellow warrant holder and world renowned British jewellers, Garrard, on a tiara-themed tree inspired by Garrard's historic tiara's worn by Her Majesty and The Royal Family



LONDON, UK – (September 2022) – A perfect pairing for Christmas 2022, two iconic London houses and Royal Warrant holders have joined together in an exclusive festive partnership. The Goring, the only hotel in the world to have been granted a Royal Warrant for hospitality services by Her Majesty The Queen, collaborates with fellow warrant holder, Garrard, on two tiara-themed Christmas trees inspired by Garrard's tiara's worn by Her Majesty throughout her reign.

The closest hotel to Buckingham Palace, The Goring has been a firm royal favourite since it opened its doors in 1910. Crafting the highest standards of hospitality for over a century by one family, in 1990 the late George Goring accepted an O.B.E. from Her Majesty The Queen at Buckingham Palace for 'services to the hotel industry'. This was followed by the granting of a Royal Warrant to The Goring in 2013 - the only hotel to have been granted a Royal Warrant for hospitality services by The Queen.

Founded in London in 1735 by master silversmith George Wicks, Garrard pioneered the modern concept of jewellery. Appointed the first official Crown Jeweller in 1843, Garrard has proudly played their part in British history ever since, capturing imaginations throughout the world with beautifully crafted designs that inspire and empower. A jeweller to kings and queens, tiaras are inextricably linked to Garrard. With a long history of designing and creating bespoke tiaras for the British Royal Family, Garrard's collaboration with The Goring pays homage to Her Majesty The Queen.

Launching on 22nd November until 5th January, guests of London's grand dame and last remaining family-owned luxury hotel will be able to admire two tiara-themed Christmas trees, designed and dressed by Garrard. The two Christmas trees will be adorned in four kinds of sparkling tiaras; each of these modelled from legendary royal occasions throughout Her Majesty's reign.

Perhaps one of the most notable tiaras modelled on The Goring's trees is *The Girls of Great Britain and Ireland Tiara* (1893) which was highly favoured by Her Majesty The Queen and features in portraits, on

stamps and on currency around the commonwealth. Taking pride of place on top of the trees will be a model of *The Lover's Knot Tiara* (1913) which famously became Princess Diana's signature tiara, and consists of diamonds and a collection of 19 hanging pearls set in silver and gold. Other tiaras include *The Queen Mary's Fringe Tiara* (1919) worn by Her Majesty on her wedding day and most recently by Princess Beatrice on her wedding day in 2020 and *The Delhi Durbar Tiara*, frequently worn by the Duchess of Cornwall (1911).

Commenting on the festive partnership, CEO of The Goring, Jeremy Goring said: *"We are delighted to partner with Garrard and provide guests of The Goring with a sparkling welcome upon arrival. It's the perfect way to kick off our festive season and to continue remembering Her Majesty."*

Garrard's Creative Director, Sara Prentice also comments: "We're so thrilled to be partnering with The Goring on such a fun and festive initiative, this is the perfect year for both Royal Warrant holders to pay tribute to Her Majesty the Queen."

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About The Goring

The Goring was opened in 1910 by Otto Goring and is now the only five-star luxury hotel in London that is owned and run by the family that built it. Deep in the heart of Belgravia, close to Buckingham Palace, The Goring is within strolling distance of the Royal Parks and some of the city's finest shops, theatres and galleries. In January 2013 The Goring was granted a Royal Warrant of appointment to HM The Queen for Hospitality Services and in 2016 The Dining Room was awarded its first Michelin star. The Goring reflects one family's passion for quality, whose members have prided themselves on providing comfort, good food and drink and the most attentive service for over a hundred years. www.thegoring.com

About Garrard

Set in the heart of London since 1735, the House of Garrard's royal legacy lives on in exceptional handcrafted jewels that are the essence of modern elegance. From the legendary setting of the Cullinan I diamond, the world's largest cut and colourless diamond, to glittering tiaras worn at state occasions, this unparalleled heritage remains an enduring source of inspiration for Garrard. After almost 300 years, the House's industry-leading designers, gemmologists and craftspeople continue to be entrusted with extraordinary new designs for royalty and private clients, alongside the exquisite jewels in Garrard's collections, each of which bears the quintessential British hallmarks of heritage and craftsmanship. www.garrard.com

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