

PRESS RELEASE

St Pancras International unveils its blooming festive 2017 Christmas tree

- This year's St Pancras International Christmas tree is designed by luxury florist, Moyses Stevens
 - It took over 15,000 flowers and 1,151 man hours to create the 47ft floral tree
- Ten places at the new Moyses Stevens Flower School to be won for sharing a snap of the tree using #JingleBlooms

14th November 2017: St Pancras International unveiled its spectacular 2017 Christmas tree today, delighting commuters, Londoners, and tourists alike with a hand-crafted 47ft floral sensation, created by the station's very own luxury florist, Moyses Stevens.

Bringing a festive flourish to the station, the hotly anticipated tree is made from over 15,000 flowers and took 1,151 expert man hours to bring the unique design to life.

The tree's branches are interlaced with roses; hydrangeas; delicate anemones; amaryllis, orchids; and dianthus; whilst pretty petals and pine cones are strung around the tree in lieu of the traditional lights. The stunning creation will take pride of place on the station concourse from today until **3 January 2018**.



Picture: The Moyses Stevens St Pancras International Christmas flower tree 2017

Gemma Kavanagh, from **Moyses Stevens florist** comments: "The unveiling of the St Pancras International Christmas tree is eagerly awaited each year, so we were thrilled to be given the responsibility to create this year's show-stopping spectacle. We pride ourselves on creating luxurious, detailed floral displays so we spent a great deal of time experimenting and planning to create a finished tree that will wow visitors to the station. We hope our creation will help fuel the trend for floral Christmas trees, inspiring even more people to enjoy having flowers in their home this winter."

Wendy Spinks, Commercial Director at HS1 comments: "This year's floral masterpiece from Moyses Stevens is the latest in a stunning line up of Christmas centrepieces at the station. In recent years, our Disney Junior, LEGO and Cirque du Soleil trees have all brought their own festive magic to St Pancras International, and this year's much anticipated floral tree continues that legacy."

This Christmas, as well as convenient gift buying opportunities, fantastic food and drink experiences and a festive ambience, visitors to St Pancras International can enjoy exclusive services and products that can only be found in the station:

- From the 11-23 December, Hatchards will host a Christmas pop up on the station concourse, providing a same day collection service, pre-wrapped books and expert advice for gift buyers
- Aspinall of London will provide a free and exclusive personalised ribbon service, and stylish stationer, kikki.K will offer complimentary gift wrapping with all purchases
- Festive menus will be available at our range of bars and restaurants including, Prime Burger, Searcys and The Betjeman Arms
- New Calvin Klein, Ted Baker, Chanel and kikki.K stores will be open for their first Christmas season
- A whole host of exciting music experiences will entertain onlookers, including the annual Christmas in the Community programme which sees a different choir perform in the station every day throughout December

Moyses Stevens and St Pancras International are also asking visitors to share their pictures of the stunning Christmas tree using #JingleBlooms. A social competition perfect for budding florists, ten lucky winners will receive two tickets for the [Moyses Stevens Flower School](#), Battersea Power Station - a prize worth £500*.

For more information on the Moyses Stevens Christmas tree, music, arts, culture and retail events happening in the station, visit <http://stpancras.com> and follow @StPancrasInt.

ENDS

For further information about St Pancras International, contact Clarion Communications on 020 7479 0910 or email HS1@clarioncomms.co.uk.

Notes to Editors

St Pancras International is renowned for its unique Christmas trees, following collaborations in previous years with Disney Junior, LEGO, Cirque du Soleil and Fortnum & Mason.

*Full T&C's available upon request and at www.stpancras.com

- 10 winners each of which will be allocated a plus one
- Prize worth a total of £250 p/p
- Prize date subject to availability in January 2018

Christmas gift buying at St Pancras International

Perfect Gift Generator

The 'Perfect Gift Generator' is a free tool on the St Pancras International website where shoppers can search all products sold at the station by recipient, price, and gift type – helping to make their festive shopping that little bit easier.

Extended opening hours

Throughout the Christmas period St Pancras International will have extended shopping hours from 7.30am until 10pm to allow shoppers extra time to hunt down their perfect presents. For the full range of retailers at St Pancras International and Christmas offers please visit www.stpancras.com/christmas.

Christmas music events at St Pancras International

14th November – Christmas tree launch

Exclusive performances from:

- 12pm - Charlie Hole
- 12:45pm - Dan Bettridge
- 1:30pm - Wide Eyed Boys
- 3:30pm - Ava Rene
- 4:15pm - O&O
- 5pm – Levina
- 6:30pm - West End Musical Choir

Where: Christmas tree, St Pancras International

Book: free, just turn up

1st December – Christmas in the Community Launch

Join us at the stunning St Pancras Christmas tree for exclusive musical performances as part of St Pancras International's annual festive music programme which continues every day throughout December until Christmas Eve.

Where: Christmas tree, St Pancras International

Book: free, just turn up

About St Pancras International Station:

St Pancras International station is a unique Grade I listed building owned by HS1 Ltd. Offering a wealth of stylish and premium shops, bars and restaurants all under one iconic roof, the venue is a destination, in its own right, as well as a world-class station.



Known for its calendar of new and exciting arts and music experiences, there's always something new to discover. From now until December 2017, visitors can appreciate the Terrace Wires public art installation – an impressive 16m wide mechanical work by RA artist, Conrad Shawcross.

Visitors can also experience St Pancras International's free-to-play jukebox and station pianos, played by world famous stars including Elton John and John Legend, as well as the public day to day.

For more information about the station and its premium retailers, including Fortnum & Mason, Searcys, Whistles, kikki.K, plus recently launched Ted Baker, Chanel and Calvin Klein, visit <http://stpancras.com>.

*Support our bid for London Borough of [Culture Camden Council](#)

About HS1 Ltd:

HS1 Ltd has the 30-year concession to own and operate High Speed 1, the UK's first section of high speed rail, as well as the stations along the route: St Pancras International, Stratford International, Ebbsfleet International and Ashford International.

About Moyses Stevens:

Since 1876 Moyses Stevens has been known for the artistry and quality of its floristry. The Moyses Stevens story is steeped in history - not only are they famed for introducing the hand tied bouquet, their impressive designs have won two royal warrants and put British floristry on the map. Over the years they have held the Royal warrant for Her Late Majesty Queen Elizabeth The Queen Mother and currently hold the highly prized Royal Warrant by the appointment of HRH The Prince of Wales.