



Fortnum & Mason

Bespoke External Christmas Tree Display



FORTNUM & MASON
PICCADILLY SINCE 1707

Task: Working with Fortnum & Mason's own Display Managers to design a bespoke external Christmas tree display that was in keeping with Fortnum & Mason's image and which did not create a risk to the public or the installation team.

Scheme: A display of 14 real trees decorated with lights along the balcony of the Fortnum & Mason shop front and additional trees on the high level railings.

Description: Because the retail industry start to think about Christmas early and need their real decorated Christmas trees installed for the first Sunday in November, we take special measures to make sure the trees are selected for their longevity. Special care is also taken when hand picking the trees for this job, to ensure they are all of a uniform size and shape. We even take the added precaution of taking extra trees just in case a tree does not look exactly perfect when in position. Frosts have been associated with Fortnum & Mason since 2005 and are well practiced at being on-site for the 6am installation time.

Platform towers are used to install the trees on the high level railing, while the staff installing the 14 trees on the canopy are safely harnessed to a guide line running along it. The trees are placed in specially constructed box stands which support the trees and hold the ballast. The stands are painted using the same colour paint as the Fortnum & Mason

shop front. At Frosts we understand that it is the attention to the smallest of details that can make a difference between a doing a job and doing a well executed job.

With the early start we have the platform towers packed up and teams off the canopy for the 11am opening time, thus minimizing the impact on the pedestrian traffic. Frosts Christmas tree services are very proud of our Health & Safety record. We only use staff that are fully trained and certified in the use of the equipment that they require. In this case the team will hold current IPAS & PASMA certificates.



Once the installation is complete, and before they return to the depot, several of the installation team take the opportunity to do a spot of special Christmas shopping for their lucky wives!!

Another Christmas made simple by Frosts Christmas Tree Services

Client: Fortnum & Mason