CHRISTMAS & PARTIES

HOUSE OF HUD

Turning the ordinary into the extraordinary

TURNING THE ORDINARY INTO THE EXTRAORDINARY

Which Theme will you discover?

WELCOME.

Who we are

The House of Hud themes for 2016 - 2017 entwine old tradition with an invigorating twist, each theme transporting your guests to another world. Whether you are looking for a warm and intimate atmosphere or a party that is dynamic and bold; look to House of Hud to transform your event this festive season.

Our team can beautifully decorate venues for corporate or private Christmas events - ideal if you're looking to amaze your guests at your office Christmas party and New Year's Eve celebrations! We are also always pleased to work with event organisers and production companies on large scale events.

Bold and Bright, Three Kings, Winter Wonderland and Nordic are stand-out and distinctive themes that will transport you in to another world. Each theme has been designed and created in-house, meaning your event is totally unique to you.

Each theme includes hand selected props and accessories to complement the bespoke pieces that are designed and made in-house. Our unique chandeliers are designed and crafted by the House of Hud team to complete each look; whether it be a spectacular birds nest with cascading micro lights for Winter Wonderland, or an antler adorned chandelier to complement the Nordic theme.

We also have 9-foot-tall flocked and pre lit trees, garlands and wreaths chosen and colour matched for every look; whether it be a regal champagne, a frosted pink fir, royal white pine or a traditional green fir.

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BRIGHT & BOLD

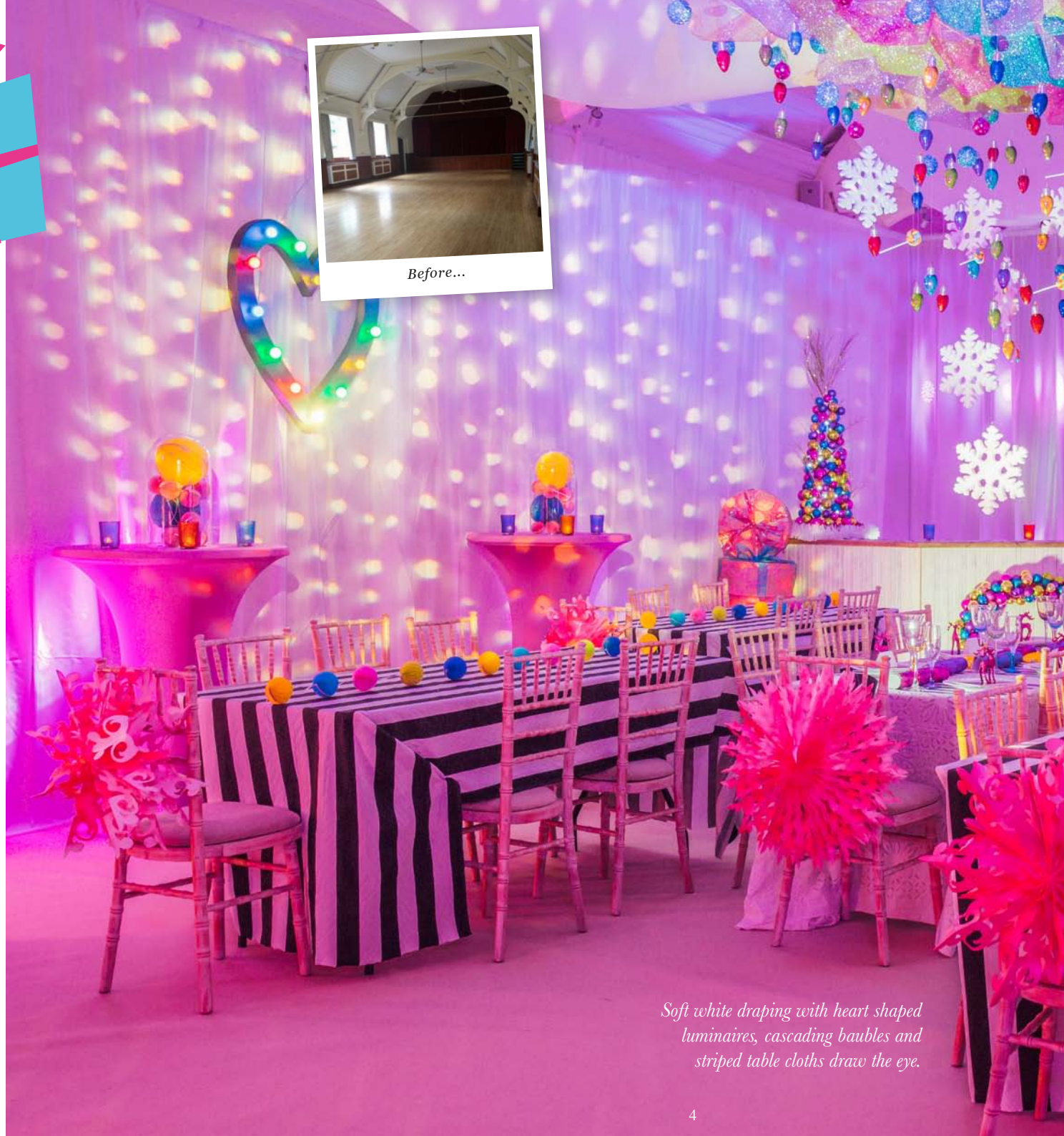
There has been an insurgence of novelty or kitsch items in recent years which has formed our inspiration for our Bright and Bold theme. This theme transcends perfectly for a Christmas Office Party, as it's fun, fresh, and has the 'peacock' effect – lots of exciting and interesting talking points to rouse your guests!

We love our 9-foot-tall frosted pink firs, flocked, lit, and match made to our frosted pink garlands and wreaths. Or perhaps our 2-meter-tall, pre-lit iridescent and black shimmery cone trees will take your fancy, adding height and decorum to the occasion.

New for Christmas 2016, ZapLites® allows you to illuminate your lights from the palm of your hand! Download the app and point the camera at any colour, and the lights will change accordingly. The lights will also dance to any music (or singing!) set. Or let our interactive revolving musical tree dance, jingle and revolve to the music that you are playing.

For a real statement piece, our illuminated LED Reindeer antler head is a fresh look to the traditional mounted stag head and come in a range of colours including red, purple and white.

Pantone 192	Pantone 021	Pantone 122	Pantone 363
Pantone 311	Pantone 219	Pantone 223	



Before...

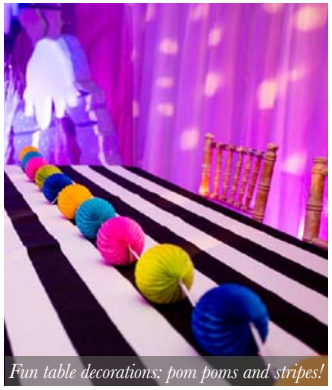
Soft white draping with heart shaped luminaires, cascading baubles and striped table cloths draw the eye.

BRIGHT AND BOLD

Choose stand-out pieces with pop-art colours and interesting textures to draw the eye and keep it fresh on a white background. Holographic and iridescence are two illustrious trends which have transcended into our Winter Bold and Bright theme and are a great way to ensure your festive party – whether it be for at your office, your home, or a hotel - is fun, fresh and invigorating.

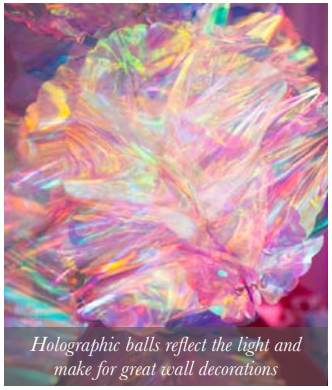
Sparkly deer table decoration

Make a feature of your ceiling with multicoloured round and cone shaped baubles, with draping



Fun table decorations: pom poms and stripes!

Heart Luminaires create a focal point for dance areas



Holographic balls reflect the light and make for great wall decorations

Decorate the bar with baubles and stacking boxes!

Just a few of our favourite things - candy canes, rainbows and lollipops!

9-foot-tall, pink, flocked Christmas fir

Stacking boxes, pink snowflakes , twinkling parasols and candy canes add an element of fun. You can never have too much with Bold and Bright!

THREE KINGS

Look to create a Christmas party that inspires and challenges tradition with the Three Kings.

Traditionally, the Kings journeyed not on the 25th of December, but on the dusk of January 5th. If you are having a post-Christmas party celebrations, Three Kings is the perfect way to continue the traditional festive theme.

The Three Kings, Melchor, Gazpar and Baltasar parade on huge, decorated floats throwing sweets for all the children waiting excitedly for their arrival, leaving their shoes out the night before to receive their gifts. These ancient traditions are now more often than not making way for 'Papa Noel' however, so create your own Three Kings inspired Christmas party with our team.

Tell the story with Kobbah lighting, or a Moroccan style bar to serve up your drinks in style. Don't forget to captivate your guests with our 9-foot-tall, pre lit and flocked champagne Christmas trees, with regal champagne wreath and garlands to match. Or deck your tree with gems, crowns, and trios of gold kings.

Complete the story with our pentagram star chandelier, wrapped with fairy lights and hung from any high point in the ceiling. To make your ceiling look even more like the sky at night, add giant gold hanging ornaments.

Pantone 2603	Pantone 241	Pantone 228	Pantone 202
Pantone 200	Pantone 1665	Gold	

Golden thrones, giant palm trees and Three-Kings-Inspired centre pieces will ensure every guest feels like royalty

THREE KINGS

It is the attention to detail with the props, décor and accessories that helps to build the story of The Three Kings. From 2m tall giant golden palm trees, to gilted thrones, feel like a true King (or Queen!) with The Three Kings theme.

Two Kings shrouded with palm trees

Christmas stacking boxes are versatile and make great use of space

The star chandelier is a striking centrepiece and can be covered in tinsel

Gold tinsel Christmas tree

Tree and Embroidered star decorations

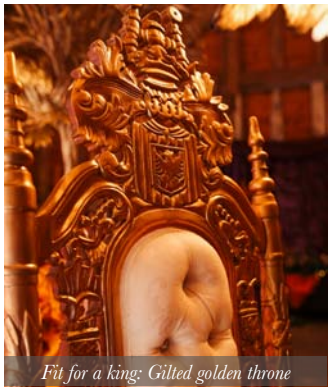
Moroccan Lantern

Table top crown

Golden palm tree

The Three Kings can be used as a centre piece, a coffee table or adorn any part of the room

It's all in the details: Crown and bow garlands


Fit for a king: Gilted golden throne

WINTER WONDERLAND

Create an enchanting and whimsical winter wonderland themed event. A true classic, the Winter Wonderland theme will enthral your guests with snowy accents such as log cabins, icicle bunting, miniature log houses, and dangling giant snowflakes.

Our bespoke draping service builds a blank canvas on which to build your Winter Wonderland on, or we can work with you to incorporate the Winter Wonderland colour palate, making a feature of the room.

Create beautiful and original Christmas centrepieces with silver candle holders entwined with gems and white roses, adding silver accents with glittery stars and silver table-ware.

Our 9-foot-tall flocked and pre-lit white Christmas Fir, with garlands and wreaths to match, compliments the Winter Wonderland theme beautifully.

Pantone 7541	Pantone 2705	Pantone 2726	Pantone 2746
Pantone 253	Pantone 2385	Silver	

White draping accentuates the focal points of the room, whilst the Winter Wonderland chandelier draws the eye

WINTER WONDERLAND

Our unique Birds Nest chandelier with cascading micro lights and hanging gems is a real show stopper, and adds an extra dimension to the Winter Wonderland. Some say you can never have too much of a good thing, which is certainly true when recreating your own Winter Wonderland.

A contemporary setting for guests to relax

Candles add to the ambience

Christmas tree by candle lights

Icy inspired centrepieces

Miniature Christmas scene

9-foot-tall pre lit and flocked white Christmas fir

Winter Wonderland cascading chandelier

Wreath Decorations

Stunning 8ft tall LED trees create a striking centrepiece inside a venue or as a feature outside it

NORDIC

One thing Scandinavians know better than anyone is the harsh reality of Winter. Knowledge built up over hundreds of years from a region which has faced and embraced this climate means there are no better people to look to for inspiration for a warm and festive Christmas.

Built on the essence of practicality and the nature around them, the Nordic iconic neutral interior entwines natural elements from timber to natural garlands, making for the most beautiful backdrop with twinkling microlights, hessian and twine.

As nature comes to the fore around Christmas time, it is common for the exterior of the home to be decorated with natural wreaths of green leaves and berries. The natural world is decorated and celebrated as part of the regional tradition, so to decorate your own natural world we recommend our traditional, 9 foot, pre-light Christmas trees, matching wreaths and 6 foot garlands.

Our rustic deer antler chandelier really embodies the essence of Norwegian Christmas, and can be mounted onto any wall, ceiling or even beams!

Pantone 465 | **Pantone 469** | **Pantone 385** | **Pantone 350**

Pantone 032 | **Pantone 1805** | **Pantone 188**

Before...

Fairy lights are an enduring classic never failing to create a festive atmosphere. Nature comes to the forefront in a Nordic Christmas with red, white, hessian and fir

NORDIC

As nature comes to the forefront around Nordic Christmas time, take your inspiration from nature with flocked fir trees, pine cones and red berries. Hessian and twine complete the look.

Traditional wreath with fairy lights

Hand crafted antler chandelier

Hessian, micro lights, and miniature bird house and candles centrepiece

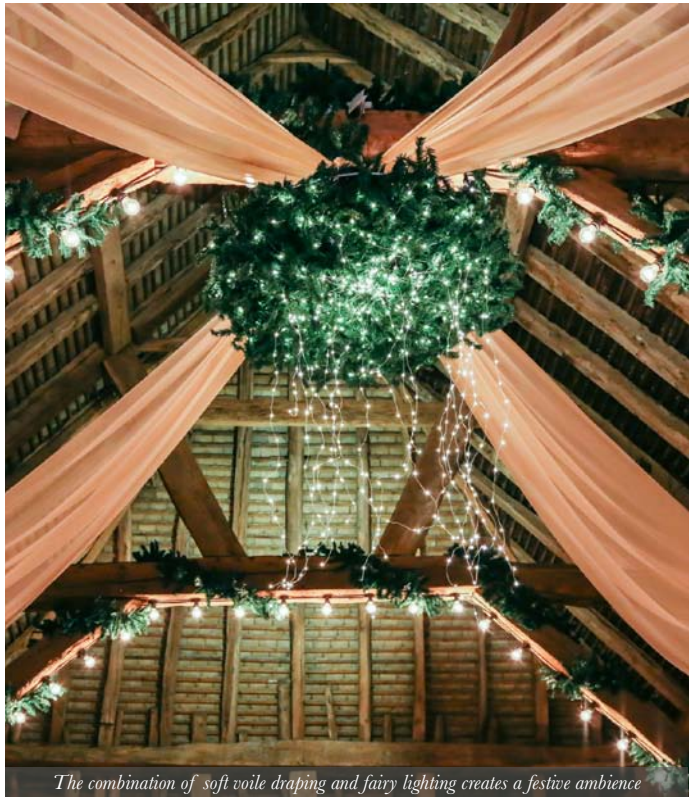
9-foot-tall, pre lit and flocked traditional fir

Deer Candleholder

Miniature bird house

This Deer decoration can be used as a centrepiece, on coffee tables, or on the mantelpiece.

Deer décor


The combination of soft voile draping and fairy lighting creates a festive ambience

It's all in the details: Acorns, berries and star shaped stirrers

LA ROUGE

TENT IT!

PLANNING YOUR Christmas party in a marquee? The warm and traditional red velvet interior of our La Rouge tent will really set the scene.

La Rouge's sumptuous red velvet linings create a warm and inviting atmosphere that are perfect for festive and New Years Eve parties. We also supply 25Kw and 50Kw heaters to keep your guests cosy on long winter nights! Hard flooring is an excellent addition to ensure your tent is truly party ready.

You can also hire a range of props and accessories to complete the La Rouge look. The black Moroccan bar and black and gold sofas, complete with matching bolsters create the ultimate in chill-out areas.

A mirror ball looks stunning in the ceiling of La Rouge

Preparing for guests

Dine and Dance away in La Rouge tent!

Sumptuous red velvet creates depth and drama, whilst light bouncing off these opulent linings evokes a richly sensual mood, perfect for Christmas

TOP 3 CHRISTMAS PROPS

THREE TOP DIY theming tips from décor experts House of Hud to help whether you're dressing your office reception, canteen or just adding some festive cheer at home, here are some top props for a big impact.

Use these tips for inspiration around the home, or you can get them from our team for a one stop Christmas shop to complete the look for your Christmas festivities.

LED rabbit lamp

TOP TIP

If you are planning on using yours outside, make sure to get weather-friendly lights, and simply wrap around plants and trees.

Cascading chandelier lamp

1.MICRO LIGHTS

Also known as rice or angel lights, these are tiny, dainty lights attached to an almost invisible, mouldable wire. They are ideal for wrapping around plants and trees, draping down spiral staircases or using underneath fabric such as tablecloths for a magical glow.

Have as many or as little as you like to create the look

Glitter twigs

2.STACK OF FESTIVE BOXES

These are a great space filler and come in all themes, or can be covered with fabric or wrapping paper to match a look. Boxes stacked in different ways and tied with a large bow is a top prop used by Harrods at Christmas time!

3.BUNDLES OF GLITTER-TWIGS

These create an organic feel to Christmas displays, adding texture to garlands, wreaths and trees, woven together to create an arch or added to the façade of a building. They don't create mess like living plants and can be stored easily to use for the following year.

TOP 4 CHRISTMAS SMELLS

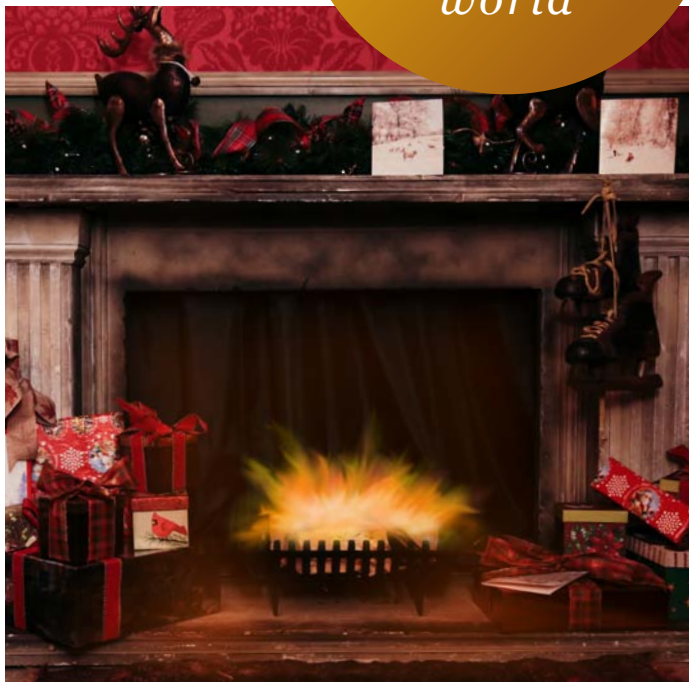
Use scent to transport your guests into another world

Our sense of smell has a unique ability to instantly transport us to feelings of nostalgia. Make your event truly multi sensory with our scent machine.

Our team can scent your event with unique smells from cut grass, to the earthy scent produced when rain falls on dry soil, Petrichor, to elegant scents of fig and cassis and Royal Oud for a sensual scent. There are hundreds of different scents that will reflect the tone and ambiance.

Start by choosing the theme for your event, then look at what is naturally around in the tent/venue and choose items and scents that will enhance what is already there.

To help get you started, here are our top four Christmas smells.



1.NORDIC
LOG FIRE, GINGERBREAD, MULLED WINE

Gingerbread will remind you of the warm, baking spices of cinnamon and clove mix with ginger, and just a hint of sugar. Or perhaps a Mulled Wine, with its warm and spicy aroma with just a hint of cinnamon will tide you over this Christmas. For an earthier smell, entice guests with with the Log Fire aroma, with it's warm, woodsy fireplace scent.

3.BOLD & BRIGHT
CONFECTIONARY

What else could we put forward for the Bold and Bright theme but the delicious Candy aroma? Sweet and sugary, it is reminiscent of an olde sweet shop from times yore.

2.WINTER WONDERLAND
SNOWFALL AND SNOWY FOREST

The crisp ozonic freshness with new fallen snow is synonymous with Winter Wonderland – and is designed to mimic the feeling of peace and tranquillity after a fresh snowfall. Snowy Forest has a note of pine, combined with the dewy freshness of just fallen snow.

4.THREE KINGS
FRANKINCENSE, ROYAL OUD, CHRISTMAS SPICES AND ORANGE

Following tradition, we recommend a burning Frankincense, derived from the sap of the Boswellia tree, and has piney and lemony top notes, combined with a sweet, woody aroma. Or perhaps try a Royal Oud, with it's stylish and warm fougere fragrance with a beautiful kaleidoscope of woody, aromatic green and spicy nuances. Christmas Spices and Orange is the epitome of Christmas aromas, with notes of orange and spices

CASE STUDY: ITAB

ITAB, AN INTERNATIONAL manufacturing company, came to House of Hud with a strong vision for a 'Moroccan Bazaar' for their canteen. We interviewed Jeremy Fifield, Manager and Head Draper, on this project last year for ITAB.

Paying particular attention to warm lighting and a festive colour pallate, Jeremy knew the Three Kings theme would look ideal.

'For the Three Kings look, getting the colour combination right is key. We used alternate burgundy and orange drapes to offset the amber lighting brought through with kobbah lanterns and lamps. It's pivotal that the correct 'warmth' of lighting is used, as it transcends hugely to the overall 'feel' of the theme!'

The result was a complete transformation of the canteen, made even wilder as it was the client's first experience with House of Hud's event transformation, making it even more of a surprise when the transformation was complete!

'So when ITAB came back to us with a completely different look for this year, we knew it would be extra special. Particularly as the guests will remember the previous Moroccan Bazaar theme, and the contrast with this year.'

'The brief was an Après Ski theme.' Says Jeremy.

'It was the client's first experience with House of Hud's event transformation, giving the ultimate 'wow factor' when the transformation was complete!

'So we worked our Winter Wonderland theme with the classic alpine ski lodge into ITAB's canteen. For the look we created bespoke antler chandeliers, which look absolutely fantastic and were designed and crafted in house.'

'We also draped their tent using a printed wood panel fabric which gives a rustic plank effect, hanging flat against the interior of the tent.'

'A challenge we faced was sourcing fabric which colour coordinated with the fabric that ITAB has sourced. However we pooled our resources together and garnered fabric which complimented the wood panel fabric beautifully. It is then all topped off with wooden props and accessories, with barrels, wooden effect and hessian linings over cream.'

'It's great coming back and working with the same frame as a blank canvas, and using different mediums to transform it each time.'

Jeremy adding the final touches!

Canteen before transformation

CREATING YOUR UNIQUE DÉCOR

EACH OF THE LOOKS created for our Christmas offerings has come from our dedicated team, and creating a lot of that ourselves means that each event is unique to you with in house designed and crafted chandeliers, furniture, props and accessories. So whether it's our Scandinavian-inspired chandelier, with ochre draping, flocked wreath and cascading micro lights, or our prismatic baubled coned Christmas trees, each signature creation from us is unique to us and in turn to you.

Cascading Winter Wonderland chandelier

Adding the finishing touches!

Simple yet effective: Deer antler chandelier

Rearranging the decorations

Star chandelier burning bright

Lining up the baubles

Voila!

Gluing the baubles on…

Jessica's personal work

CAPTURING CHRISTMAS

PROFESSIONAL PHOTOGRAPHER JESSICA MILBERG GIVES US SOME TIPS ON GETTING THE MOST OUT OF YOUR CHRISTMAS SNAPS

JESSICA MILBERG, professional photographer for 18 years, has shot everything from commercial products to portraits, weddings, and anything to do with people! Here, Jessica gives an insight on why she loves Christmas, and her project with House of Hud.

Christmas has always been one of my favourite holidays, primarily due to the abundance of biscuits and an excuse to eat hors devours and other miniature sized foods to my hearts content. But more than that, I have always loved that Christmas is that one time a year when the world around us transforms into magical environments of childhood fantasy. Everything glitters and glints and the explosion of pattern and colour makes even the biggest Grinch's eyes sparkle just a little bit.

So when Katherine Hudson of House of Hud asked me to photograph her new holiday styling venture, I nearly sprouted antlers with excitement. The thing about the team at House of Hud is that no matter what the challenge, they do everything big. As the photographer for the project I wasn't required to be on site until everything was mostly set up so every day I walked in was like being hit with the big reveal from a television make over show. Every day was a new "look", a new visual challenge to capture the spirit of.

> "Every day I walked in was like being hit with the big reveal from a television make over show. Every day was a new "look", a new visual challenge to capture the spirit of."

The biggest challenge on this project was light. Light, especially when its integral to conveying the mood of a scene, can be hard to capture. I think many of you budding shutter bugs would agree that during the short days of the holiday season, capturing the Christmas magic in your own home doesn't always result in images you like. The way I like to overcome this challenge (not just professionally but in my personal images as well) is to get to know my camera and my flash. Indoor light during the winter be it candles, tree lights, roaring fires, or simply lamps, give off a warm yellow/orange glow. This light is what sets that lovely cozy warm feeling we get at Christmas time but it can also be dark and make your loved ones look like oompa loompa's. Turn that flash on and all of a sudden the warmth is gone and your mother in law's eyes have revealed the true red demon underneath.

TURNING THE ORDINARY INTO THE EXTRAORDINARY

House of Hud

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Love My Dress · West Weddings · Mr&MrsUnique · The 2015 Wedding Industry Awards Regional Winner · Rock'N'Roll Bride · Whimsical Wonderland Weddings · Little Black Book Member 2015

From stunning tents and unique furnishings, to handmade props and magical draping,
Event experts House of Hud have events well and truly covered.
Email info@houseofhud.com to find out how we can transform your event, or look to ArabianTents.com

Unique Marquees – Bespoke Events – Signature Décor