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ICONIC LIBERTY STORE CELEBRATES CHRISTMAS IN ITS 150TH ANNIVERSARY YEAR – WITH A LITTLE HELP FROM THE PUPPET COMPANY



As Liberty, the much-loved London store and heritage-listed icon, unveils its annual festive extravaganza in its 150th anniversary year, it has announced its windows and indoor displays are playing host to a specially designed Christmas Liberty Elf – or rather elves.

And The Puppet Company, through its plush Wilberry Toys division, has helped to bring these elves to the famous London store.

The creation of an enchanting character to celebrate Christmas in the year of Liberty's 150th birthday was undertaken by Liberty's in-house visual concepts team, which came up with the idea of making every window a glimpse into the elves' workshops, showing the makers at work on Liberty's Christmas gifts.

Bringing the concept of the whimsical, cheeky Liberty Elf to reality required a careful balance of fantasy and form, and a meticulous attention to detail.

The face of the Elf was designed and brought to life through expert embroidery. Liberty Tana Lawn™ Tudor Dream print fabrics were used to clothe the elf, including a pinafore dress in deep purple – a signature Liberty branding colour which Wilberry matched precisely. The outfit was completed with a miniature apron pocket and finished with a matching ribbon to the hat and neckline.

Pink, lilac and blue colours were used in the iconic Tudor Dream print for the collars, leggings and sleeves, all of which feature illustrations inspired by the store itself. Elf boots, shaped out of the Liberty fabric, completed the look. With a bespoke Wilberry hangtag featuring the iconic Elf on the back, every detail was expertly executed.

Every elf is made to the same specifications, but the fabric, cut from different sections of the Tudor Dream design, gives each one a distinct look and personality.

The Liberty team worked alongside a network of talented makers and creators from across the UK – including The Puppet Company, whose sister company Wilberry Toys was asked to bring together all the diverse materials to produce multiple version of the elves. And Wilberry Toys did just that, getting thousands of elves ready to celebrate Christmas at Liberty in Regent Street, London.

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In fact, the elves can be spotted not just in the store's windows but scrambling and scampering around the shop itself, transforming the Liberty London store into a festive wonderland.

The result – branded with the Wilberry name – can be seen on the Liberty website, its Instagram feed and, of course, by visiting one of London's most popular Christmas displays every day until the 24th of December.

As well as spotting the Liberty Christmas Elf around the store you can buy one! More than a decoration, it's a tiny custodian of festive cheer, ready to watch over mantels, hang from a tree or tuck into a Christmas stocking as a delightful surprise.

Sue Lockey, Owner & Co-Founder, The Puppet Company, says: "The Liberty Elf is a charming and memorable addition to Liberty's famous displays and a wonderful treat for the thousands of Christmas visitors to this iconic store. We're thrilled to have played a part in the Christmas celebrations of one of London's most famous stores in this highly significant anniversary year and loved seeing the Elf on display."