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# Christmas Lights in London

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# NDA NEWS

## CHRISTMAS LIGHTS IN LONDON

Nothing is more special than the build up to Christmas in City with sparkly lights, Keep reading to find out where to go to see the Christmas Lights in London ahead of the Christmas shopping rush.

### Oxford Street:



If you're in search of beautiful Christmas lights this winter, Oxford Street is an excellent starting point. The bustling shopping street is reintroducing its showcase of hanging stars that create a delightful spectacle in the nighttime sky. They have a truly enchanting appearance.

Similar to the lights in 2022, this year's display is crafted from budget-friendly materials, featuring 300,000 LED light bulbs and recycled plastic. This design choice makes the lights 75 percent more energy-efficient.

Regent Street, one of central London's largest and most upscale shopping hubs, holds the distinction of being the inaugural road in the city to showcase Christmas lights in 1954.

### Regent Street:



To this day, it continues to host one of the most remarkable displays every winter.

The 'Spirits of Christmas' light exhibit spans Regent Street and St James, featuring 45 large-scale installations arranged as if playing trumpets.

Comprising hundreds of thousands of individual LED lights, this display creates a captivating and festive atmosphere.

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A traditional part of London's Christmas experience, Carnaby Street's festive lights are consistently extraordinary, brightening the thoroughfare with whimsical and diverse tributes, ranging from rock bands to robins to outer space. This year, the street promises to transport Londoners to a 'Carnaby Universe,' dynamic vortex of neon colour and light waves.

## Carnaby Street:



In its fourth consecutive year, the shopping street is partnering with the refugee charity Choose Love. A Choose Love pop-up store will open on November 22, allowing visitors to purchase essential supplies and life-saving interventions for refugees and displaced individuals worldwide. Additionally, Choose Love merchandise will be available for sale, with proceeds contributing to support during the crucial winter months when assistance is most needed.

In December, Covent Garden's Piazza stands out as one of the most Christmas-themed spots in London. The grand illumination event is set for Tuesday, November 7, promising a spectacular experience with the largest-ever light display. A total of 30,000 LEDs will illuminate the impressive 18-meter Christmas tree, creating a dazzling spectacle.

## Covent Garden:



Additionally, the Market Building will be adorned with new and festive decorations, taking the form of oversized bells. Get ready to be captivated by the festive transformation of Covent Garden's Piazza



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## CELEBRATING LITERATURE AT ST. PANCRAS

The 12-meter-tall masterpiece serves as more than just a festive centrepiece it stands as a literary wonderland inspired by the enchanting realms crafted by authors.

### St Pancras International



The installation is in collaboration with Hatchards. Which is an English bookshop claiming to be the oldest in the United Kingdom. Within this grand tree are eight inviting corners where individuals of all ages can fully engage in the enchantment of the Christmas season, both metaphorically and literally.

Each seating is furnished with speakers that enable you to pick a five-minute segment from an audiobook, exclusively curated by Penguin Books. The variety includes sixteen diverse audio options, showcasing the works of authors such as Charles Dickens, Beatrix Potter, Zadie Smith, and others.



This serves as an ideal, complimentary experience for families or a tranquil pause during your exploration of St. Pancras.

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This wonderful Festival display not only honours literature but also promotes a respite from screens, fostering a more profound connection with the pleasure of reading.



In a landscape where platforms like BookTok and social media trends have contributed to a 25% surge in the reading habits of young individuals, St. Pancras and Hatchards aspire to motivate a rediscovery of the transformative influence that books hold.



St. Pancras International is more than just the esteemed host of Hatchards, where recent events and book signings have featured prominent figures like Richard Osman, Nick Hornby, and Ian McEwan.

The station has a rich literary heritage, dating back to its association with Sir John Betjeman, the Poet Laureate and railway enthusiast, who played a pivotal role in preventing the station's demolition in the 1960s.



Additionally, its strategic location near The British Library, home to invaluable manuscripts from various corners of the globe, further underscores its deep connection to literature.

It's more than a decoration for the festive season it's an immersive reading adventure that transports passengers and commuters to captivating new worlds. Visitors will surely be blown away and taken in by the magical display. Perfect for a day out on London even if you are not travelling anywhere from St Pancras International.



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## BEOND - AIRLINE

Beond, the aviation industry's groundbreaking venture set to redefine the concept of premium leisure travel. Pronounced "beyond," this luxury airline is poised to become the world's first premium leisure airline, aiming to provide passengers with an unparalleled private jet experience.



What sets Beond apart is its unique approach to luxury air travel. Departing from the conventional wide-body aircraft commonly associated with exotic destinations like the Maldives, Beond has chosen to revolutionise the experience using narrow-body aircraft. The decision to use narrow-body planes adds a touch of exclusivity, emphasising the bespoke nature of the service.

The hallmark of Beond's commitment to luxury is its all-premium cabin, featuring lie-flat seats that share components with the esteemed Ferrari cars. This collaboration with Ferrari ensures not only the utmost in comfort but also a touch of automotive elegance at 30,000 feet. Passengers can expect a seamless fusion of cutting-edge aeronautical engineering and the sophistication synonymous with the iconic Italian sports car manufacturer. Based in the Maldivian capital, Malé, Beond is strategically positioned to cater to the premium leisure market.



The airline is slated to commence operations in the fall of 2023, promising a level of opulence that transcends traditional travel norms. Initially, Beond will operate a fleet of Airbus A319 aircraft, known for their agility and efficiency.

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The airline plans to transition to the larger Airbus A321 as it expands its reach and services. Dubai and Delhi have been revealed as Beond's first two confirmed destinations, inviting travellers to experience luxury in the skies en route to these vibrant and culturally rich cities.

These initial routes set the stage for Beond to showcase its commitment to delivering an elevated travel experience from the moment passengers step on board. With its focus on providing an exclusive and personalised journey, Beond is poised to redefine the standards of premium leisure travel.

As the airline takes to the skies, passengers can anticipate an extraordinary blend of comfort, style, and sophistication, making each flight with Beond a memorable journey beyond the ordinary.

Some of the features include offering full Bluetooth audio connectivity for devices. Each seat also features both a USB port and power outlet to easily charge them as well.

According to a source, In alternative regions such as Asia, Beond intends to engage in direct competition with existing carriers, aiming to distinguish itself through the delivery of superior service.



According to Feuerherd, "The Maldives is a market capable of filling an aircraft, even one predominantly composed of economy class seats. However, this has resulted in the Maldives potentially losing high-end passengers who, in the absence of suitable transportation options, opt for alternative destinations. This is precisely where our strategic positioning becomes crucial."

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