



**PRESS RELEASE
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TIME TO CELEBRATE

EQ unveils a winter wonderland with Christmas tree lighting and Grand Seiko collaboration.

KUALA LUMPUR, 17 November 2025 – Christmas begins at EQ, Kuala Lumpur with the official lighting up of its magnificent 30-foot Christmas tree. This time-honoured legacy has been in existence since the days of the original Hotel Equatorial, over 50 years ago, and is a cherished tradition in Kuala Lumpur’s Number One City Hotel.

On 17 November 2025, guests gathered in the glittering elegance of the sparkling foyer together with Donald Lim, Chief Executive Officer of Equatorial Group, members of the Lim family, Justin Lee, General Manager of EQ, Anna Lee, General Manager of Sincere Watch Sdn Bhd, Ida Idris-Low, Managing Director of Grand Seiko Asia-Pacific, corporate guests, media, and friends of the hotel for the grand light-up.

Carollers from Muse & Fuse filled the air with festive songs before Justin Lee officiated the lighting ceremony. This year the EQ Christmas tree shifts from the traditional colours of the Yule season to a dazzling winter white palette as the hotel makes history with its collaboration with Grand Seiko and Sincere Fine Watches, blending Japanese artistry with EQ’s hallmark warmth and generosity in a season dedicated to beauty, time, and giving.

Grand Seiko: Alive in Time at EQ

The Grand Seiko “Alive in Time” Exhibition, presented by Sincere Fine Watches, will run from 14 November 2025 to 4 January 2026. The showcase celebrates the quiet brilliance of Japanese watchmaking, inspired by frost-covered landscapes and the serene passage of time.

Echoing the artistry of Grand Seiko’s craftsmanship, the exhibition features the debut of the Spring Drive Caliber 9RB2 from the Evolution 9 Collection, alongside a rare live watchmaking demonstration by Master Watchmaker Kato Tomoya on 4 and 5 December 2025. Together, these elements mirror EQ’s festive theme, a union of light, precision, and timeless beauty. Discover more at sincerewatch.com/events.

In addition, EQ’s own Christmas retail shop runs concurrently from 17 November 2025 to 4 January 2026, bringing together a seasonal showcase in the hotel lobby. Guests can browse a curated selection of gifts, festive treats, and hampers. They can also bring home a luscious roasted turkey with all the trimmings, a time-honoured tradition for the yuletide season, as part of the hotel’s EQ Beyond experience. While over at Étoile, BookXcess returns with a pop-up bookstore offering a 5% discount for in-house guests, perfect for discovering thoughtful reads and keepsakes.

Lighting Up Hearts: The Angel Tree Initiative

A long-standing tradition since 1973, the Angel Tree Initiative continues to embody the hotel's commitment to community. Guests are invited to visit the Angel Tree in the lobby, select a wish card, and make a donation towards fulfilling Christmas gifts for children under the care of Shelter Home.

In December, EQ will also host a special Christmas celebration for the children of Shelter Home on 17 December 2025 (Wednesday), featuring a festive meal, games, and gifts prepared by the hotel's staff.

"Christmas is about connection with each other, with our guests, and with the community around us," said Justin Lee, General Manager of EQ. "Through the Angel Tree Initiative, we hope to keep alive the values of generosity and hope that make the season truly meaningful."

Festive Highlights Across EQ

From now until the New Year, EQ transforms into a wonderland of light, music, and feasts, with a cornucopia of celebratory offering spread throughout the hotel.

Bottega Lounge serves up a whimsical noel with *The Teddy Bear Tea*, an afternoon tea inspired by childhood joy, featuring teddy-shaped pastries, pralines, and scones, served with Illy coffee and Ronnefeldt tea. Highly acclaimed all-day dining restaurant Nipah serves up festive buffets, while the hotel's show-stopping New Year's Eve Retro Party will be held at the Diamond Ballroom, a throwback celebration of music and glamour where guests can dance to timeless hits from the '80s and '90s amid disco lights, themed décor, and countdown cheer.

Sabayon continues its acclaimed fine dining tradition with Christmas and New Year degustation dinners and the signature *Chalet* Sunday lunch. Étoile offers its Thanksgiving BBQ Brunch and festive platters, while Kampachi presents Japanese omakase and buffet feasts for Christmas and New Year. Kampachi guests also enjoy complimentary access to the Retro Party at the Diamond Ballroom on New Year's Eve. Blue and Sky51 light up the skyline with live entertainment and countdown celebrations, culminating in EQ's signature New Year's Eve Balloon Drop at the lobby.

A Season of Joy and Reflection

This year's Christmas at EQ isn't just about celebrations, it's a tribute to time, tradition, and the timeless values that bring people together. From Grand Seiko's artistry to EQ's own heartwarming outreach, every detail has been designed to remind guests that some moments truly last forever.

Browse the Holiday Spirit brochure available [here](#) and explore the complete line up of festive experiences.

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About EQ

EQ, an integral part of the Hotel Equatorial legacy, celebrates its fifth decade in hospitality. It holds the title of Malaysia's #1 City Hotel in the Travel + Leisure Luxury Awards Asia Pacific (2022-2025), #2 City Hotel in Asia and #22 among the world's top 100 hotels by Travel + Leisure World's Best Awards 2025, and has been Kuala Lumpur's top-rated hotel on TripAdvisor since 2019.

Occupying the upper floors of the award-winning 52-storey Equatorial Plaza, the hotel boasts 440 stylish rooms, state-of-the-art banquet and meeting facilities, and an array of award-winning signature restaurants and bars. Highlights include the lounge - Bottega, all-day dining at Nipah, the Kampachi Japanese restaurant, and the impressive Sky51, featuring Sabayon with its contemporary European cuisine and Blue, a stylish bar with

panoramic city views. This five-star property is Green Building Index (GBI) Gold-certified, placing it among Malaysia's most energy-efficient and sustainable buildings. Additional facilities encompass the exclusive Sanctum wellness and spa, a 25-metre infinity pool, a Vitality Jacuzzi®, and a cutting-edge fitness centre.

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Images can be accessed through the link: [Time to Celebrate](#)