



PRESS RELEASE
DECEMBER 1ST, 2026



THE RITZ TEDDY B(E)AR

AT THE RITZ PARIS, A GIANT AND GOURMET POP-UP
PROMISES A TRULY UNFORGETTABLE HOLIDAY SEASON

UNTIL JANUARY 4TH 2026

This winter, the Ritz Paris welcomes an XXL festive season
and offers a magical experience of childhood wonder!

A SPECTACULAR CHRISTMAS TREE

The iconic groom teddy bear – the hotel’s mascot, a Parisian must-have, and a favorite among children everywhere – is the star of the season. In the lobby, our Christmas tree is reinvented as a **masterpiece six meters tall, decorated with 400 groom bear ornaments** placed like jewels. An adorable, heartwarming spectacle that will enchant both the young and young-at-heart.

A GIANT, GOURMET GROOM BEAR

In the hotel’s peristyle, whose lights illuminate the Place Vendôme, the Ritz Paris presents the **Ritz Teddy B(e)ar**: a soft, cuddly groom standing 2.5 meters tall – an incredible and unique creation by the Ritz Paris.

Parisians and tourists alike will be charmed by a delicious take-away snack featuring the **Ritz Paris signature hot chocolate** – a 70% Venezuelan with an impossibly creamy texture and floral and spicy aromas – as well as an **exclusive creation**: a chocolate-coated marshmallow teddy bear. The perfect pairing of a 64 % Equadorian, an airy marshmallow and soft Madagascar vanilla caramel. Made to be savored while strolling through the Place Vendôme or offering in an elegant Ritz Paris blue box decorated with groom bear motifs.

AN IRRESISTIBLE POP-UP BOUTIQUE FOR
ICONIC GIFTS

Right near the giant pop-up, the full collection of bears will be displayed majestically in an ephemeral holiday boutique. An enchanting setting dedicated to the whole family of bears, from groom to chef, valet and housekeeper, or simply dressed in the Ritz Paris peach bathrobe. There's a bear for every taste and style: in keychain version, or in small, medium and large formats, each one irresistible. And as a final touch, fans of the Ritz Paris can pick up a limited-edition bear brooch created especially for the holiday season – a future must-have to pin on a jacket or handbag.

AN ENCHANTING ONLINE GAME: WHERE IS THE
TEDDY BEAR HIDING?

Ritz Paris invites hotel enthusiasts to immerse themselves in its magical world with an exclusive game available on its website. Mischievous and playful digital teddy bears have decided to play hide-and-seek throughout the hotel. Five whimsical illustrations, created especially for the occasion, invite guests on a refined and entertaining quest – leading to a prize draw for a chance to win... teddy bears!







THE RITZ TEDDY B(E)AR

UNTIL JANUARY 4TH 2026

OPEN DAILY FROM 12PM TO 8PM

CLOSE AT 6PM ON DECEMBER 24TH AND 25TH

The Ritz Paris hot chocolate: 9 euros

Marshmallow bear: 9 euros

Bear key chain, 10cm : 47 euros

Bear, 19 cm: 67 euros

Bear, 28 cm: 97 euros

Bear, 75cm : 410 euros

Bear notebook: 35 euros

Bear brooch: 50 euros

Tote bag kids: 65 euros

www.ritzparis.com

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