



Christmas REDEFINED

BY **gd**
events
group

Effortless for you. Unforgettable for them.



THE NEW BENCHMARK

The usual Christmas?

A restaurant booking. A hamper of crackers.

A party forgotten by January.

This is different.

This is where Christmas becomes more than a date on the calendar. It becomes a benchmark.

A story your people retell. A moment your brand owns.

What you'll see in these pages are teasers — never templates. The real magic is in how we design it around you, your people, and your purpose.

**Because Christmas doesn't just deserve to be celebrated.
It deserves to be remembered.**



A MESSAGE FROM

Grace

**Christmas isn't just the end of a year.
It's the one moment your brand can
celebrate people in a way they'll never forget.**

At GD, we don't do parties or hampers — we choreograph moments where people feel seen, brands come alive, and values are felt in detail.

This catalogue is not a menu. It's a glimpse. A taste of how Christmas looks when strategy, story, and sensory design collide.

Because when you celebrate differently, you're not just marking a season.
You're setting the benchmark.

Grace Dagher, CEO, GD Events Group



Why Christmas by GD is *Different*

Exclusivity by design. Created only once, for only one brand.

Moments engineered for memory. Stories people retell, long after December.

Sensory in every detail. Because memory lives in how we feel, not just what we see.

Effortless for you. From Sydney to anywhere in the world.

Prestige in scarcity. Not every business secures GD — those who do set the benchmark.



Christmas
EVENTS & EXPERIENCES

From rooftops to icons, from intimate to spectacular
GD designs Christmas as an experience, never a booking.



SMALL CELEBRATIONS

Christmas Redefined:

Intimacy reimagined. Rooftops, hidden rooms, or secret spaces that feel like they were made for you.

A taste of what could be.

The Secret Supper:

Guests follow playful digital clues before being guided to a hidden festive dining space styled as if it were created just for them. Personalised menus, ambient scent, and a surprise live performance turn dinner into theatre.

Christmas By Design:

A rooftop or terrace transformed into your brand's festive lounge: bespoke cocktails, engraved keepsakes, and a sensory playlist. Intimate, but elevated beyond a dinner booking.



MEDIUM CELEBRATIONS

Christmas Redefined:

Connection as theatre. Christmas journeys, immersive zones, and settings designed to spark pride and conversation.

Just a glimpse of what we design.

The Christmas Journey:

The experience begins before the event with digital invitations or “silly season clues.” On the night, guests move through zones — grazing theatre, interactive gifting, live art — each touchpoint immersive, branded, and shareable.

The Summer Soirée:

A harbour or garden space reimagined into a festive playground: live calligraphy on champagne bottles, edible installations, music curated to shift energy. Guests leave with personalised keepsakes that anchor the memory.



LARGE CELEBRATIONS

Christmas Redefined:

Spectacle that sets the standard. Sydney icons transformed into cinematic showcases of light, sound, and story.

Only a hint — never the full story.

Landmark Reimagined:

A Sydney icon transformed into a cinematic festive showcase. Light, sound, scent, and performance layered so guests experience your brand story in full sensory immersion.

The Benchmark Showcase:

A Christmas production: immersive dining, staged entertainment, interactive gifting, branded activations. Guests don't just watch — they're drawn into the story, creating FOMO and legacy in equal measure.



THIS ISN'T DECORATION. IT'S IMMERSION.

Your guests don't just attend a GD Christmas — they step inside an experience that feels made for them, anchored in your brand, and remembered long after December.

Christmas
GIFTING & GRAZING

Christmas gifts shouldn't be wasted. They should be remembered, used, and tied to your brand.



ESSENTIAL GIFTING

Christmas Redefined:

Christmas made thoughtful. Festive essentials, personalised touches, and items chosen to be used and remembered.

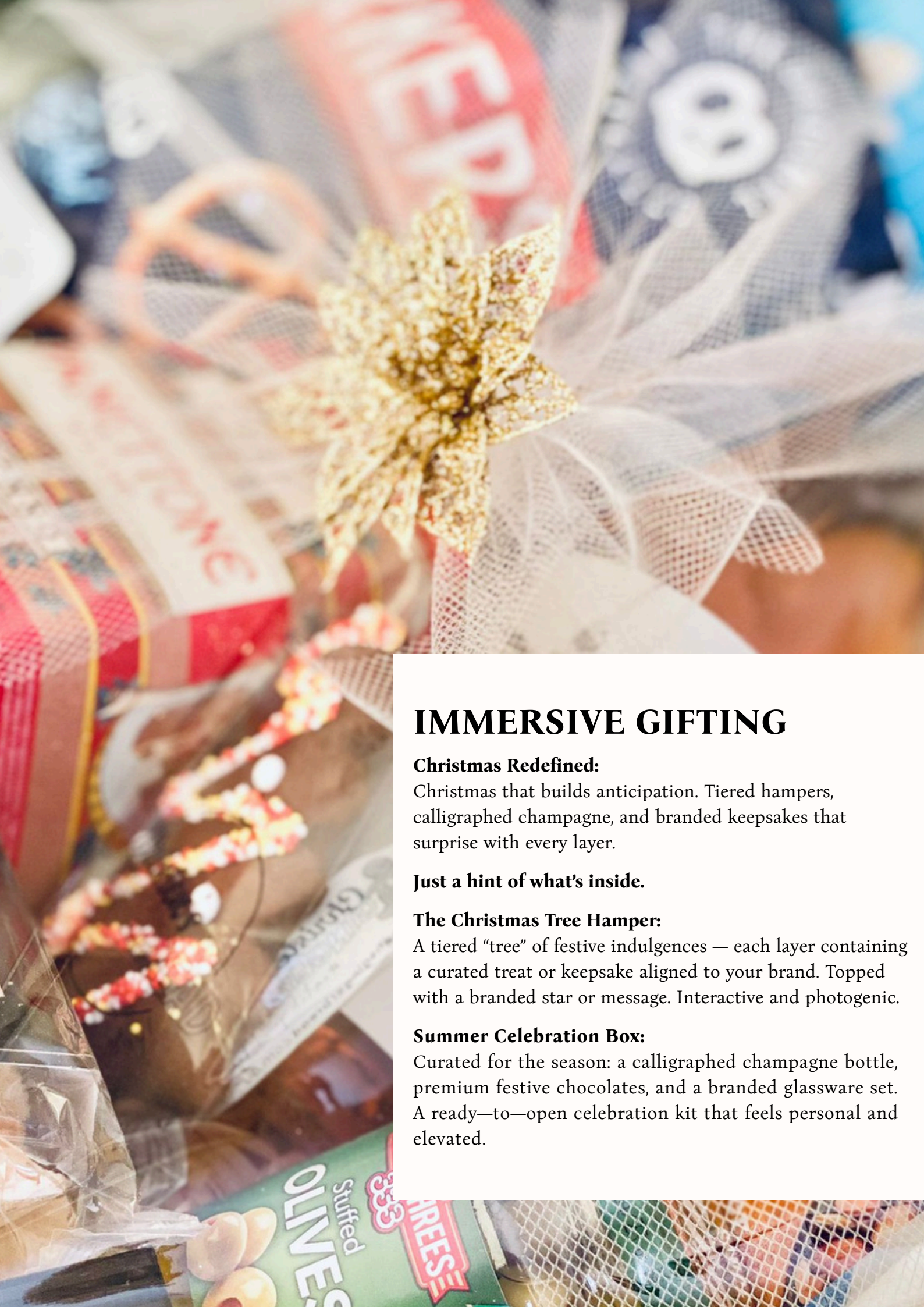
A glimpse of festive possibility.

Holiday Relaxation Kits:

Luxe sunscreen, branded beach towel, silk eye mask, and festive herbal tea — all styled in your brand palette. Designed for the summer break, signalling care and generosity.

Branded Grazing Board Christmas Edition:

A seasonal graze styled on a keepsake engraved board, paired with a personalised ornament or card. Practical, delicious, and deeply festive.



IMMERSIVE GIFTING

Christmas Redefined:

Christmas that builds anticipation. Tiered hampers, calligraphed champagne, and branded keepsakes that surprise with every layer.

Just a hint of what's inside.

The Christmas Tree Hamper:

A tiered “tree” of festive indulgences — each layer containing a curated treat or keepsake aligned to your brand. Topped with a branded star or message. Interactive and photogenic.

Summer Celebration Box:

Curated for the season: a calligraphed champagne bottle, premium festive chocolates, and a branded glassware set. A ready—to—open celebration kit that feels personal and elevated.



BENCHMARK GIFTING

Christmas Redefined:

Christmas as prestige. Collector's chests, rare collaborations, and gifts designed as theatre — impossible to copy, unforgettable to receive.

Only a glimpse — never the full story.

The Collector's Chest of Christmas:

A bespoke crate of indulgence — fine wines or spirits, artisan pieces, branded keepsakes, and edible art. Each layer reveals a surprise, making the unwrapping theatrical.

The Christmas Collaboration Series:

Co-created luxury gifts (designer candles with your brand's scent, custom calligraphed ornaments, branded picnic sets) — limited editions that exist only for your company's Christmas.



THESE AREN'T HAMPERS. THEY'RE BENCHMARKS.

Every GD Christmas gift is designed around your brand, your budget, and your people.
Always personalised. Always festive. Always unforgettable.

THE GD SENSORY SYSTEM

At GD, every Christmas is designed through the senses. When people don't just see but truly feel Christmas, it becomes a benchmark, a story retold, a memory that lasts.



Sight.

Awe-inspiring styling, festive reveals, and theatre that makes guests stop, stare, and remember.

Sound.

Curated playlists, live music, and soundscapes that don't just fill a room — they set its rhythm.



Taste.

Grazing, canapés, and festive flavours crafted to surprise, delight, and spark conversation long after the last bite.

Scent.

Subtle fragrance woven into styling and packaging — invisible yet unforgettable in how it shifts emotion.



Touch.

Luxe textures in décor and gifting that invite interaction, intimacy, and a sense of belonging.

This is how a moment becomes a memory, and a memory becomes your legacy.

WHAT OUR CLIENTS SAY

Grace, thank you so much. You created *the most beautiful stall* for us at the Beauty Expo in Sydney — people were constantly stopping to take photos. From mood boards to props, you took charge of everything and brought my vision to life. On bump in, you even styled the products so all I had to do was admire your work. I love it so much.

Rina Timpano, CEO – Rinscentia



Working with GD Events for the Rise to Greatness event was *seamless from start to finish*. Communication was constant, and Grace's dedication meant no detail was overlooked. Her proactive approach made the event run effortlessly and turned it into a true success.

**Joan Arca, Executive Assistant to
Bedros Keuilian**





CHRISTMAS COMES EVERY YEAR

*But the Christmas that defines you?
That's rare.*

At GD, we don't create parties or hampers.

We create benchmarks — moments that elevate your brand, connect your people, and leave a legacy.

This year, don't just celebrate.

Let's Redefine Christmas.

Grace Dagher, CEO, GD Events Group

Your Next Steps...

ARE YOU READY TO REDEFINE CHRISTMAS?



CONTACT GD EVENTS GROUP:

Mobile: 0426 833 606

E-mail: info@gdevents.com.au

Website: gdevents.group

SHARE YOUR STORY, YOUR GOALS, AND YOUR VISION.
WE'LL DESIGN A BESPOKE CHRISTMAS PLAN:
EVENT, GIFTING, OR BOTH — TAILORED TO YOU.

Spaces are limited. Connect now and make this the Christmas they'll never forget.



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