



# SWAROVSKI



## MARKET

Swarovski, the world leader in the production of precision-cut crystal for fashion, jewellery, lighting and interiors is a family owned company with more than a century of tradition of creating design-driven, innovative crystalline products that have become an integral part of modern luxury. The company is currently managed by the fourth and fifth generation of family members. Since its founding in 1895 Swarovski has supplied premium quality crystal components, known by their product brand names CRYSTALLIZED™ - Swarovski Elements for fashion and STRASS® Swarovski® Crystal for architecture and light. The Swarovski crystal elements have become an essential ingredient of international design.

Swarovski has also been engaged in cutting edge design and production of its own ranges of finished crystalline products since the 1970s. These ranges of jewellery, fashion accessories, interior objects and crystal collectibles are sold through more than 1,600 Swarovski stores and concessions in all of the world's major fashion capitals. The exclusive Daniel Swarovski collection is the company's couture signature. In addition the Swarovski Crystal Society has close to 350,000 members who are keen collectors of the celebrated crystal figurines. The Swarovski Group of companies also includes Tyrolit®, manufacturing grinding tools; Swareflex for road safety reflectors and Swarovski Optik, producing precision optical instruments. The company has a presence in 120 countries and, in 2008, employed 26,000 people and achieved a turnover of € 2.52 billion.

## ACHIEVEMENTS

The "Go International" award, the corporate equivalent of a lifetime achievement Oscar, was recently presented to Swarovski by the Austrian Economic Ministry and the Austrian Chamber of Commerce (WKÖ) for its "exceptional success in international markets" and "unique commitment to exports and its outstanding achievements therein".

### Regional achievements

Swarovski won a Corporate Social Responsibility Award in 2006 - in recognition of its contribution to social causes supported by JAFZA (Jebel Ali Free Zone Authority).

In 2006 the company won the Beautification Award - in recognition of the beautification of its premises in JAFZA.

Certificate of Membership - Swarovski ME is an active supporter of the "Dubai Drive for Quality" and has been an Affiliate Partner of the Dubai Quality Group from January 2007 through to January 2008.

## HISTORY

Swarovski was founded in 1895 by Daniel Swarovski I, a Bohemian visionary, humanitarian and entrepreneur who revolutionised the fashion and jewellery industries by inventing a machine that would mechanically cut and polish crystals. Seeking to capitalise on his revolutionary invention and already dedicated to unleashing

the creative power of crystal, Daniel Swarovski set up his factory in Wattens, in the Austrian Tyrol, where he was able to generate his own power from the liberal supply of mountain water and where he could draw inspiration from the beautiful alpine landscape. The company headquarters remains to this day in



the shadow of the Austrian Alps and continues to be run strictly according to the principles laid down by the founder - a respect for human, social and environmental values that have become cornerstones of the company policy.

From its earliest days Swarovski drew strength and inspiration from the rich cultural heritage of the era into which it was born, which saw unprecedented cross cultural creativity across the arts, sciences and social thinking. These were the cultural values and the climate of inspiration and creativity that laid the foundation of a company that was to go beyond manufacturing excellence to promote and underline the power of crystal as a creative medium. In this spirit Swarovski continues to vigorously pursue its practice of creative cooperation with its many partners and, at the same time, is active in the support and encouragement of the next generation of designers through cooperation with leading international design schools.



## PRODUCT

### The Swarovski Kristallwelten

In 1995, to celebrate the company's centenary, Swarovski commissioned internationally acclaimed multimedia artist Andre Heller to create the Swarovski Kristallwelten (Crystal Worlds) adjacent to the company headquarters in Wattens, Austria. This unique series of sparkling

"Chambers of Wonder", which have twice been extended in 2003 and 2007, uses the leitmotif of crystal as a creative material and the work of international artists. The Swarovski Kristallwelten has since become one of Austria's most popular tourist destinations.

### Swarovski Brand Spectrum

Swarovski creates "Objects of Delight" - fashion accessories, objects for crystal living and chandeliers right up to high-definition optics through the brands:-

**Swarovski:** a dazzling jewellery and accessories collection;

**Daniel Swarovski:** the couture line of jewellery, accessories and interior design objects;

**Atelier Swarovski:** a spectacular collection of jewellery and accessories by the world's foremost fashion and jewellery designers;

**Swarovski Crystal Palace:** an annual collection of design driven modern interpretations of the chandelier and Swarovski Optik. As a technological innovator and a creative partner to the fashion, lifestyle, interior design and architecture industries, Swarovski provides "Elements of Creativity" in the form of CRYSTALLIZED™ - Swarovski Elements: finest loose crystal elements; ENLIGHTENED™ - Swarovski Elements genuine gemstones and created stones; STRASS® Swarovski® Crystal for architectural, interior and lighting applications and Swarovski Contemporary lighting and architecture projects.

Swarovski inspires through "Experiences of Wonder" - emotional encounters with the Swarovski Kristallwelten, the multimedia crystal museum, and Swarovski CRYSTALLIZED™ a revolutionary retail concept offering a new customisable jewellery line and designer collaborations.

**RECENT DEVELOPMENTS**  
Thanks to the trend-oriented research and development carried out at the company's headquarters at Wattens, Austria, CRYSTALLIZED™ - Swarovski Elements can now be used on almost every surface - from paper and

cardboard to hard metal or wood surfaces; from the softest lingerie to swimwear; from soft furnishing textiles, wallpaper to fine leather.

CRYSTALLIZED™ - Swarovski Elements are used in innovative electronic products and in cars, on furniture and fine bathroom fittings, innovative interiors and architectural projects. Now a watchword for modern luxury, Swarovski ceaselessly strives for the pursuit of excellence in its products, business practices and all of its activities.



## PROMOTION

Swarovski's logo, the swan, recognised around the world, is a symbol of elegance, grace, purity, majesty and metamorphosis. The swan reflects the esthetic and symbolic qualities of crystal, and its ability to transform and uplift the world around it.

Swarovski's sweeping creative vision, and its technological brilliance, are celebrated and communicated through the company's brand campaign, The Three Graces.

The Three Graces campaign conjures up the image of the swan, with its regal, serpentine neck, through the fluidity and elegance of the three models, while the logo itself, formerly white in a blue square, has been subtly transformed, as a crucial element of the new Swarovski brand identity into a silver swan, floating and futuristic, emanating light and energy.

The startling advertising images of Swarovski's Three Graces campaign, emotive and arresting, created by Select NY, in collaboration with fashion photographer, Craig McDean and top models Vivian Solari, Guinevere van Seenus and Maria Dvirnik bring together for the first time all Swarovski activities from its crystal components to its couture collections, unifying the different brands that make up its universe of crystal. Brilliantly playing with the light-filled facets and reflections that represent the core qualities of Swarovski cut crystal, the Three Graces series reflects the depths within the Swarovski corporation, its creativity and poetry of precision, the rich heritage and layers of cultural history behind the company, its privileged position as creative partner to the global design community and its vision for the future.



## BRAND VALUES

Swarovski today is still family-owned and run, with a dynamic team of family members at the helm, Swarovski is as dedicated today as it has always been to perfection and precision, to continual innovation and ingenuity in both design and technology. With its own trend research department, unrivalled technical expertise and a dynamic team of designers and craftsmen Swarovski is able to keep ahead of global fashions, interpreting new directions, themes and inspirations for crystal creativity all the time respecting the timelessness of this intriguing, meditative material. Deeply imbued with the spirit of its founder, and his humanitarian instincts, Swarovski today is totally committed to its corporate and ecological responsibilities, ensuring the well-being of its employees and preserving the natural world of the dramatic Alpine landscape that has nurtured the company's inspiration and drive for innovation for over a century.

[www.brand.swarovski.com](http://www.brand.swarovski.com)



## Things you didn't know about SWAROVSKI

To celebrate the 70th anniversary of The Wizard of Oz, Warner Bros. Consumer Products, in partnership with CRYSTALLIZED™ - Swarovski Elements, invited the world's top shoe designers such as Jimmy Choo and Manolo Blahnik and many others, to reinterpret Dorothy's iconic Ruby Slippers for modern times, with CRYSTALLIZED™ - Swarovski Elements being a sparkling element, as was also the case for the original pair.

Marilyn Monroe's breathless performance, singing Happy Birthday to President Kennedy in 1962 was made more memorable by the skin tight, flesh coloured gown she wore, smothered in thousands of hand sewn Swarovski crystals that shimmered, sultry and seductive in the lights of Madison Square Gardens.

In 2001 Swarovski collaborated with Catherine Martin, the costume designer of "Moulin Rouge", creating costumes made with CRYSTALLIZED™ - Swarovski Elements for Nicole Kidman's character, Satine, known as the Sparkling Diamond.

The Swarovski museum, Swarovski Kristallwelten, is the second biggest tourist attraction in Austria.

The chandelier in the bedchamber of Ludwig XIV in Versailles Castle in France, the Icon of classic chandeliers, was renovated with STRASS® Swarovski® Crystal.

Superbrands