

SWAROVSKI



The Joy of Giving

Celebrate the eternal spirit of the holidays

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Fall/Winter 2024



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EDITORIAL



The festive season is a time to reflect on the past year while looking ahead to new beginnings. On the pages of this magazine, we also revisit recent highlights, while looking forward to what the future brings.

The various annual edition festive ornaments for 2024 pay tribute to the magic of snow. Our most skilled artisans recreated the intricate shapes of snowflakes from Swarovski Crystals so you can enjoy their delicate beauty anywhere in the world.

Gift-giving is integral to the season. It's the perfect time to celebrate our mastery of light or share it with friends and family, for example through our jewelry collections and our exquisite decorations. For a particularly memorable gesture, surprise a loved one with a piece from the »Crystal Myriad« collection, the pinnacle of our unparalleled technical savoir-faire.

To immerse yourself in the world of Swarovski, visit our extraordinary flagship stores, where our bold creative vision comes to life in two new locations. The Vienna Opera Ball tiara is testament to a decades-long tradition and our exhibition *Swarovski – Masters of Light* continues to travel the world, while the appearance of Swarovski couture looks on the Met Gala red carpet in New York is a further glamorous step on our journey. Finally, we share the plans for the 75th anniversary of the SWAROVSKI OPTIK brand and its vision for the future.

To new beginnings, then, and the best of the season to all of you.



Alexis Nasard,
Chief Executive Officer
at Swarovski



In black and white
The debutantes and their escorts make their grand entrance (right)

Dance and creation
A master of light crafting a tiara (below)

Belles of the Ball

Tradition meets savoir-faire at the Vienna Opera Ball, where an enduring partnership is crystallized in the glittering tiara each debutante wears.

Take an event that has stood the test of time for more than 200 years. Stage it at a stately venue in one of the world's greatest cities, with a rich imperial history. Drape it with tradition, cast a crew of accomplished young people, set it to magnificent music, and you have the Vienna Opera Ball. This highlight of Austria's ball season has been held every year since 1935 – wars and global pandemics excepted – at the historic Vienna State Opera.

While the event has changed with the times, some traditions have been maintained. Those dancing in the man's position wear white bow ties and tails. Those in the lady's position wear floor-length white dresses, paired with white opera gloves. The event is open to all, but applicants must be aged between 18–25 if female and 18–28 if male. Crucially, they cannot have made their debut at any other ball, and “very good left-hand waltz skills” are essential.

The ball doesn't begin until the president of Austria arrives, his entry heralded by trumpets. The official opening ceremony always ends with the first waltz, *The Blue Danube* by Johann Strauss II. Atop every debutante's head rests another prominent piece of tradition: a unique tiara created by Swarovski.

The storied partnership dates back to 1956, when the ball's crowning glory was first created using Swarovski Crystals. Since 2006, each annual design has also been conceptualized and manufactured by Swarovski, with designs by fashion luminaries like Karl Lagerfeld (2017), Dolce & Gabbana (2018), and Christian Lacroix (2020).



This year's tiara, designed by Swarovski Global Creative Director, Giovanna Engelbert, was inspired by the Austrian imperial jewels. Each hand-set piece, based on the style DNA of Swarovski's »Mesmera« jewelry, features 233 clear crystals, from oversized to smaller stones, in 20 different cuts. Much like the Opera Ball and Swarovski, each an Austrian icon in its own right, this tiara is the contemporary incarnation of a treasured heritage, where tradition and innovation meet.

Memories are made on nights like this. For the debutantes, the tiara is a precious keepsake to take home once the dancing is done. Visitors to the Swarovski Kristallwelten store in Vienna can catch a glimpse of the crystallized memories of past balls. An enchanting display shows select tiaras from this long-standing artistic collaboration.



Why We Collect

In the Spring/Summer 2024 edition of the Swarovski Magazine, we explored some of the reasons why we love to collect. Now, in the first of a four-part series, we dig deeper into the science behind its mental health benefits.



The brain chemistry that drives us to collect seems simple enough. When we do something we enjoy, our brain releases neurotransmitters such as dopamine. The pleasurable sensation caused by these homemade feel-good messengers makes us do it all over again – and before we know it, we’ve got a lifelong hobby that keeps us coming back for more.

How is the brain’s reward system triggered so effectively? The positive influence of hobbies on mental health has been well explored, but collecting in particular shows specific benefits. We may have been hardwired to collect due to evolution, as the more resources our ancestors could collect, the greater their chance of survival. We seemingly have

an innate desire to round up, order, and assign meaning to objects, as anyone who has ever observed children play with a collection of sticks, stones, or bottle tops can attest. Nostalgia comes into play when the meanings assigned to these objects enhance a feeling of purpose in adult collectors.

In her book, *Inside the Head of a Collector: Neuropsychological Forces at Play*, neurologist Dr. Shirley M. Mueller studies why collecting makes people feel good. She has concluded that the true magic lies not in owning a collection, but in the act of collecting itself: »Though possessing the object(s) is good [...], it is the anticipation of obtaining the next treasure that fuels collectors.« So go ahead, enjoy the hunt – it’s good for your mental health.

A gift to lift collectors' spirits
»Kris Bear
Holiday Annual
Edition 2024«



Leo

Leos effortlessly command attention with their charisma and generous spirit. They shine as bright as the sun, leading with courage and hearts full of love.



Virgo

Virgos go about their daily business with meticulous precision. Their hardworking and modest nature makes them reliable companions.



Libra

Librans are the peacekeepers. They sail elegantly through life in pursuit of romance and beauty.

With the release of the remaining half of the new »Zodiac« collection, we continue our celestial journey exploring what each sign reveals about those born under its constellation.

Signs of the Times



Scorpio

Scorpios are driven by a fiery passion and spirit. Beneath the surface lies a loyal heart, ready to protect those they hold dear.



Sagittarius

Sagittarians are carefree adventurers fueled by boundless curiosity. Their desire to explore the unknown constantly expands their horizons.



Capricorn

Capricorns will do whatever it takes to achieve their goals. Their ambition, discipline, and patience are limitless.



811 facets
make each
»Good Luck«
Troll shine



True colors
Four Swarovski
brand hues

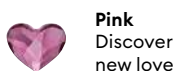
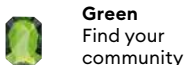
A necklace
adds a
glamorous
touch

The magic
is in the hair
and belly button



Make a Wish

Ready for an enchanted hug? Embrace positivity and show your true colors with the hair-raising »Good Luck Trolls«.



»Good Luck Trolls« Troll, Large
1,199 facets, Crystal Shimmer finish, purple gradient lacquered hair, and a necklace inspired by our »Millenia« collection

There's always been something magical about Trolls. For decades, they have spread their message of cheerfulness and positivity through successive generations of beloved children's toys, and more recently through heartwarming movies and catchy pop tunes. Now Swarovski has captured their original, unique charm in crystals for the first time.

The lovable characters have come a long way from their Scandinavian roots, bringing joy and good luck to new fans and collectors with each transformation. Trolls can trace their origins all the way back to the mysterious forest creatures of Nordic folklore, but it is the modern-day

incarnation that made them global sensations: stubby legs, short torso, enormous head, and outsized ears, all topped off with a shock of brightly colored hair. Somehow, all these idiosyncratic features coalesce into a thoroughly delightful appearance you cannot help but fall in love with. Whether carved from wood in the 1950s, molded into toys and collectibles since the 1960s, or recreated with Swarovski Crystals in 2024, the Good Luck Trolls have maintained their unique silhouettes: 50% body, 50% hair, with a whole lot of love to share.

Anyone who owned Good Luck Trolls as children will remember rubbing their gem belly buttons and stroking their vibrant

hair to make a secret wish come true. Legend has it, that is where their powers are stored, which is why our designers paid special attention to standout features like vibrant hair and distinctive belly button crystals. If you need good luck on the go, a small Swarovski »Good Luck Troll« (see opposite page) can keep you company wherever you travel. Their larger sibling (pictured above) will bring a delightful sense of wish fulfillment to your home.

Ready to make your wish? Our »Good Luck Trolls« have their arms wide open and are ready to give the world – and their fans – a hug.

Pick of the Pride

Thirty years on from its first release, Walt Disney Animation Studios' *The Lion King* remains a triumph of animation and music. With these new figurines, Swarovski pays tribute to a classic movie with a giant heart.





1
»The Lion King Timon«
The meerkat has the answers

2
»The Lion King Simba«
The smiling golden child

3
»The Lion King Pumbaa«
The whole hog sees the funny side

4
»The Lion King Mufasa«
The king strikes a pose

4

The buzz that surrounded Disney's *The Lion King* when it was first released in 1994 is difficult to comprehend for anyone born in the internet age. The movie hit theaters at the height of the era known as the Disney Renaissance, so audiences were prepared to be wowed. A trailer, set to *Circle of Life*, was enough to raise expectations, which the movie instantly exceeded.

The deceptively simple coming-of-age tale had rounded characters, with heroes you loved and villains you loved to hate. Its captivating narrative, gorgeous visuals, and hummable music immediately struck a

chord with audiences around the world. Talents from James Earl Jones to Jeremy Irons provided their voices, while Elton John and Tim Rice won the Academy Award for Best Original Song. Audiences everywhere cheered for Simba and hissed at Scar, while *Hakuna Matata* became a cultural touchstone.


Proof of its enduring popularity can be found in the TV series, stage adaptations, a video game, and a live-action retelling. These are just a few of the vehicles that have kept the *The Lion King* legend alive.

Swarovski celebrates this timeless tale by capturing its animal cast in crystals for

the second time, to commemorate the 30th anniversary of the animated classic, and five years since the release of its remake. The new live-action prequel *Mufasa: The Lion King* will also be released this year. This time, the beloved characters are rendered in the warm tones of the African savanna, with »Simba,« »Timon,« and »Pumbaa« appearing inquisitive, mischievous, and droll, while »Mufasa« strikes a majestic pose.

Excited? Time to see the original again and then bring the crystallized magic home.





Time to Shine

PHOTOS Studio Schöttger

STYLING Clementine Guilmo

»Millenia« Earrings
Twin strands of octagon-cut crystals align to create subtle movement

»Millenia« Necklace
A single row of flawless crystals evokes our heritage and expertise

»Millenia« Choker
Octagon-cut crystals in three different sizes, stacked to create an opulent style



»Matrix« Pearl Earrings
The Swarovski style
DNA captured in
entwined strands of
crystals and Swarovski
Crystal Pearls

**»Matrix« Pearl
Necklace**
A strand of clear
crystals finished with
white Swarovski
Crystal Pearls
combines rigid and
fluid elements

»Matrix« Pearl Ring
A timeless Swarovski
Crystal Pearl and two
elegant crystals in a
classic design with a
modern touch







»Matrix« Earrings
A classic style with a contemporary twist, contrasting two strands of crystals

»Matrix« Necklace
Two different crystal settings collide in a unique statement necklace

»Matrix« Bracelet
Rhodium-plated spring-hinge bracelet with square-cut and elongated crystals



PHOTOS Studio Schöttger
 STYLING Clementine Guilмото

Crystal Clear

From the uniqueness of every individual snow crystal, to the stillness of a crisp white landscape, we explore the language of snow.

The indigenous people of the Arctic don't have 50 words for snow – a long-debunked myth – but they do have more descriptors than any other language. They need a diverse vocabulary to describe frozen water vapor in its various aggregate states, since there is a world of difference between a flurry of flakes falling softly from the sky, an uninterrupted sheet of gleaming snow coating a peaceful landscape, and a heavy snowstorm limiting your visibility on a cold, dark night.

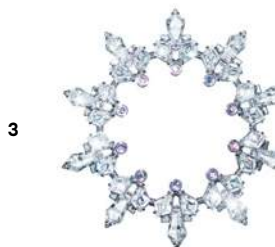
These differences exist in the real world and in our minds. They manifest in



1



2



3



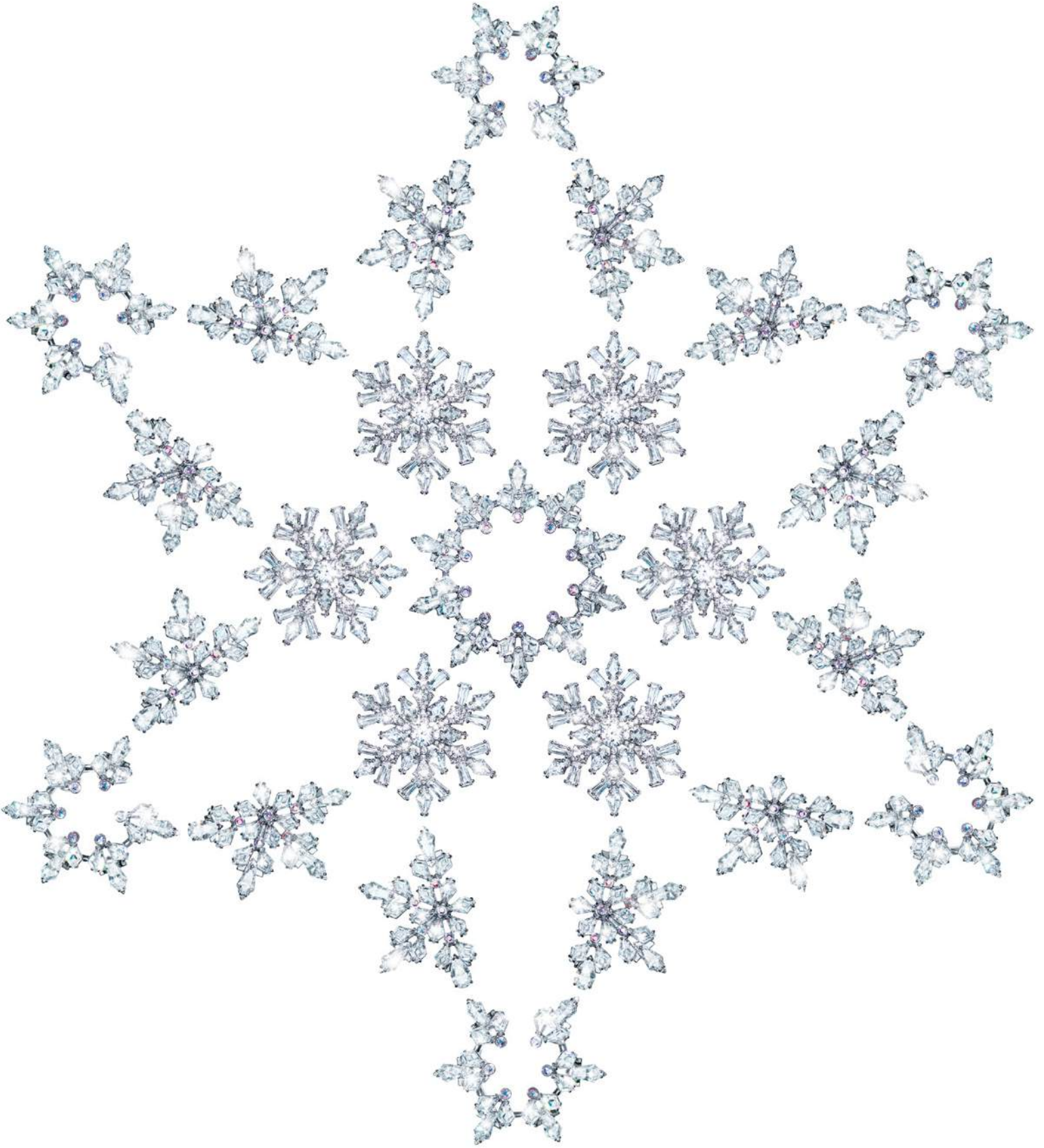
4

the various meanings and symbolism associated with snow – even if we only have one English word for it. The idea of snow is understood by people around the world, even if they have never experienced it. Take its smallest unit, the single snow crystal. This delicate wonder of nature is formed in one of 29 basic shapes, with dozens of subtypes and practically endless variations. Songs, poems, paintings, and films have all been inspired by snowflakes' fragile beauty.

The pristine white of snow is widely associated with purity and innocence. Its ability to conceal the landscape and muffle sounds is often linked to secrecy or mystery. In literature, a fresh snowfall can represent solitude, but also a moment of renewal or transformation.

Snow has also become widely associated with the festive season. Come December, you will find delicate snowflake decorations even in the hottest climates, as a timeless representation of the holiday spirit. The word crystal comes, of course, from "krystallos", Greek for ice: let it be your companion as you enter the season.

- 1 »Idyllia« Pendant and Brooch
- 2 »Idyllia« Studs
- 3 »Idyllia« Brooch
- 4 »Idyllia« Clip Earrings



Shades of the Season

Festive colors carry a powerful message and strong symbolism, instantly evoking a holiday mood. We explore the history and the meaning behind the colors traditionally used to ring out the year and create a celebratory atmosphere.

PHOTOS Studio Schöttger
STYLING Clementine Guilмото

The holiday season is a feast for all our senses. You may associate it with the fresh smell of an evergreen fir, fused with aromatic cloves and cinnamon spice. Perhaps you think of the sound of jingling bells accompanying your favorite seasonal songs. Do you look forward to the taste of festive baked treats, paired with mulled drinks? Or do you anticipate the feeling of pulling sleek ribbons off crisp wrapping paper and the smooth touch of shiny decorations?

No matter which smells, sounds, tastes, and textures evoke your strongest holiday memories, and however you cook, bake, decorate, and celebrate, you'll be familiar with the colors of the season. Green, red, gold, and blue are found in everything from festive fashion to holiday decorations. Here's why.

Green is the simplest yet most effective color to deploy in festive décor, especially in the northern hemisphere. Evergreen plants were used as decorations in the winter solstice celebrations that predate our current holiday festivities. They symbolize life, hope, and endurance during the cold and dark of winter, when the reawakening of nature seems impossibly far away.

»Gema Holiday Ornament, Green«
Jewelry-inspired decorations



»Annual Edition Little Snowflake Ornament 2024«
Celebrating the beauty and uniqueness of snowflakes

»Gema Holiday Tree, Green«
An evergreen fir made from 296 crystals in different cuts and shades of green

»Holiday Cheers Dulcis Ball Ornament, Green«
A glass ball with green and gold-toned candy inside

»Annual Edition Ornament 2024«
The larger snowflake with 133 facets

»Holiday Cheers Dulcis Candy Cane Ornament«
A candy cane with a cheerful snowman suspended below

»Holiday Cheers Dulcis Lollipop Ornament«
A colorful sweet treat

»Holiday Cheers Tree«
A rounded conifer with 502 facets to catch the holiday lights







RED IS THE ULTIMATE CURE FOR SADNESS. «

BILL BLASS

The ancient Romans adorned their homes with fir trees to celebrate the festival of Saturnalia in December. Pagan Celts considered the prickly holly plant with its plump red berries sacred and used it in Druid ceremonies. Mistletoe may trace its roots as a winter decoration back to Norse mythology.

Today's custom of decking the halls with an evergreen fir, spruce, or pine tree draped in colorful decorations invokes all these historical predecessors. The tradition dates back to 16th-century Germany and was popularized internationally in the late 19th century by Great Britain's Queen Victoria and her German husband Prince Albert.

Regardless of climate, holiday traditions, and decorative ambitions, this look is easy to achieve using native plants or fresh greenery anywhere in the world. Conveniently, green branches also give you a place to hang your favorite holiday ornaments, and they pair well with any color.

Red, the other half of the most powerful color couple in holiday decorating, also earned its place in winter celebrations through evergreens, more specifically holly berries. The color of blood symbolizes new life as well as love – the defining emotion for celebrations of family, friendship, and

»Annual Edition
Advent Calendar
2024«
Filled with 25
seasonal surprises

»Gema Holiday
Ornament, Red«
A jewelry-inspired
holiday star

»Holiday Cheers
Dulcis Bell
Ornament, Red«
A glass bell with a
red candy cane

»SCS Annual
Edition Feather
Ornament 2024«
A delicate feather
with Crystal
Shimmer effect,
metal tag
engraved with
»SCS« and the
year

»Kris Bear Holiday
Annual Edition
2024«
The loveable bear
prepares to
unwrap his pink
present

»Holiday Cheers
Dulcis Snowman,
Pink«
A skiing snowman
with vivid pink and
gold-tone details

»Holiday Magic
Classics Shooting
Star Ornament«
Clear crystal with
Shimmer effect
and star-shaped
flatbacks with
Aurora Borealis
effect

»SCS Annual
Edition Swan
2024«
A shimmering
swan with »SCS«
and »2024«
engraved on the
bottom

The crockery in the photos is from the Swarovski x Rosenthal collection. For more information please visit [swarovski.com](https://www.swarovski.com)

**THERE IS A SUN, A LIGHT THAT
FOR WANT OF ANOTHER WORD
I CAN ONLY CALL YELLOW [...]
HOW LOVELY YELLOW IS! «**

VINCENT VAN GOGH



gift-giving. It is also known for its festive connotations, not least because you can make a real statement with it. It is a color that helps you make a grand entrance at a party, and it suits everyone. The rosy-cheeked depiction of the most iconic holiday character, Santa Claus himself, is a case in point. His red suit and hat may be based on the crimson bishop's robes worn by Saint Nicholas, but what matters is that Santa isn't the only one who likes to wear red during the holiday season.

For a classic holiday interior, red pairs perfectly with green and gold. For those who prefer a lighter touch, less saturated hues of pastel pink work just as well. While pink may not evoke the season as well as red does, its paler palette offers infinite space for creativity.

Gold and yellow, much like silver and crystals, add a festive flourish to any color combination. Unlike red and green, they are not specific to the holiday season, but can be used to invoke a celebratory mood for any occasion, from birthdays and baby showers to weddings and anniversaries. In northern hemisphere end-of-year celebrations, they have long symbolized light during the darkest time of the year.

Gold is the color of the sun and the stars, of candles, and, of course, the precious metal that lends the warm shade

»Holiday Magic Holly Leaves Ornament«
Clear crystals with a glossy champagne gold-toned bow

»Holiday Magic Moon Ornament«
Crystals shaped like a moon with two dangling stars in a gold-tone setting

»Gema Holiday Ornament, Yellow«
86 crystals in different cuts and shades of yellow

»Holiday Cheers Dulcis Ball Ornament, Yellow«
Yellow candy with champagne gold-toned metal details

»Shimmer Tea Light Holder Crystal AB«
Clear crystals and silver-tone finish

»Holiday Magic Bells Ornament«
Two bells with a glossy bow

»Annual Edition 3D Ornament 2024«
18 snowflake peaks, 340 facets

»Annual Edition Ball Ornament 2024«
Sparkling fireworks design

The crockery in the photos is from the Swarovski x Rosenthal collection. For more information please visit [swarovski.com](https://www.swarovski.com)





BLUE HAS NO DIMENSIONS, IT IS BEYOND DIMENSIONS. «

YVES KLEIN



its name. It represents wealth and opulence, both in fashion and in home decor.

Yellow can be used in place of gold to achieve a similarly warm, welcoming effect, or the two can be combined to enhance the glow. Different shades of yellow accentuated with gold ornaments create an unexpected holiday look that hints at summer, while the same color combination of yellow clothes and gold accessories will make you stand out from the crowd at a holiday party.

Blue is a less widespread holiday color, but its impact is intense. While green, red, and gold feel warm and cozy, blue creates a cool, contemplative atmosphere. In the Christian Advent tradition, “Blue Christmas” is the longest night of the year, when in some denominations people pay tribute to their dearly departed. Blue is also the color of the Virgin Mary’s cloak in most depictions of the nativity, due to its association with royalty, peace, and heaven.

On a more secular note, darker shades of blue are used to represent the night sky, while lighter hues can evoke snow and ice. Combined with white and silver, it creates the perfect faux winter décor for warmer climates.

»Gema Holiday Ornament, Blue«
Glossy gold-tone metal, blue grosgrain ribbon, 86 crystals

»Holiday Cheers Dulcis Bell Ornament, Blue«
A glass bell ornament with a candy cane-shaped clapper

»Holiday Cheers Nutcracker, Blue, Large«
A festive character with glistening belt, buttons, sleeves, and a fabric beard

»Holiday Cheers Nutcracker, Blue«
A smaller and in details slightly different variation on the strapping nutcracker

»Holiday Magic Classics Ball Ornament, XS«
The popular ball ornament in an extra small format

»Holiday Magic Classics Star Ornament«
Embellished with star-shaped flatbacks with Aurora Borealis effect

The crockery in the photos is from the Swarovski x Rosenthal collection. For more information please visit [swarovski.com](https://www.swarovski.com)

Light Moves

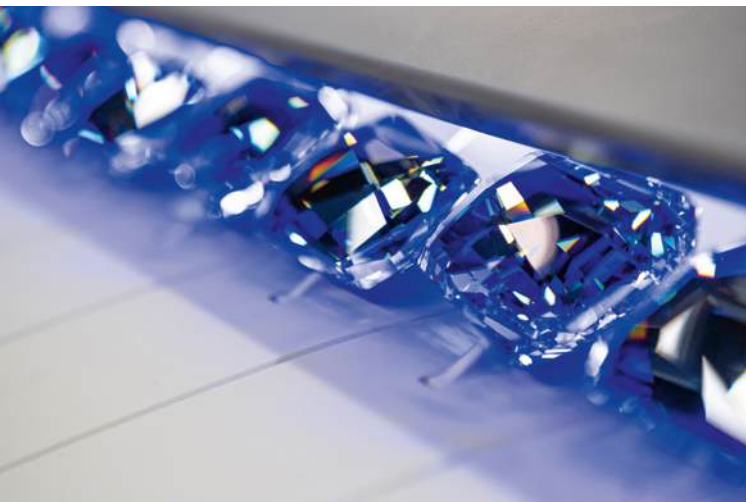
What happens when the Masters of Light turn their hands to innovative designs for the automotive sector?

Step forward Swarovski Mobility, which is bringing the crystal lifestyle to the car industry. As the market leader in the application of crystals in the premium automotive sector, Swarovski Mobility and its collaborators work with the best original equipment manufacturers (OEM). In the process, they provide solutions that don't just look good, they have industry-leading functionality. This has always been part of Swarovski's ethos, of course.

Form without function doesn't work, and this is especially true in the automotive sector. »Our background in interior design prepares us for this,« says Peter Widmann, Senior Vice President B2B and Managing Director of Swarovski Mobility. »We think in terms of combining aesthetics with functionality.« This emphasis on combining style with substance is part of our DNA. Add cutting-edge technology, and you have a compelling solution that leading brands like BMW feature in their top-of-the-line products.

A case in point is the »Crystal AIR-VENT,« which was unveiled as a design concept in April 2024 at Car Design Night in Milan. A milestone in functional luxury, it integrates airflow with air conditioning, bringing it all together with intelligent lighting. The ambient lighting within the automobile is adaptable, with crystals creating patterns across the interior surfaces. The symbols that govern the system are housed within crystals coated with easy-to-clean Shy Tech, and come to life only when required. Haptic feedback is also incorporated into the design.

Another highlight from earlier this year was the unveiling of Continental and Swarovski's joint automotive display for premium vehicles, the »Crystal Center Display.« The new design concept was first revealed at the Consumer



Photos: Car Design News (1), Continental (1), BMW/Roderick-Aichinger (3)

Electronics Show (CES) in Las Vegas in January 2024. Frameless and semi-transparent, this 10-inch display incorporates an image-generating MicroLED panel placed into a cut crystal body, with the displayed content seemingly floating within the body of the car. The three-dimensional crystal it is housed in was developed and manufactured in Wattens. Together, the display pushes the boundaries of what we know as the human-machine interface.

Swarovski Crystals are more than just a visual design element, explained Peter. For those inside the vehicle, it is the central surface they interact with. Swarovski knows crystals. We also know how they can be used, and to what effect. Our in-house research and development team works with our specialist service providers and experts in interior and exterior solutions to combine innovation with technology, and blend our mastery of craft with our innate sense of style.

Remember, you can't buy these solutions as after-market kits. Swarovski works with the best OEMs in the world for a reason. If you want to move in style, watch this space.



An unassuming gray box appears from a shelf filled with unassuming gray boxes. Its lid lifts with a small gasp of escaping air, tissue paper rustles gently as a pair of white-gloved hands reveal the treasure hidden within. What seems like the highly effective staging of a magical moment, designed to set even the most seasoned crystal lover's heart racing, is business as usual at the Swarovski Brand Heritage Archive.

The acid-free archival storage box and tissue paper prevent deterioration, while the gloves guard against fingerprints – just some of the tools of the trade used every day by the team tasked with preserving the material history of the company. In a storage facility adjacent to our Wattens headquarters, they maintain an extensive archive, where documents, images, and products from Swarovski's 129-year history are stored in accordance with archival standards: in the dark, strictly below 20° Celsius or 40% humidity, and, of course, clearly labeled, so they can be found when



Facets of the product archive
Archive Manager Katharina Haller-Seeber wears gloves when handling the crystals

Unboxing Treasures

Join us as we step into the Brand Heritage Archive, where more than 120,000 objects help Swarovski's history come to life.



Handle with care
Archivists store delicate embellished textiles according to strict conservation guidelines

needed. Archive Manager Katharina Haller-Seeber knows the treasures of the Brand Heritage department better than most. Today, she is unlocking the treasure chest for us. »Brand Heritage preserves and protects the history of Swarovski,« she explains. »We do more than scientifically pursue the truth. We also want to share our story. Some people are drawn in by their fascination with crystals, others appreciate the history that goes along with the objects. Researching each piece, then analyzing, organizing, and structuring this rich heritage is a great privilege.«

In addition to some of the first contracts signed by Daniel Swarovski, photographs from his early years in Wattens, and rare pieces like the famous first-ever crystal mouse, Haller-Seeber is sharing some particularly stunning designs from the collection. Learn more about two of the highlights on the following pages, and stay tuned as we introduce more highlights from our archive in upcoming issues.



Chanel Métiers d'Art 2019

2019 — Métiers d'Art Necklace

Coco Chanel is widely credited with elevating costume jewelry to high fashion. The house began working with Swarovski in the 1950s, an ongoing collaboration that has resulted in exquisite pieces like the Métiers d'Art Necklace

Dior Spring/Summer 2022



2022 — »Diorarty« Shoes

These stunning sandals feature a Swarovski mosaic of hand-applied tile crystals in nine vibrant colors. The design pays homage to a vintage Christian Dior FW 1969 collection, testament to our decades-long collaboration with the Paris maison

Did You Know...

The WORLD OF SWAROVSKI offers suitable accoutrements for handwritten holiday cards and home-baked cookies; outfits for days on the slopes and moments on the catwalk; and a trophy for the world's best gamers. Find out more.

01 ...that the Fortnite Champion Series (FNCS) Award Global Championship Trophy has a digital twin? The original, which weighs a whopping 10kg, was on display during the tournament at the Royal Arena in Copenhagen, Denmark. While playing the game, players downloaded emoticons or emotes based on the Swarovski x FNCS trophy design more than 200,000 times.

02 ...that the immersive exhibition *Swarovski – Masters of Light* was customized for the second stop on its world tour, Milan, Italy? Over 50 crystal-embellished outfits, representing our mastery of light on the Italian fashion capital's runways, celebrated an enduring engagement with Milan and brands like Prada, Fendi Couture, Gucci, Atelier Versace, and Armani Privé.



03 ...that Schiaparelli's Robot Dress was embroidered with microchips, various computer components, vintage electronics, and Swarovski Crystals? The entire collection was praised by critics, but it was a different look from the Paris couture show that went viral. In a surrealist move typical of the boundary-pushing maison, a model walked the runway carrying a "robot baby", similarly embellished with Swarovski Crystals, microchips, and digital devices.

04 ...that a cake stand is the perfect way to display your holiday baking? Among the latest additions to the Swarovski x Rosenthal collection are a two-tier cake stand in pink or green and a three-tier version in green. Perfect for hosting afternoon tea with cakes, cookies, and sandwiches, but also for displaying your favorite seasonal figurines.

05 ...that Swarovski hit the slopes with a capsule collection in collaboration with iconic French ski outfitters Fusalp? True to the heritage brand's signature style, the ski suits and separates sport a sleek 70s silhouette. The pieces are embellished with crystals, and one deluxe couture creation features hand-embroidered detailing.

06 ...that writing by hand has been shown to increase brain activity, encourage cerebral connectivity, and improve memory? Luckily, the end of the year is the perfect time for letter and card writing. Why not exercise your mind and celebrate the art of penmanship with the 2024 annual edition »Crystalline« ballpoint pen?

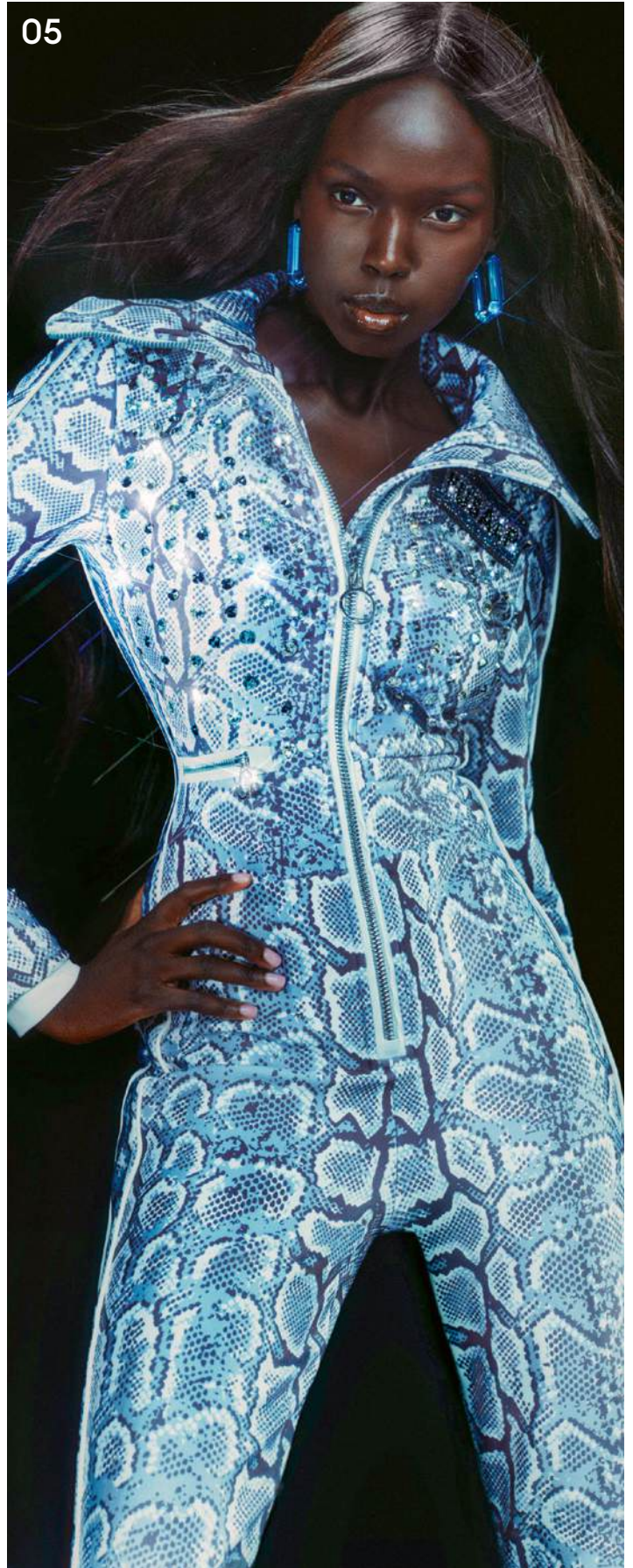
03



04



05



06



Photos: Getty Images, PR



A Cool Case

While you're focused on your smartphone screen, all eyes at the party will be on your phone case, so choose a glittering, crystallized design to make it memorable, such as the »High« range in four different colors



A Timepiece to Watch

Ring out the year in style and welcome 2025 with a watch that will rival even the most stellar fireworks display (left to right:

- »Dextera Lux«,
- »Octea Moon«,
- »Dextera Chain«)



A Bold Bag

Elevate your look with the »Micro Stella Bag« by Swarovski Creators Lab in collaboration with Marina Raphael, available in pink, blue, and white

Step into the Spotlight



Spectacular Shades

Light up the room at any time of day or night with this stunning pair of »Sublima« sunglasses



Magnificent Myriads

A unique technique, exclusively developed by Swarovski; a multitude of crystals in a kaleidoscope of colors; and a team of highly skilled artisans. The final ingredient? Time.

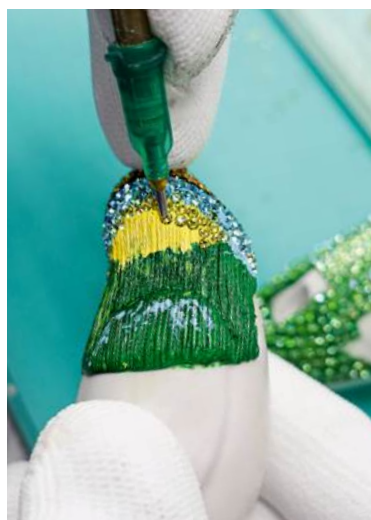
Crystals harness the power of light to mesmerizing effect. The more facets they boast, the more brilliant their impact. A Swarovski »Crystal Myriad« multiplies this effect thousandfold – more than 31,500-fold, in the case of the »Crystal Myriad Gouldian Finches.« That is the number of crystals used to bring this magnificent work of art to life.

It only takes one glance to be instantly entranced by the colorful group of 10 iridescent Gouldian finches resting on a branch adorned with blooming orchids. However, there is no limit to the hours you could spend discovering its intricate details and appreciating the craft required for its creation. Time is also an important factor in the execution of this »Crystal Myriad« figurine. It takes a total of 395 hours to hand-set each of the crystals using the Pointiage® technique. This unique method of setting individual crystals was exclusively developed by Swarovski to enable the creation of lifelike crystallized sculptures like this masterpiece. The completed piece involves several highly specialized steps that require unrivalled expertise and several years of experience.

The surface structure of each bird is hand-molded over a base frame with different shades of Ceralun, a special ceramic available in a variety of colors and with four effects. To capture the vibrant hues of the rainbow-feathered Gouldian finches, individual crystals in 23 stunning colors are applied manually, using a special vacuum

tool. Hundreds of hours later, once the light hits the completed »Crystal Myriad Gouldian Finches,« the final effect is a marvel – and testament to the technical excellence Swarovski has been cultivating ever since its foundation. All that is left for you to do is take the time to savor it.

Ceralun is applied and shaped into a feather texture (below), then the crystals are set with a vacuum pump (bottom)





Photos: Studio Schöttger (1), Viaframe (1), Swarovski (2)



Tickets, Please

Discover a surprise behind every door as you journey into a winter wonderland.

Along with decorated trees, festive foods, and mistletoe, an advent calendar is something we can all look forward to when the nights draw in (in the northern hemisphere). Shine a light on this special time of year with our shimmering take on this traditional holiday season staple. Don't limit yourself to one sweet treat a day: instead, embark on an enchanting trip that reveals a magical keepsake your whole family will cherish behind every door.

In festive red, the »Annual Edition Advent Calendar 2024« has 25 surprises hidden behind its elegantly gilded doors. Imagine a trip through a landscape blanketed with snow, past white-covered villages and trees that shelter forest dwellers inhabiting a world of enchantment.

What's the ideal mode of transport for this trip into our winter wonderland? We think a traditional steam train is just right.

The advent calendar contains a locomotive, six wagons, two forest animals, and 16 other crystal ornaments

that instantly immerse you in the spirit of the season. The set captures the radiance of festive lights with a total of 5,283 facets, crafted in joyful seasonal colors.

All aboard.





Hawk Eye

Ann-Sophie Mayr spoke with Stefan Schwarz, CEO of SWAROVSKI OPTIK, as the legendary sport optics maker celebrates its 75th anniversary

75 years, Stefan. A big number. How has SWAROVSKI OPTIK marked this special milestone so far?

75 years is quite a journey, isn't it? It isn't just about the number for us in 2024 – it is about celebrating the legacy of SWAROVSKI OPTIK. We've led the way in high-precision analog sport optics, of course. But this year, we're embracing a new era of technology. The launch of our flagship project, the »AX Visio,« is just the beginning of an exciting new chapter for us, where we're blending our expertise in analog optics with cutting-edge digital intelligence. We're looking forward to a

future filled with more digital innovations to help us create the best solutions for hunters, birders, and nature enthusiasts around the world.

What themes have you been celebrating throughout the year?

It's been a blast celebrating all things nature and innovation. Alongside the »AX Visio,« we've been shining a spotlight on products like the »CL Companion Habicht,« »MY Junior,« and »NL Pure.« But it's not just about the products, it's about our purpose too. We've been championing the #generationnature campaign, as well



True chip
Take a look inside the digital workings of the revolutionary »AX Visio«



Quality is key
An expert takes a look at one of their creations



as spreading awareness and setting ambitious goals for the future with our Strategy PEARL 2.0.

Your partnership with Marc Newson has been fruitful, from the compact, analog »CL Curio«, to the groundbreaking (and digital) »AX Visio.« How was it to work with a legend?

Working with Marc has been a whirlwind of creativity and inspiration. He's a legend in the design world, and collaborating with him has been nothing short of thrilling. Bringing his visionary designs to life was definitely a challenge, but all of us at SWAROVSKI OPTIK embraced it with enthusiasm.

The design of the »AX Visio« harks back to the iconic »Habicht« line. How important was it for this cutting-edge AR-driven product to wear its lineage on its sleeve?

The »Habicht« (German for »hawk«) line holds a special place in our hearts. It pays homage to our roots while simultaneously leaping into the future. When creating the »AX Visio«, blending tradition and innovation while incorporating elements from our iconic »Habicht« line – such a big part of our identity – was essential. It's about connecting the past with the present, so we can offer our customers something familiar yet groundbreaking.

Let's stay with that theme for a moment. How does SWAROVSKI OPTIK's history influence the next phase of your journey?

Our history is our compass, guiding us into the next chapter. While we'll always cherish our analog roots, we're also embracing the digital age. It's all about finding the perfect balance and staying true to our heritage while exploring new horizons. Our goal is to lead the way in both analog and digital optics, offering our customers the best of both worlds.



Always at home
The SWAROVSKI OPTIK facility in Tyrol, Austria;
(below) In nature

Children are our investment in the future. How important was it to bring an experience of the wild to them with »MY Junior«?

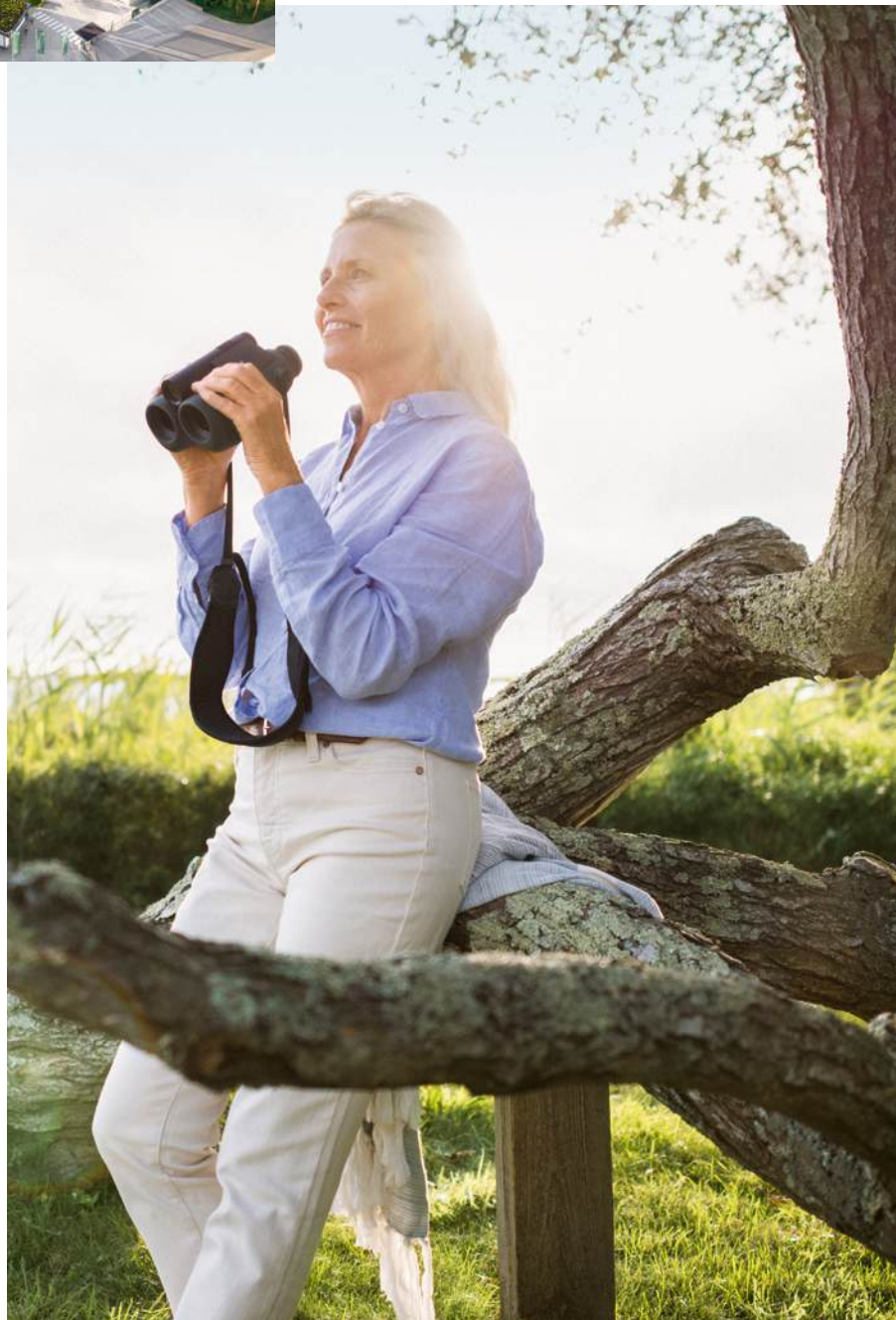
Very important. Inspiring the next generation of nature enthusiasts is crucial for us. We're not just selling binoculars with »MY Junior,« we're sparking curiosity and fostering a love of the great outdoors. It's important to nurture a deeper bond with nature from a young age, ensuring a brighter future for generations to come.

How has the response to #generationnature been? Were there any highlights that stood out from all the moments people have been posting from around the world?

The response to #generationnature – SWAROVSKI OPTIK's user-led celebration of all things natural across social media – has been unique. Seeing people from all walks of life come together to celebrate the beauty of nature has been truly heartwarming. From breathtaking photos to inspiring stories, every moment shared has reinforced our commitment to preserving our planet for future generations.

SWAROVSKI OPTIK's mission is to inspire people to love and care for nature. Could you elaborate a little on your company's commitment to sustainability?

Sustainability isn't just a buzzword for us: it's a way of life. We're deeply committed to protecting the environment and promoting biodiversity. From minimizing our environmental footprint to supporting projects like our Costa Rica rainforest initiative, sustainability is at the core of everything we've been doing for decades. We're committed to leaving a positive impact on the world, one step at a time.



Find your range

SWAROVSKI OPTIK products are available in the SWAROVSKI OPTIK online shop (www.swarovskioptik.com); their standalone store in Swarovski Kristallwelten Wattens, Austria; SWAROVSKI OPTIK CAMPEX in Stockholm, Sweden, and Le Casellacce, Italy; the Swarovski on the 5th flagship store in New York City, and through official specialist distributors worldwide.



Step Right In

New flagship stores bring an immersive Swarovski experience to prime shopping locations in South Korea and Italy.

Two new jewels have been added to Swarovski's crown, with the opening of flagship stores in some of the world's most glamorous shopping destinations. Both stores are bathed in light, resplendent in Swarovski brand colors, filled with signature octagon design elements and the iconic swan, and teeming with treasures from our world of light-filled luxury. Imagined and designed by Global Creative Director Giovanna Engelbert, they invite visitors to step in and immerse themselves in magical moments of shimmering beauty. Despite the shared design philosophy, inspired by Swarovski's 129-year history and a bold creative vision, each flagship store offers a unique retail experience.

Swarovski Dosan Park, our first flagship store in South Korea, is home to a Heritage Corner, where customers can learn more about our storied past in fashion and entertainment. It features iconic pieces from the history of cinema, such as the extravagant necklace worn by Marilyn Monroe in *Gentlemen Prefer Blondes* and the enchanted crystal slipper from Disney's

Seoul

Swarovski Dosan Park

A monumental swan logo graces the colorful facade (above); Café Swarovski and its contemporary art gallery space (below)

Swarovski Duomo

The accessories area in a vivid yellow monochrome (above); one of four radiant windows facing the famous Piazza del Duomo, and framed by elegant columns (below)



Milan

live-action *Cinderella*. On the top floor, Café Swarovski serves refreshments on our exquisite crystal-embellished porcelain tableware, made in collaboration with Rosenthal. To celebrate the launch, French designer Shourouk Rhaïem was commissioned to create suitably food-themed artworks adorned with Swarovski Crystals for the café's contemporary art gallery space.

On the other side of the globe, Swarovski Duomo celebrates our prolific history of creative collaboration with the fashion industry in Milan and beyond. As visitors step in from Piazza del Duomo, they are drawn toward a monumental LED wall with octagonal vitrines containing crystallized miniature tableaux encapsulating this rich heritage. Downstairs, a dedicated space explores the role Swarovski Crystals play as creative catalysts and showcases pieces from the Creators Lab and our Young Talent program, two initiatives we established to nurture and support creativity. If you've ever wanted to experience firsthand the creative spark ignited by Swarovski savoir-faire, a special showroom area displays our unmatched range of loose crystals and gemstones in all sizes, colors, and effects.



SCS News

Let's look back at some of the highlights
in what has been another
eventful year for SCS.

Italy signing events: Up close and personal with Swarovski designer Michele Blasilli



Photos: Swarovski; still life: Studio Schöttger



ONE-OF-A-KIND CREATION

A unique holiday ornament designed by Jessica Flegg from Australia.

Last winter, we invited SCS members to get into the holiday spirit by designing a unique holiday ornament. This winning design was chosen by our very own expert crystal designers from among hundreds of wonderful submissions. In addition to seeing her design realized as a one-of-a-kind prototype, Jessica also won an »Annual Edition 3D Ornament 2023« for her efforts. Keep your eyes peeled for details of our next competition in the SCS newsletter.



CIAO, MICHELE

»SCS Annual Edition« designer delights crystal lovers in Italy.

As the designer behind the »SCS Annual Edition« collections and some of our favorite home décor pieces, Michele Blasilli is like royalty to our members. So, when he returned to his homeland for signing sessions in northern Italy, there was no shortage of crystal lovers lining up to say »Ciao, Michele«.



SCS GOES DIGITAL

The latest SCS members' magazine on your mobile device.

Did you know that you can also read our SCS members' magazine and SCS Catalog digitally? Whether you're at home, on the go, or looking for a little distraction from your working day, you can discover our latest articles and designs in stunning detail on your computer, tablet, or smartphone.



FAREWELL SIGNING EVENT IN SINT-NIKLAAS

Martin Zendron attends a celebratory signing event at our Belgian store.

Swarovski designer Martin Zendron has attended many SCS signing sessions at the Swarovski store in Sint-Niklaas, Belgium over the years, but his most recent visit in March 2024 was infused with joyful nostalgia. After 35 years as a Swarovski partner, the Pijl family's store is closing. What better way to celebrate more than three decades of magical memories than a celebratory signing?



MOTHER'S DAY DELIGHT

An afternoon of indulgence to celebrate a special day in Singapore.

SCS members and Swarovski Club members in Singapore were treated to a special Mother's Day event last year. Around 75 guests attended the soirée at our Paragon store for an afternoon of canapés, drinks, and mingling, as they marveled at our 2023 SCS collection. Not only did each guest take home a special customized bloom box of preserved flowers, they also left feeling inspired for their next dinner party by the candy-colored Swarovski x Rosenthal tableware on display.



FOR A GOOD CAUSE

Over €20,000 raised in support of Swarovski Waterschool projects in Uganda and Australia.

There are two proud new owners of limited edition »Elephant Hekima« sculptures following our latest silent charity auctions. Fabio Vismara's winning bid of CHF 11,111 (€11,450) will support our partners in Uganda, AWEC (Advocates for Water and Environment Conservation), with their safe drinking water projects. Meanwhile, Vesna Dordevich's bid of AUD 20,000 (€12,000) will support Earthwatch Australia in their ecological and youth empowerment efforts with local and First Nations communities.



VIP EVENTS IN NORTH AMERICA

For our most valued customers, only the very best will do.

In the summer and fall of 2023, we invited 280 members to luxurious VIP events in six locations across the USA and Canada. From live DJ sets to lush floral arrangements, no detail was spared in creating a truly memorable Swarovski experience. Guests were invited to shop limited edition pieces, timeless classics, and the »Spring/Summer 2024« collection before it became available to the general public. »We truly felt like VIPs, and it was terrific to be celebrated in the same way we celebrate having Swarovski in our home – with care and class,« said one delighted SCS member.



CRYSTAL LOVERS WEEK DOWN UNDER

SCS members got up close to the new Swarovski »Galaxy« and »Eternity« collections at VIP events across Australia and New Zealand.

In April 2024, our members in Australia and New Zealand were treated to a week-long celebration of Swarovski during Crystal Lovers Week. The festivities commenced with a spectacular VIP event held for our most loyal SCS and Swarovski Club members at ten stores across both countries. »I love taking the opportunity to meet other crystal lovers at these events,« said SCS member from Australia, Anne Phillips. As one of the highlights of the week, guests were treated to a first look at the new Swarovski Created Diamonds, now available in Australia and New Zealand. »I just couldn't resist seeing them up close,« said Anne.

COUTURE CREATIONS IN THE GARDEN OF TIME

For the first time ever, we presented Swarovski couture looks at this year's Met Gala.

The Met Gala is fashion's big night out, but finding the right look to nail the event's official theme, convince critics, and make a splash on the red carpet is a serious challenge. Swarovski Global Creative Director Giovanna Engelbert understood the assignment – and more than delivered with dazzling results.

The 2024 dress code, *The Garden of Time*, was taken from the title of a bittersweet short story on the ephemerality of beauty and the fragility of nature. Engelbert's spectacular designs are inspired by the elements of nature that bring a garden to life – its lush greenery and colorful blooms, as well as the water, air, and sunshine they need to thrive.



A tableau of four nature-inspired Swarovski couture looks (left to right):

Giovanna Engelbert represents Nature in a green gown, Anok Yai embodies Water in a blue catsuit, Imaan Hammam shines as the Sun in a golden-yellow skirt and cropped cape, and Karlie Kloss blooms as a Flower in a pink gown



Air Irina Shayk in a floor-length Crystal Mesh gown accessorized with »Millenia« jewelry



Concept
A tulle catsuit teamed with a Swarovski Created Diamonds »Galaxy« necklace



Fitting
A two-piece look comprising a crystallized cape with »Gema« crystals and a satin skirt



Artisanal detail
A silk gown encrusted with crystals from »Florere« and »Millenia« families



Final touch
An intricate emerald green gown embroidered with 55,000 crystals and beads

Competition

Feeling festive? Take part in our competition and add »Holiday Cheers« to your home with these colorful ornaments.

Question

Our crystals were first used for the Vienna Opera Ball tiara in:

- A — 1956
- B — 1935
- C — 2006



Enter now

You can enter online at crystalgame.swarovski.com or write your answer (A, B, or C) on a stamped postcard (see below for competition rules).

Send this with your name, address, and SCS membership number by November 22, 2024 to:
Swarovski Magazine
c/o C3 Creative Code and Content GmbH.
Stichwort: Gewinnspiel SMFW24.
Gotzinger Str. 19,
D-81371 Munich, Germany

Congratulations

In our SS24 edition competition, we wanted to know the year of the first SCS Annual Edition featuring a pair of birds.

The correct answer was 1987 (option B).

1ST Prize

»Idyllia SCS Gouldian Finch Large«
Merrilyn Ferris, Australia

2ND Prize

»Idyllia SCS Gouldian Finch Small«
Marie Therese Joy, Ireland

3RD Prize

»Idyllia SCS Orchid Petal«
Hiroaki Sawaguchi, Japan

4TH Prize

»Idyllia SCS Orchid Pendant«
William Schimek, US

Trade Promotion Competition License no.: 58300



1ST Prize

»Holiday Cheers Nutcracker, Blue«



2ND Prize

»Holiday Cheers Tree«



3RD Prize

»Holiday Cheers

Tree and Gifts Ball Ornaments

Competition Rules

Each SCS member may enter only once and only win one prize. The closing date for entries is November 22, 2024 (date of the postmark). The correct answer is required to be entered into a prize draw to be held on November 29, 2024. The winners that answered the question correctly will be chosen at random by C3 Creative Code and Content GmbH on behalf of Swarovski. There is no cash substitute for the prizes. Employees of Swarovski and C3 Creative Code and Content GmbH may not enter the competition. Swarovski, C3 Creative Code and Content GmbH, and anyone associated with this competition are not liable for lost or damaged entries. By participating in this SCS competition you understand that your submitted data will only be processed in the context of this SCS competition to determine the winners and to contact them. Swarovski reserves the right to publish the names of the winners. For members in Mainland China: For more information on how we collect, use, and manage your personal information during the competition, please read the Swarovski Privacy Policy on swarovski.com.cn. For members in Greater China region: Personal data provided by the competition participants on the Data Challenge Registration Page and/or throughout the duration of the competition may be used for eligibility verification. Results will be announced on 9 December 2024, in the South China Morning Post and Ming Pao Daily News. Swarovski reserves the right to publish the names.

Trade Promotion Competition License No.: 59021.

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