



press
INFORMATION

ENLIGHTENED™ – Swarovski Elements JOINS SANRIO IN CELEBRATING THE 35TH ANNIVERSARY OF HELLO KITTY WITH A ONE-OF-A-KIND, SUPER HELLO KITTY JEWEL DOLL

ENLIGHTENED™ – Swarovski Elements will be host, at **BASELWORLD 2009**, to the global unveiling of a **Super Hello Kitty Jewel Doll** adorned with **2,345 Genuine Gemstones** and an exclusive **one carat diamond** all precision cut from **ENLIGHTENED™ – Swarovski Elements**. It's the only luxury item of its kind in the world, created by Tokyo jewellery-maker **I.K. Co., Ltd.** in collaboration with **ENLIGHTENED™ – Swarovski Elements** and **Sanrio Company, Ltd.** The exclusive doll will premier along with the launch of an unlimited five-piece jewellery collection created with various coloured **Cubic Zirconia** stones from **ENLIGHTENED™ – Swarovski Elements**, to commemorate the **35th** anniversary of **Hello Kitty**.

The **Super Hello Kitty Jewel Doll** is the perfect pairing of precision-cut gemstones from **ENLIGHTENED™ – Swarovski Elements** together with the emotions and affection associated with **Hello Kitty**. This unique, one-of-a-kind **Super Hello Kitty Jewel Doll** is made of **Platinum 900**, **white Passion Topaz®**, **Pink Sapphires** and accentuated with **Citrine**, **Black Spinel** and an exclusive **one carat diamond**. The five-piece **Hello Kitty jewellery collection** is made of **rhodium plated sterling silver** and features five different colours of **Cubic Zirconia** from **ENLIGHTENED™ – Swarovski Elements** that symbolize the **35th** anniversary of **Hello Kitty**. Each colour has been chosen to convey a symbolic meaning: **Red** for **Friendship**, **Pink** for **Cuteness**, **Yellow** for **Heartful**, **Green** for **Wish** and **Lavender** for **Sweet**: A beautiful message from **Hello Kitty** to the world, communicated via the universal language of the "power of colour."

This initiative highlights the creative collaboration between two high-profile global brands, each adding their own unique take on exclusivity and iconic elegance.

ENLIGHTENED™ – Swarovski Elements, formerly marketed under the trade name **Signity**, is internationally recognised for its exquisite **Genuine Gemstones** and **Created Stones**, available in an alluring array of shapes, sizes and colours. Drawing on **Swarovski's** expertise in state-of-the-





press
INFORMATION

art cutting technology, each stone is cut with unparalleled precision and the utmost attention to perfection, designed to enhance its light, luminescence and brilliance. The range of Genuine Gemstones includes Sapphire, Ruby, Rhodolite, Peridot, Amethyst, Citrine, Passion Topaz® and the like, in a sumptuous spectrum of tones, textures and translucencies. Top quality Created Stones, replicating nature's finest, include Ruby and Sapphire, Alpinite and Spinel, in numerous shades. ENLIGHTENED™ – *Swarovski Elements* also presents the most dramatic, sophisticated shades of top quality Cubic Zirconia, with its exceptional brilliance and unfolding depths of light and lustre, equally wondrous yet manmade, and very much the material of the moment.

Hello Kitty is one of the most beloved characters of the Sanrio Company, Ltd. An endearing icon that initially appeared in 1974 and has since blossomed into a global brand. Today over 50,000 different product varieties can be found in more than 70 countries around the world – from Hello Kitty theme parks in Japan, a Maternity Hospital and Hello Kitty Resort in Taiwan, to her very own TV series. Hello Kitty has won the hearts of children and adults alike and holds the exclusive title of *UNICEF Special Friend of Children*, as well as Japan's *Goodwill Ambassador of Tourism* for China and Hong Kong. Her sweet and sincere persona reflects the company's philosophy that a gift is a means of expressing our heartfelt feelings for others.





press
INFORMATION

In 1895, Daniel Swarovski I, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewellery stones. From this beginning that revolutionised the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal, for fashion, jewellery and more recently lighting, architecture and interiors. Today, the company, still based in Wattens, family-owned and run by 4th and 5th generation family members, has a global reach, with some 23.900 employees, a presence in over 120 countries and a turnover in 2008 of 2.52 billion Euros. Swarovski comprises two major businesses, one producing and selling loose elements to the industry and the other creating design-driven finished products. Swarovski crystal components, known by their product brand names CRYSTALLIZED™ - Swarovski Elements for fashion and STRASS® Swarovski® Crystal for architecture and light, have become an essential ingredient of international design. Since 1965 the company has also catered to the fine jewellery industry with precision-cut genuine and created gemstones, and from April 2008 has strengthened this relationship by revitalising and renaming the product brand ENLIGHTENED™ - Swarovski Elements. Showing the creativity that lies at the heart of the company, Swarovski's own-brand lines of accessories, jewellery and home décor are sold through more than 1,600 retail outlets in all major fashion capitals. The exclusive Daniel Swarovski accessories collection has meanwhile become the company's couture signature. The Swarovski Crystal Society has close to 350,000 members worldwide, keen collectors of the celebrated crystal figurines. And in Wattens, Swarovski Kristallwelten, the multi-media crystal museum, was opened in 1995, as a celebration of Swarovski's universe of innovation and inspiration. The Swarovski corporation also includes Tyrolit®, manufacturing grinding tools, Swareflex, for road safety reflectors and Swarovski Optik, producing precision optical instruments.

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