



press
INFORMATION

PASSAGES OF NIGHT

SWAROVSKI COLLECTION AUTUMN-WINTER 2008/2009

Continuing the annual theme chosen by Swarovski, the new "Passages of Night" collection cuts across the "Avenues of Light" theme celebrated in Spring-Summer 2008 and floods the stage with a new light... in the depth of night. The charms and mysteries of the city are revealed as we follow the adventures of a woman, part fashionista, part creature of the night. Together, we feel the entire city vibrate to the rhythm of a journey lit by eclecticism: her nocturnal exploits take her from one hip haunt to another even cooler venue, hanging out at fashionable galleries and offbeat clubs.

Disco balls, strobes, lasers, electric-coloured neon lights: the crystal in the jewellery and accessories of the new "Passages of Night" collection has been remixed and remastered. Here it takes on innovative shades of purple Heliotrope, Bermuda Blue, and shades of grey. Its blacks are not always black, inhabited by mysterious glints.

Demanding in her choices this trendy woman has many faces: masculine and feminine in some of her looks, she might dip into a retro vibe, then switch to a rock or punk scene. She also plays on her charm, enjoys attracting admiring glances, adopting a sexy attitude. It is this succession of facets, this succession of urban and emotional experiences that mix together art, design and music that Nathalie Colin Roblique wanted to express through "Passages of Night". For this confident, sparkling nocturnal heroine, the Artistic Director of Swarovski has designed jewellery and accessories that are versatile and full of movement, lending themselves to a personalised, unique look.

Jewellery or accessory? It is such a thin line, and Nathalie Colin Roblique has combined the two in the "Force" necklace, imitating the lines of a shirt collar, complete with tie: instead of fabric, a mosaic of crystal or crystal pavé. The height of fashion, the "Fit" tie is adorned with ultra-flexible Crystal Mesh. This playful theme is continued in the long, fluid earrings of crystal chain mail.



press
INFORMATION

In the game of mix and match, the Swarovski woman comes out winning. Around her neck, a cascade of necklaces and pendants: the "Fetish" necklace combines large cut crystals, hints of epoxy and even safety pins. Also in the rock vein, the "Fever" necklace and earring set condenses the bursting electrical energy of the city into its crystal pavé lightning flashes. She then adds a large pendant called "Free", adorned with a bird perched in its black crystal pavé cage. She also has fun with a "Feather" necklace, punctuated with feathers made of black and Bermuda Blue Navette crystals. Jewels reflecting her nightbird image? She alone knows... Just as she alone masters the game of seduction, playing with the Gold and Red crystal pompoms of the "Frivolity" sautoir, or taking out her little doll, (un)dressed in exquisite crystal pavé undergarments.

Her fingers are also covered in treasures, sending out the colours of the night: Nirvana, Glacier... her solid crystal rings are her strength, like a weapon of beauty, a sign of her passion for luxury and sophistication. Her bracelets contain every possible type of link, of varying widths and densities, and fully crystal pavé.

A code of recognition that links her to her tribe, she is mad about the Swarovski collections. A large "Forever" cut crystal mounted on a pendant, this season decorated with a crystal pavé gift ribbon; multiform stars adorning necklaces, brooches and earrings ("Flicker" and "Firmament" models); a crystal pavé heart called "Feeling", maliciously defaced with the horns and tail of a little devil; a bow closed with two drops of crystal pavé, christened "Festivity"... She wants it all, superimposing everything in an attitude of absolute chic.

Cutting edge, she has already adopted the new Swarovski signature, the Swanflower™, the new motif featuring the emblematic swan. She wears it as a long pendant, against a silver metal openwork sphere in crystal pavé, on large bracelets of crystal pave on gold metal and crystal stones. And she never goes out without her little Swanflower™ - embossed matt silver leather clutch

She loves bags. To complement a glam look, she chooses a grained patent leather bag embroidered with a large section of Crystal Mesh padding. To play the femme fatale,



press
INFORMATION

she goes for a “Fluffy” evening clutch in soft leather, set off with a crystal pavé bow, or a “Fancy” handbag with a crystal pave clip fastening.

“Passages of Night”, an opportunity to discover the world of crystal, its poetry and precision, in another light... black and mysterious like the night.

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 22.000 employees, a presence in over 120 countries and a turnover in 2007 of 2.56 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 1300 Swarovski stores and concessions in all major fashion capitals, while the exclusive Daniel Swarovski accessories collection has become the company's Couture signature. The Swarovski Crystal Society has close to 400,000 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.