

SWAROVSKI CRYSTAL PALACE

MAISON & OBJET 2009

Swarovski Crystal Palace is proud to exhibit an exclusive selection of designer collaborations, including new furniture by Tord Boontje, at this year's Maison & Objet Salon taking place in Paris from 23-27 January 2009.

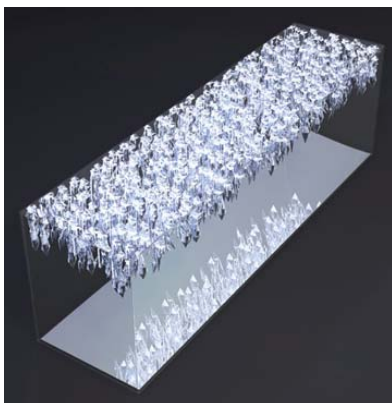
Capturing the ethereal quality of crystals in contemporary statements of brilliance, designers **D.B. Kim, Diller Scofidio & Renfro, Fabien Baron, Fredrikson Stallard, Georg Baldele, Jaime Hayon, Michael Anatassiades, Tokujin Yoshioka, Tom Dixon, Tord Boontje, and Vincent Van Duysen** will be presenting their innovative creations in a unique setting.

The exhibit will showcase 'Scènes d'intérieur Designer 2009' **Vincent Van Duysen's** eye-catching 'Cascade'; an opulent 3 metre chandelier with cascading drops of Swarovski crystals, echoing the tempestuous flow of a waterfall.

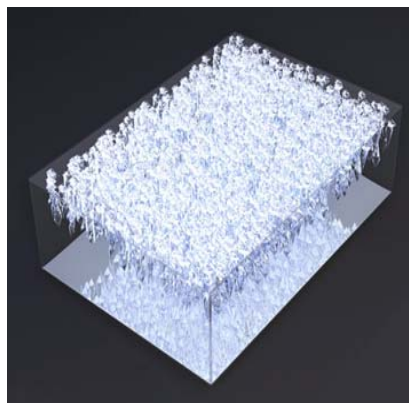


'Cascade' by Vincent Van Duysen

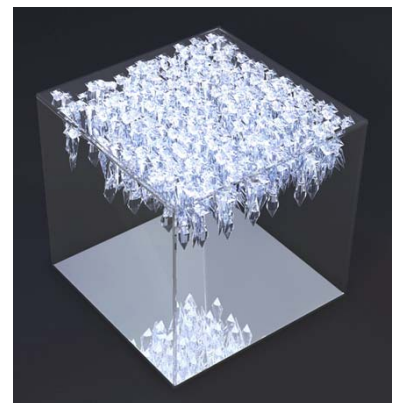
In addition, the highly innovative designer **Tord Boontje** will launch the *first ever furniture Crystal Ice range* for Swarovski Crystal Palace. Following the success of his intricate 'Ice Branch', and using a similar technique of densely wrapped crystals, these three designs give an illusion of floating icicles encased in a striking minimal structure.



Crystal Ice Bench



Crystal Ice Table



Crystal Ice Stool

Contact:

Press Enquiries:

Amy Dollamore : amy@camron.co.uk (+44) 20 7 420 1700

Tara ffrench – Mullen: tara.ffrench-mullen@swarovski.com (+44) 20 7255 8445

Project Enquiries: Sarah Hammond: sarah.hammond@swarovski.com +(44) 20 7255 8438

Sales Enquiries: Eve-Marie Ayer: eve-marie.ayer@swarovski.com +(44) 020 7255 8460

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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.