



SWAROVSKI
RUNWAY ROCKS

THE ULTIMATE CATWALK JEWELLERY COLLECTION COMES TO LOS ANGELES

Swarovski launches Runway Rocks 2007 - The Ace Gallery February 20th

Styled by Patricia Field

Los Angeles February 2007: Swarovski shines light on the art of couture jewellery. **Runway Rocks** is Swarovski's barrier-breaking collection of newly commissioned, one-of-a-kind jewels, created especially for the catwalk by the world's leading names in fashion and jewellery design. Giving this new collection a distinctive movie-style glamour, the high-profile line up of over 20 new names taking part in **Runway Rocks** Los Angeles (LA) includes leading costume designers **Patricia Field and Cate Adair**, LA based costume jewellery creator, **Tarina Tarantino**, master jeweller to the film industry, **Martin Adams**, special effects genius, **Robert Allsopp**, and Milan-based cult designer-jeweller **Betony Vernon**. As well as London jeweller **Shaun Leane for Alexander McQueen**, there are fashion and accessory designers including **Hussein Chalayan, On Aura Tout Vu, Corto Moltedo** and Tokyo's **Tae Ashida**. The spectacular show, with a dramatic Hollywood-flavoured concept, will be styled throughout by Emmy-winning queen of fashion, **Patricia Field**.

The **Runway Rocks** designers are carefully chosen and invited by Swarovski to create their ultimate vision of jewellery for the catwalk. A couture jewel that perfectly captures the mood of the moment, fusing fashion, jewellery and body ornament. Swarovski crystal is the hero and vital creative ingredient of each provocative jewel, catching the catwalk spotlight.

Runway Rocks LA – The Ace Gallery, Beverly Hills, 9430 Wilshire Boulevard

Now Swarovski brings the trail blazing **Runway Rocks** collection to LA, with a sparkling event and conceptual catwalk show, to be held during the run-up to the Oscars Ceremony, on February 20th, in the Ace Gallery. This cutting-edge, thought-provoking **Runway Rocks** collection with its theatrical flavour brings together dynamic new pieces, commissioned especially for LA and 5 creations commissioned in 2006 for Tokyo. Emmy-award nominated costume designer for *Desperate Housewives*, **Cate Adair** supplies her trademark glamour, merging jewels with a draped evening gown, **Martin Adams** conjures up a stunning show-girl creation, redolent of Hollywood 1920s spectacles, and **Tarina Tarantino** creates a crystal-encrusted urban warrior.

Leading Japanese fashion designer **Tae Ashida** throws torrents of crystals over a neck and shoulder ornament, **Corto Molledo** dreams up a dramatic crystal-wrapped American Indian feathered headdress, both raw and refined, Milan-based jeweller, **Betony Vernon** conceives a deep, curved and crisp collar fixed to a red crystal studded neck harness, and from fashion's hottest newcomer this year, **Christopher Kane**, comes a fluid jewelled bodice of crystal encrusted ring links. This is jewellery as you've never seen it before, this is crystal creativity at its most flamboyant, this is Swarovski **Runway Rocks**; Crystal to make the Runway Rock.

Crystal Creativity

As the art of catwalk jewellery is flourishing, jewellery today remains the most powerful expression of individuality. Innovative and imaginative, it pushes the boundaries of form and adornment to make extraordinary jewels which are created for a particular couturier and show, underlining the theme of a collection. Traditionally these jewels have been made by individual ateliers, designers, craftsmen and artisans, who have until now, been unsung heroes. Through **Runway Rocks**, Swarovski highlights this creative corner of couture and at the same time shows the endless possibilities of crystal as an innovative material.

Touches of Brilliance: Crystal on the Catwalk

Ever since the early days of couture and throughout the 20th Century, Swarovski crystal has been a vital element in fashion jewellery. Swarovski has worked hand in hand with the leading names of fashion including Chanel, Schiaparelli, Christian Dior and Balenciaga, by interpreting their ideas and creating new crystal jewellery stones, colours, cuts and textures, to complement each collection. From that time, and right up to today, Swarovski crystal has taken centre stage on the catwalk, as designers from Giorgio Armani to Alexander McQueen, revel in the unrivalled fantasy and freedom offered by crystal.

Swarovski and Hollywood

Crystal, like Hollywood, is all about realising dreams, and throughout Swarovski's history, stars, both on and off screen, stylists and costume designers like the legendary Edith Head have all turned to crystal, with its ability to catch and hold the spotlight, as a way of highlighting individual star quality. 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 recent years, Swarovski has rekindled its close working relationship with the movie industry, to give crystal a new glittering role in costumes, jewels and sets, in films ranging from Moulin Rouge, The Phantom of the Opera, James Bond's Die Another Day and Casino Royale, The Golden Age, Oceans 13 and Dreamgirls.

Designers:

Cate Adair, Martin Adams, Robert Allsopp, Tae Ashida, Brian Atwood, Hussein Chalayan, Trevor Collins, Patricia Field, Justin Giunta, Ed Griffiths, Anna Hiscock, Christopher Kane, Andrew Logan, Shaun Leane and Philip Treacy for Alexander McQueen, Corto Moltedo, On Aura Tout Vu, Scott Stephen, Tarina Tarantino, Betony Vernon, Fiona Winter-Swarovski.

Watch livestreaming at www.swarovskisparkles.tv

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Over a hundred years ago, 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 these beginnings, which 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 20,000 employees, a presence in over 120 countries and a turnover in 2006 of 2.33 billion Euros. Comprising two major divisions, one producing and selling loose crystals, the other creating design-driven finished products, the Swarovski corporation also includes four industrial brands, Tyrolit®, manufacturing grinding tools, Swareflex, for road safety reflectors, Optik, producing precision optical instruments and Signity, Swarovski's brand for genuine and created gemstones. While Swarovski crystal, known by its product brand name CRYSTALLIZED™ – Swarovski elements, has become an essential ingredient of international design, Swarovski's own-brand accessory, jewellery and home décor lines are sold through more than 600 Swarovski stores and concessions in all major fashion capitals, and 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, Crystal Worlds, the multi-media crystal museum, has attracted over 7 million visitors since it was opened in 1995, as a celebration of Swarovski's universe of innovation and inspiration, of crystal as the ultimate creative material.

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