



SWAROVSKI
RUNWAY ROCKS

SWAROVSKI CRYSTAL ROCKS THE RUNWAY AT PARIS COUTURE

A Touch of Brilliance – The Swarovski Runway Rocks collection shines new light on the art of Catwalk Jewellery

Paris, January 2006

Runway Rocks, Swarovski's dazzlingly provocative international collection of specially commissioned hand-made, one-of-a-kind, crystal catwalk jewels was unveiled during Paris Couture, at a champagne breakfast and breathtakingly beautiful show held in the lavish surroundings of the historic Hotel Pozzo di Borgo, in Saint Germain.

Creating a scintillating contrast with the antique chandeliers and cream and gilt opulence of the Hotel Pozzo's drawing-rooms, the world's most sought-after models marched out from a chic black mirror box, along a sleek, black shiny runway, wearing courageously thought-provoking, barrier-breaking crystal-encrusted couture jewels and body ornaments. The Runway Rocks collection, the ultimate in catwalk jewels, was commissioned by Swarovski, the world's largest producer of cut crystal. Adding light-filled drama to Paris Couture, the collection comprised stunning individual works by leading fashion and jewellery names from around the world:

Fashion names including Vanessa Seward of Azzaro, Jean-Paul Gaultier, Hussein Chalayan, Roberto Cavalli, Antonio Berardi, and Rodolphe Rousseau, lined up with top jewellery designers Philippe Ferrandis, Johnny Rocket, Noboru Shionoya, Lara Bohinc and Pianegonda, and directional accessories designers, led by Rosemarie Le Gallais of Daniel Swarovski, design duo DoAn and leather-worker Ed Griffiths.

The show opened with Crystal Cage, a feathered, corset-like jewel-dress designed by Rosemarie LeGallais of Daniel Swarovski, ribbed with chandelier parts and cinched with crystal mesh, and moved through cool, urban visions, like the Mucha-inspired crystal smothered trilby and lily ensemble by DoAn, and Kirt Holmes' draped gilt chain and crystal sleeved body-jewel, with cuffs and neckpiece made from Swarovski's shadow-green silk-like pearl mesh. The next shimmering section shone with exoticism and colour, seen in Francesca Bristol's gleaming sculpted metallic bikini bodice, etched with flamingos crystal-studded in shades of hot pink.

Conceptual creations included Hussein Chalayan's Turning Cape, a grey silk cape parachuting out from a deep crystal-encrusted revolving collar, crystal-in-motion catching the spotlight as it turned. The show drew to a crystal-crazed conclusion with a glimmering raincoat and headdress by Antonio Berardi, Rodrigo Otazu's theatrical mass of crystal covered bubbles, and Rodolphe Rousseau's melting Ice Dream composition, a draped and pleated cream gown, harnessed in Art Deco inspired crystal chains.

Swarovski crystal, for so long an essential ingredient of the cut and caress of couture, took its rightful place at the centre of Paris Couture week. In the hands of some of the world's most talented and innovative designers, cut crystal, versatile, vivacious, became a poetic, creative material of endless possibilities.

Swarovski Corporate Communications, London

Contact:

Nadja Swarovski +44 (0)20 7016 6780

Susannah Bourne +44 (0)20 7016 6786

Emma Rickett +44 (0)20 7016 6785

Fax: +44 (0)20 7016 6770

Email: susannah.bourne@swarovski.com

Email: emma.rickett@swarovski.com

www.swarovskisparkles.com

For more than a hundred years Swarovski, the Austrian family company based in Wattens in the Tyrol, has been the world's leading brand for cut crystal. Crystal jewellery stones and crystalline semi-finished goods for the fashion, jewellery and lighting industries are as much a part of the company's product range as gift articles, home accessories, and collectibles fashioned from faceted crystal. Swarovski's artistic and design abilities are evident in Daniel Swarovski Paris and Swarovski Jewellery, the company's accessory and jewellery ranges. Since 1995 visitors have been able to enjoy the ultimate crystal experience at the Swarovski Crystal Worlds. The Swarovski group also includes Tyrolit, which produces grinding tools and abrasives, and Swarovski Optik, the company's optics division, with its precision optics for hunting and nature observation.

In 2004 Swarovski achieved group sales of Euro 1.83 billion with a total of approximately 16,000 employees.

www.swarovski.com