



The Yellow Brick Road Sparkles again with Swarovski Crystal!

The iconic red slippers, first seen on Judy Garland as she skipped down the Yellow Brick Road over 20 years ago are set to return to the stage, this time in the Frank Baum production of *The Wizard of Oz*, at the Royal Festival Hall.

Swarovski's involvement in film and theatre has been intrinsic to some of the most memorable scenes through the years, arguably none more so than the sparkling Swarovski covered red slippers in *The Wizard of Oz* film.

This time, Sian Brooke will be dancing as Dorothy in the musical theatre production of *The Wizard of Oz* based on the 1939 film production that will feature live music from a 20 piece band who will play the loved classics *Somewhere Over the Rainbow*, *We're Off to See The Wizard* and *Follow the Yellow Brick Road*.

Swarovski crystal will also be seen throughout the *Wizard of Oz* sets, on the costume and crowns of Glinda the Witch and the confetti jewellery. Set to be a star highlight of this summer on The South Bank, Swarovski are delighted to continue their relationship with this iconic production.

*112 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 2,37 billion Euros. Swarovski comprises two major divisions, one producing and selling loose crystals 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. 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 1150 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, 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. 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.*