

## SWAROVSKI LAUNCHES A SPARKLING NEW STORE IN MELBOURNE CENTRAL



When heritage meets craftsmanship, it results in Swarovski's unsurpassed ability to renew itself with the utmost respect for the brand's DNA. Crystal cutting expert, master of light and sparkle, Swarovski adds fashion signature to make every day extraordinary and allows consumers to express their personality through inspired accessories, from day to night. To best enjoy its collections, Swarovski invites shoppers to live a real experience in its 2,500 stores worldwide. An experience which is now possible at the new Melbourne Central boutique, Shop GD047, Melbourne Central, 300 Lonsdale St VIC. In a refined and elegant atmosphere reflecting the brand's iconic facets, anyone can enjoy the world of Swarovski comprising fashion accessories, home living masterpieces and dazzling watches.

### **An Exclusive Retail Design: the 'Crystal Forest' Concept**

As one of the world's largest retailers, Swarovski aims at offering its customers a delightful experience when they visit any store whether it is in Europe, Asia Pacific or Latin America. The Crystal Forest store concept is a modern expression of the company's identity and values, highlighting the infinite possibilities of crystal and illustrates the company's deep affinity with nature. For Robert Buchbauer, member of the Swarovski Family and of the Executive Board, *"Our store design is not only a tremendous illustration of Swarovski's contemporary vision and taste for design, this environment is perfect for us to share our commitment to excellence, a sense of creativity, surprise and delight,"* with the dazzling new Melbourne Central store being no exception.

Melbourne is the perfect destination for locals to enjoy and shop the latest fashion, and now to experience the magic of Swarovski. Swarovski looks forward to welcoming shoppers into the sparkling new Crystal Forest store on Friday, 26<sup>th</sup> April 2019 at 9am where Be Swarovski and/or SCS members will receive a pair of Rose Gold Hexagon Earrings with any purchase\*.

Swarovski looks forward to welcoming Melbourne Central locals into the sparkling new Crystal Forest store on **Friday, 26<sup>th</sup> April 2019**, from 9am.

Address: Shop GD047, Melbourne Central, 300 Lonsdale St, Melbourne Central 3000 VIC.

**\*Terms and conditions apply, see in-store for details.**

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#### **Swarovski**

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity.

Founded in 1895 in Austria, the company designs, manufactures and markets high-quality crystals, genuine gemstones and created stones as well as finished products such as jewellery, accessories and lighting. The Swarovski Crystal Business is run by the fifth generation of family members and has a global reach with approximately 2,800 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.6 billion euros in 2016.

Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2016, the Group generated revenue of about 3.37 billion euros and employed more than 32,000 people.

A responsible relationship with people and the planet is an integral part of Swarovski's heritage. The global Swarovski Waterschool education program has reached 461,000 children on the world's greatest rivers, and the Swarovski Foundation, set up in 2013, works to support culture and creativity, promote wellbeing, and conserve natural resources to achieve positive social impact.

[www.swarovskigroup.com](http://www.swarovskigroup.com)