



**SWAROVSKI RELEASES ITS NEW FALL/WINTER 2019
COLLECTION AND CAMPAIGN, CELEBRATING THE MAGIC OF
LIGHT**



- Swarovski's new Magic Light Collection of jewellery, watches and accessories celebrates the magic of light and nature and takes its inspiration from Icelandic landscapes and the starry Arctic sky
- To showcase its latest collection, the stellar digital-first campaign promotes positivity and individuality through symbolic Swarovski crystal designs and self-expression
- Visuals from the Swarovski Australia FW19 Press showing are available here:
<https://swarovski-my.sharepoint.com/:f/p/u9130351/EgJpRCfIOkZEtCwNJg-g-H4BINI3depqnS6u2ShFIzbmQ?e=Rq2wPu>



- **The fall, winter and holiday campaign chapters dial up the storytelling and glamour throughout the season, to create engaging experiences that spark delight and help consumers to feel extraordinary every day with Swarovski**

For Fall/Winter 2019, Swarovski celebrates the magic of light in all its brilliance with a new collection of jewellery, watches and accessories, making the everyday extraordinary and illuminating the inner beauty and confidence of the women who wear them.

The magic of Swarovski lies in the fascinating play of reflections between crystal and light, and the way it captivates people around the world.

Swarovski's Creative Director Nathalie Colin weaves elements of tarot and astrology into the latest collection and explains, *"Crystal is all about light. It comes alive with light—just like people! And in light of the current challenges we face in the world, we want to spread a positive message to reconnect with oneself, others and nature. The Magic Light Collection takes its inspiration from the pure landscapes of Iceland and the starry Arctic sky, illuminated by the Northern Lights—beautiful jewels that will be your guiding light for a bright and sparkling future."*

The collection celebrates Swarovski's creativity, craftsmanship, and promise to help women around the world express their identity and look and feel brilliant. Stellar silhouettes are sprinkled with sparkling tarot symbols, signs, portents and astrology motifs, bringing brilliance to all women, whatever their style. Layers of refined long pendants and necklaces, bold cocktail rings, delicate designs, and embellished earrings of every kind invite women to experiment and channel their personality for every occasion. Deep midnight and rich purple shades with dazzling, shimmering effects bring depth to fall and winter, while monochrome receives a thoroughly modern update for the festive season, interspersed with pops of opulent green, red and blue.

THE SEASON'S HIGHLIGHTS

Fall

The new **Tarot Magic** jewellery line takes center stage for fall alongside the on-trend **Swarovski Symbolic** range and **Swarovski Remix Collection**. Swarovski reinterprets tarot



card symbols with a daring new spirit. Swallows, spades, evil eyes and hand gestures are incorporated into brilliantly versatile silhouettes embellished with Swarovski crystals and hidden meaningful details that only reveal themselves upon closer inspection, as if by magic.

Winter

The best way to disconnect from today's hectic world is to look at the stars, and the winter collection offers many celestial symbols that bring a little positivity during a time of uncertainty in the world. Mystical moon and star motifs adorn the **Swarovski Symbolic** and **Swarovski Remix Collection** lines, which look dazzling when layered together and worn with the striking **Moonsun range** and **Octea Lux Moonphase** watch.

Holidays

Light up the holiday season with Swarovski **Naughty** or **Nice** angel feather designs. It is the perfect time of year for celebration, gift giving, self-indulgence, togetherness and self-reflection-not to mention standout sparkle. The elegant and delicate **Nice** line represents purity, protection, affection and harmony and is the perfect gift for those who have been good all year, while the more dramatic tones of **Naughty** will appeal to those who are a little more mischievous.

THE CAMPAIGN

Swarovski's FW19TV campaign series brilliantly showcases the new collection. The female cast embarks on a series of mystical encounters throughout the season, all with a brilliantly refreshing twist. **Fall** is all about the power of dreams where the protagonists have their wishes granted by Tara, a fashion-forward psychic. The **Winter** chapter sees the cast sneak into an observatory at night to find their lucky stars. However, it's the power of the Swarovski crystals that eclipse the stars and steal the show. And as the **Holiday** season approaches, the women stumble across a machine with a sparkling outcome that brings joy and a little playfulness to the festivities. The message throughout is that wearing Swarovski jewellery is more than just a style statement; it's a brilliant symbol of expression for today's modern woman. The campaign will also run across digital, social, online and in-store.

The FW19 PR Lookbook, campaign visuals and product images are available on the Swarovski Press Room [here](#).



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ABOUT 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 jewelry, accessories and lighting. The Swarovski Crystal Business is run by the fifth generation of family members and has a global reach with approximately 3,000 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.7 billion euros in 2017. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2017, the Group generated revenue of about 3.5 billion euros and employed more than 32,000 people. A responsible relationship with people and the planet has always been an integral part of Swarovski's heritage, and is embedded today in the company's well-established global sustainability agenda. In addition, global Swarovski Waterschool education program has reached 500,000 children on the world's greatest rivers, and the Swarovski Foundation, set up in 2013, works to support culture and creativity, promote the rights and wellbeing of women and children, and conserve natural resources to achieve positive social impact.

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