

SWAROVSKI LAUNCHES A SPARKLING NEW STORE IN CASTLE HILL



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 newly relocated Castle Hill store, Shop 2204, Castle Towers Shopping Centre, 6-14 Castle Street, Castle Hill 2154 NSW. 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 Castle Hill store being no exception.

Castle Hill is the perfect destination for locals to enjoy and shop the latest fashion, and now to experience the magic of Swarovski in a new location. Swarovski looks forward to welcoming Castle Hill locals into the sparkling new Crystal Forest store on Thursday, 12th September 2019 at 9am where Be Swarovski and/or SCS members will receive a FREE Remix Hexagon Strand, valued at \$99, with any purchase*.

Date: **Thursday, 12th September**, from 9am.

Address: Shop 2204, Castle Towers Shopping Centre, 6-14 Castle Street, Castle Hill 2154 NSW

***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