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“FASHIONATION”: SWAROVSKI CELEBRATES ITS NEW COLLECTION IN THE ITALIAN CAPITAL OF FASHION

Swarovski transformed the Italian Capital of Fashion into a sparkling and glamorous city. Swarovski’s ‘Fashionation’ party held at the legendary historical Palazzo Reale, delighted guests with a star-studded evening of magic, enchantment and poetry.

Hosted by **Robert Buchbauer**, (5th generation of the Swarovski family, member of the Swarovski Executive Board and CEO of the Consumer Goods Business), the event paid tribute to the iconic pieces of the forthcoming Fall Winter 2011/12 collection – ‘Wings of Fantasy’.

700 guests including international journalists, opinion leaders and celebrities, discovered the richness of Swarovski as a modern fashion jewelry brand through stunning installations and inspiring performances.

Introduced by fashion icon **Naomi Campbell**, the party got underway with an amazing live performance by international artist **Mika**, followed by exclusive live DJ sets by **Sophie Ellis Bextor** and **Skin**.

Among numerous celebrities, French actress **Vahina Giocante**, British top models **Erin O’Connor** and **Ben Grimes**, the Spanish beauty **Ariadne Artiles**, the German model **Julia Stegner**, the Italian fashion muse **Anna Dello Russo**, and many other Italian celebrities hit the red carpet sparkling in their Swarovski jewels and accessories.

Swarovski continues to add sparkle to people's everyday lives!



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In 1895, Daniel Swarovski, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewelry stones. From this beginning that revolutionised the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal for fashion, jewelry and more recently lighting, architecture and interiors. Today, the company, still family-owned and run by 4th and 5th generation family members, has a global reach with some 23,000 employees, a presence in over 120 countries and a turnover in 2010 of 2.06 billion Euros. Swarovski comprises two major businesses, one producing and selling loose elements to the industry and the other creating design-driven finished products. Swarovski crystals have become an essential ingredient of international design. Since 1965 the company has also catered to the fine jewelry industry with precision-cut genuine gemstones and created stones. Showing the creativity that lies at the heart of the company, Swarovski's own brand lines of accessories, jewelry and home décor items are sold through more than 1,900 retail outlets worldwide. The Swarovski Crystal Society has close to 325,000 members across the world, keen collectors of the celebrated crystal figurines. And in Wattens, Swarovski Kristallwelten, the multi-media crystal museum, was opened in 1995 as a celebration of Swarovski's universe of innovation and inspiration.