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VALENTINE'S DAY COLLECTION 2011

Magical and sparkling, sensual and sophisticated – for a precious gift that conveys real emotion, Swarovski crystal is sure to capture both the eye and the heart.

The Valentine's Day collection for 2011 will of course center on symbols of love, interpreted in many different and enchanting ways. Hearts in poetic and timeless shapes meet those in on-trend and bright, vibrant colors. In addition to jewelry, the collection offers joyful, romantic accessories and figurines that express true tenderness and feeling.

Looking for a little color and vivacity? The iconic heart shape has been reinterpreted using an exclusive crystal cut this season to create an allure that is perfectly on-trend. "Loveheart", available in small and large versions, is characterized by asymmetric lines, hollowed shapes and delicious crystal color shades of fuchsia, mauve and light pink. Meanwhile, the striking "Nectar" pendant features a smaller heart design in bright crystal colors.

Using a monochrome palette, the "Nostalgia" pendant heart shape is entirely covered in pavé crystal which can be opened up to hold little personal treasures such as photos or messages from loved ones. And three crystal pavé hearts interlace to form the striking "Nation" pendant, a single heart in the shape of a cage. This versatile pendant has one side in clear crystal and the other in black crystal.

Hearts are also a key feature of the accessories in this collection. Go for ultra shine with the "Heart" key ring, an elongated heart created using a new technique whereby fine crystal stones are inlaid into Plexiglass. Choose between graphic black or pure white for the Plexiglass outline.

The delightful "Erika" and "Eliot" characters, with their jokes and antics, liven up mobile phone accessories adorned with crystal beads. Vinyl, in red or black, gives the pieces a modern touch. The "Ladybird" style also features flamboyant red, and brings together the silky peach-skin feel of Alcantara with a futuristic vinyl strap. The heart-shaped key ring in faceted pink crystal makes for a delicate offering.

The irresistible and evocatively-named "A Rose for You" and "Perfectly Happy" Kris Bears in faceted crystal make delightful Valentine's Day gifts. With their playful charm and infinite sparkle, these characters convey special sentiments to loved ones.

Delicate, romantic, poetic and sophisticated, the Valentine's Day collection for 2011 epitomizes the drive for excellence and the passion for crystal that are so close to Swarovski's heart.



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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 revolutionized 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 Swarovski group, still family-owned and run by 4th and 5th generation family members, has a global reach with some 24,800 employees, a presence in over 120 countries and a turnover in 2009 of 2.25 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 and created gemstones. 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 1,800 retail outlets worldwide. The Swarovski Crystal Society has close to 350,000 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. The Swarovski group also includes Tyrolit[®], manufacturing grinding tools, Swareflex, for road safety reflectors and Swarovski Optik, producing precision optical instruments.