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SWAROVSKI ELEMENTS

UNLEASHING CREATIVITY THROUGH 10TH INTERNATIONAL TALENT SUPPORT

SWAROVSKI ELEMENTS celebrated the unleashing of creativity among young designers at the ITS#TEN Fashion Show and Awards Ceremony in Trieste, Italy, which signaled another sparkingly successful cooperation with the tenth edition of ITS - International Talent Support. The international competition for creative young jewelry, fashion and accessory design and photography students gives visibility and support to young talent from across the globe.

The 2011 edition of the competition came to a close with a sparkling fashion show and awards ceremony. The most talented of the students were honored with awards in the established areas of ITS#FASHION, ITS#ACCESSORIES, and ITS#PHOTOGRAPHY. This year there was also a newly inaugurated ITS#JEWELRY prize supported by SWAROVSKI ELEMENTS as a main partner.

And the winner is....

Winners of the SWAROVSKI ELEMENTS ITS#JEWELRY prize were Sarah Vedel Hurtigkarl & Raluca Grada. The SWAROVSKI ELEMENTS Jewelry Award carries a prize valued at € 10,000 as well as the offer of a six-month internship at the Swarovski Headquarters in Austria. The Awards evening was a successful conclusion to the design competition and was celebrated in the same spirit of sophistication and style reflected in the innovative designs.

Distinguished Jury

Amongst the esteemed jurors judging this ITS#JEWELRY Award were the internationally recognized Ute Schumacher, Director of SWAROVSKI ELEMENTS Trend Research & Design, together with distinguished Parisian designer, Philippe Ferrandis and Vicki Sarge Beamon. Ute Schumacher has a diverse international background and design expertise and is respected far beyond Swarovski. Since 2009 she has been the trend advisor for the entire company as well as contributing to the development of innovative cuts and colors for the components business.

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Vicki Beamon is the co-founder and creative Director of Erickson Beamon, a brand of celebrated cult jewelry and innovative design chosen by a A-list clientele as diverse as Lady Gaga and Michelle Obama, Samantha Cameron, Beyonce, Rihanna and Kate Moss. The third member of the jury was French accessories and jewelry designer Philippe Ferrandis, whose unmistakable design signature has been perfected and expressed in his exquisite and diverse handmade pieces made since 1986 in his Paris studio.

Sparking contribution to creativity

SWAROVSKI ELEMENTS also provided its precision-cut SWAROVSKI ELEMENTS for the jewelry contest finalists to use in their designs. The occasion also reflected SWAROVSKI ELEMENTS' established practice of collaboration with leading international fashion and design schools, underlining the company's commitment to pursuing excellence in creativity, innovation and nurturing the next generation of talent right across the design spectrum.

About SWAROVSKI ELEMENTS

SWAROVSKI ELEMENTS is the premium brand for the finest crystal elements manufactured by Swarovski. The designers' choice since the founding of the company in 1895, SWAROVSKI ELEMENTS provides creative talents from the fashion, jewelry, accessories, interior design and lighting industries with the latest on-trend innovations.

Available in a myriad of colors, effects, shapes and sizes, SWAROVSKI ELEMENTS offer designers a fabulous palette of inspiration. Born out of passion for detail and high-precision cutting, they impart refined glamour to everything they embellish.

These precious ingredients can be recognized through the "MADE WITH SWAROVSKI ELEMENTS" label, which serves as a certificate of authenticity. It marks products that are made with genuine SWAROVSKI ELEMENTS. Swarovski, a family company for more than a hundred years with values rooted in integrity, respect and excellence, is noted as much for its ethics in business as for its contemporary artistry and innovative flair.

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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.

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