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INFORMATION

## **SWAROVSKI RINGS OUT MIDNIGHT WITH TWO NEW WATCH LINES FOR CHRISTMAS 2010**

**Swarovski is launching two new watch lines, one of which is a Numbered, Limited Edition, that echo its second collection unveiled at the Baselworld international watchmaking fair in March 2010.**

Five exceptional models further enrich a collection which is now made up of nine lines and 50 models. The hallmarks of Swiss watchmaking are once more in evidence, ensuring optimum quality and incredible precision, alongside the unique cut-crystal expertise of a company with over 100 years' history.

Swarovski has created a watch entitled "Rock 'n' Light", with this version featuring diamonds and available in three colours, each one numbered and limited to 999 units. A result of the "Avant Time" concept launched in 2009 with the "D:Light", this exceptional model expresses Swarovski's vision of time today.

These spectacular watches are joined by two "Elis Bangle" pieces, featuring pavé Crystal Mesh, that embody the spirit of the "Elis" line impeccably.

### **"ROCK 'N' LIGHT" AVANT TIME N°2 SWAROVSKI**

Swarovski has brought together the finest materials around with the crystal and diamond "Rock 'n' Light".

The standard version was first unveiled in Basel, and the "Rock 'n' Light" is an exercise in true style, featuring the largest crystal ever cut and produced by Swarovski for a watch. The "coussin" cut crystal frames the dial majestically and its square metal bezel. A rock of light with 32 perfectly symmetrical facets, this uniquely proportioned crystal is the epitome of femininity, and the crystal and diamond version of the watch has been designed for all women who live life with a rock'n'roll attitude.

Punctuated with eight Top Wesselton VVS diamonds, the dial features polished, rhodium-plated indexes and the Swarovski logo, the Swan, at 12 o' clock. This is entirely



*press*  
INFORMATION

surrounded by a bezel bearing 48 diamonds for a total of 1.18 carats. The Swan is continued with the Swanflower™ motif, which is engraved on the back of the case. This conceals a Swiss quartz movement and incorporates a push button. This unique technical solution means all the beauty of crystal is maintained, and is further evidence of Swarovski's expertise. The Numbered, Limited Edition "Rock 'n' Light" is available in three versions: White & Diamonds, Black & Diamonds, and Prune & Diamonds, with 999 units produced of each.

The white version of the "Rock 'n' Light" features a natural mother-of-pearl dial bearing 56 diamonds, encased by the opulent clear crystal. An impossibly elegant white calfskin strap with an embossed crocodile structure completes its couture styling perfectly. With a crystal that is as stunning as the watch's design, the Numbered, Limited Edition "Rock 'n' Light" with diamonds encapsulates an ultra feminine attitude, and represents Swarovski's vision of time and the modern woman.

• **Case:**

Stainless steel case featuring an oversized faceted crystal in Jet, Amethyst Satin or clear crystal, water resistant to 30 meters.

• **Dial:**

Black, prune or natural mother-of-pearl dial, three silver-colour applied indexes, eight diamonds of 0.11 carats in total at 1, 2, 4, 5, 7, 8, 10 and 11 o' clock, and 48 diamonds of 1.07 carats in total. Swan at 12 o' clock.

• **Strap:**

White, black or prune calfskin strap with an embossed crocodile structure, with stainless steel ardillon buckle.

• **Movement:**

Quartz, Swiss made.

• **Special features:**

Swanflower™ motif at the back of the case.

Numbered, Limited Edition, with 999 units of each colour

• **Availability:**

October 2010.

## **ELIS BANGLE**

At once a watch and an item of jewellery, this piece is another example of the successful marriage between fashion and watchmaking. Inspired by a model from Swarovski's first watch collection launched in 2009, the "Elis Bangle" is available in two ultra-glamorous sizes and takes the form of a chunky bracelet.



*press*  
INFORMATION

Conserving the “Elis” watch’s subtle steel square bezel shaped in the form of a pyramid, this model is available in large and small format, with each on sale from October 2010.

Featuring a strap created entirely in Crystal Mesh, a kind of embossed chain mail made up of 1,146 mini crystals and the flagship material of Swarovski jewellery collections, the large version of the watch serves as a broad, comfortable bangle that sits perfectly on the wrist. This model features an interior dial of 62 mm, while the more discreet version features a 55-mm dial.

At the heart of the Crystal Mesh strap, the white silver dial features a two-level design, with a sunray satin centre and opaline border. This sets off the mini-crystal applied indexes at 3, 6 and 9 o’ clock and the Swan at 12. The back of the case, which conceals a Swiss-made movement, is engraved with the Swanflower™ motif, and features a push button.

An eye-catching piece that combines strap and watch to dramatic effect, the “Elis Bangle” is set to become the defining fashion accessory for autumn 2010.

•**Case:**

Square pyramid case in stainless steel, water resistant to 30 meters.

• **Dial:**

White silver dial with matt edging, white silver sunray centre and clear crystal chatons at 3, 6 and 9 hour markers.

Swan at 12 o’ clock.

**Strap:**

Clear Crystal Mesh strap, alcantara lining Elis Bangle large: 1,146 crystals

Elis Bangle small: 804 crystals

• **Movement:**

Quartz, Swiss made.

• **Special features:**

Swanflower™ motif at the back of the case.

• **Availability:**

October 2010.

Creation, innovation and perfection remain the hallmarks of these editions, available around the world from October 2010, at select Swarovski boutiques and jewellers.



*press*  
INFORMATION

*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 jewellery 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, jewellery 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 jewellery 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, jewellery 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<sup>®</sup>, manufacturing grinding tools, Swareflex, for road safety reflectors and Swarovski Optik, producing precision optical instruments.*