



press
INFORMATION

SWAROVSKI OFFERS A SPARKLING AND EMOTIVE MOTHER'S DAY 2011 COLLECTION

Precious, sparkling crystal creates a radiant Mother's Day 2011 collection. Colorful or monochrome, on-trend or timeless: jewelry, fashion accessories and figurines and home accessories all make stylish gift ideas.

This year Swarovski gives pride of place to the pearl.

With an air of classic sophistication, the "Nude" line features miniature crystals set around white crystal pearls. This sparkling decoration adorns a pendant and earrings, which come as a set and single or double rings. The "Nacre" set is equally elegant: a triple strand of crystal pearls and baguette-cut crystals form a bow with Art Deco accents. Pure and elegant, the opalescence of pearl contrasts with the brilliance of crystal, creating a real air of high fashion – a quality continued in the "Nathalie" line. Based on the symbolism of links, this theme comprises of a necklace, bracelet, and ring decorated with highly refined crystal pavé.

The charming and polished "Neva" line features delicately cut crystals reminiscent of tangy sweets. While the earrings boast a delectable shade of red, the long necklace, Y-shaped pendant, and bracelet are defined by pastel notes and bright colors. Set on gold-plated chains, this vibrant line is sophisticated and easy-to-match.

Stylish key ring designs take pride of place in the accessories collection. The silver-toned "Nereid" key ring takes the shape of a star in silver-colored leather dotted with crystals. Similar tones are used in "Neutral", where military tags feature a feminine touch thanks to fine crystal pavé and the graceful, iconic Swanflower® motif. This theme continues with a bag charm that groups together round, golden medallions, engraved with the Swanflower® motif or featuring crystal pavé.

Available in lemon yellow or fruity fuchsia, the playful, modern "Baby Girl" and "Baby Boy" key rings demonstrate an innovative technique whereby miniature crystals are incusted in a Plexiglas plate. Finished in epoxy and Fuchsia crystal, the modern and playful "Doll" mobile phone accessory personalizes and brightens up a mobile phone.

Swarovski offers creations designed to evoke tenderness and sweetness. "Happy Prince" and "Happy Princess", the adorable miniature ducks, are endearing. Each is adorned with a crown, pink for her and blue for him. Finally, the enchanting flowers "Liz" and "Juliette" both sway on a rocking base, perfect for a feminine touch around the home or office.

Pure crystal and captivating sparkle are the heart and soul of a Mother's Day collection that draws its inspiration from the place where fantasy and refinement meet.

“NEVA”

Long necklace with crystals in Light Rose, Indian Pink, Emerald, Amethyst, Chrysolite and Tanzanite on a gold-plated chain.

Y-shaped pendant with crystals in Light Rose and Indian Pink on a gold-plated chain.

Gold-plated bracelet with crystals in Emerald, Amethyst and Indian Pink.

Pierced earrings with crystals in Indian Pink.

“NUDE”

Pendant + pierced earrings as a set, single pearl ring, double pearl ring with white crystal pearls and clear crystal pavé on rhodium-plated metal.

“NACRE”

Necklace, bracelet and pierced earrings with white crystal pearls and knot in baguette-cut clear crystals on rhodium-plated metal.

“NATHALIE”

Necklace, bracelet and ring in clear crystal pavé on rhodium-plated metal.

“NEREID”

Key ring in silver-colored leather with crystals, decorated with a star-shaped charm in Aurora Borealis crystal.

“BABY GIRL” – “BABY BOY”

Key ring in fuchsia or bright yellow Plexiglas with girl/boy clear crystal motif.

“NEUTRAL” KEY RING

Key ring composed of one ruthenium-plated medallion decorated with the Swanflower[®] motif, and another medallion in clear crystal pavé.

“NEUTRAL” BAG CHARM

Bag charm composed of gold-plated medallions with Swanflower[®] motif and medallions in crystal pavé.

“HAPPY PRINCESS” – “HAPPY PRINCE”

“Happy Princess” miniature duck figurine in Crystal Moonlight, eyes in Jet Hematite crystal, beak and crown in Rosaline crystal and beads in Rose crystal.

“Happy Prince” miniature duck figurine in Crystal Moonlight, eyes in Jet Hematite crystal, crown in Crystal Golden Shadow and beads in Sapphire crystal.

“LIZ”

Rocking flower with petals in Amethyst crystal, bud in Light Amethyst Moonlight crystal and leaf in White Opal Moonlight crystal, base in faceted clear crystal and stem in silver-toned metal.

“JULIETTE”

Rocking flower with petals in Light Sapphire crystal, leaf in White Opal Blue crystal, bead and pistil in Jet Metallic Blue crystal. Base in faceted White Opal crystal and stem in silver-toned metal.