



press
INFORMATION

SWAROVSKI'S COLLABORATION WITH DISNEY CONTINUES WITH THE "PIRATES OF THE CARIBBEAN: ON STRANGER TIDES" COLLECTION

Swarovski presents its latest Pirates of the Caribbean collection based on Walt Disney Pictures' and Jerry Bruckheimer Films' next swashbuckling adventure in the popular film series, "*Pirates of the Caribbean: On Stranger Tides*," directed by Rob Marshall, and opening in theaters on May 20, 2011, in Disney Digital 3D™.

The "*Pirates of the Caribbean: On Stranger Tides*" collection marks a new chapter in Swarovski's long-term collaboration with Disney. Following the success of the Spring/Summer 2010 Alice in Wonderland collection, this collection features designs that are closely linked to key characters and icons of "*Pirates of the Caribbean: On Stranger Tides*." Also included in the collection are carefully crafted replicas of pieces worn by the main characters interpreted by Penélope Cruz and Johnny Depp in the movie.

"We had great fun searching for the typical and symbolic codes of the Pirates of the Caribbean' universe. Without being clichéd, we looked for a way to interpret symbols and figurative motifs in a modern way that is always the signature of Swarovski collections. The overall twist is a modern 'rock-inspired,' edgy collection," says Nathalie Colin, Swarovski Creative Director.

With a gothic influence and a vintage touch, black pearls, skulls and swords are the stars of the four lines in this creative *Pirates of the Caribbean*-inspired collection, which has been designed to appeal to both men and women alike.

The "Angelica" family is inspired, and named after, the character played by Penélope Cruz. Echoing her swordswoman skills and taste for adventure, sword and gun symbols adorn both a pendant and a necklace. This theme also features replicas of pieces worn by the daring Angelica: the cross pendant, complete with a crystal pavé vintage look, and a vintage dragon ring embellished by green mini crystals applied by hand, using the exclusive Pointiage® technique. "We recreated a surface metal effect that gives an antique look to the jewels, like those worn by pirates in the 17th and 18th century," Nathalie Colin explains.

The "High Sea" line takes everyone on board with shark teeth, compass and message-in-a-bottle elements. The octagonal pendant, made of black enamel and pavé finishing, reveals a compass with a mobile dial. The original is to be seen on-screen worn by Captain Jack Sparrow.

Inspired by Captain Jack Sparrow's ship, the "Black Pearl" line is all about mystery and refinement. Playing with the nautical symbols of the anchor and the twisted cord, the necklace, pendant, rings and earrings create a feminine and stylish set. The subtle pavé work emphasizes the beguiling beauty of the black crystal pearl on each jewel.

The "Skulls and Swords" theme exemplifies a masculine influence. Skulls adorn a ring, a bangle and a pendant with striking effect. The design is pure and minimalist for the unisex line.



press
INFORMATION

Through the glamour, sparkle and magic of the “*Pirates of the Caribbean: On Stranger Tides*” collection, the fascinating reflections and eye-catching sparkle of Swarovski jewelry—coveted the world over—continue to radiate on screen and on the red carpet.

PRODUCT DESCRIPTION

“ANGELICA” CROSS PENDANT

Pavé setting, crystal pendant on a gold-plated chain.

“ANGELICA” PENDANT SWORD AND MATCHING RING

Sword pendant and ring embellished by Black Diamond, clear crystal pavé and Light Siam crystal dangling droplets, ruthenium chain.

“ANGELICA” PENDANT GUN

Ruthenium-plated gun pendant embellished by clear crystals, epoxy and Light Siam crystal droplets, ruthenium chain.

“ANGELICA” DRAGON RING

Ruthenium-plated ring with dragon motif in metal work adorned by Pointiage[®] technique.

“HIGH SEA” NECKLACE COMPASS

Pendant with the case coated in black epoxy and Black Diamond crystal Pointiage[®], ruthenium-plated chain

“HIGH SEA” PENDANT SHARK TOOTH

Shark tooth motif in black epoxy and Jet crystal Pointiage[®], ruthenium-plated chain

“HIGH SEA” WINDROSE NECKLACE

Pendant in Jet crystal pavé, ruthenium-plated chain

“SKULLS AND SWORDS” BRACELET AND MATCHING RING

Ruthenium-plated bracelet and ring with accents of Jet crystal pavé.

“SKULLS AND SWORDS” PENDANT

Pendant with skull and crossing swords in Jet crystal Pointiage[®], ruthenium-plated chain

“BLACK PEARL” NECKLACE, MATCHING BRACELET AND RING

Ruthenium-plated necklace and bracelet featuring an anchor and rope motif with crystal pavé.

“BLACK PEARL” PENDANT, MATCHING PIERCED EARRINGS AND RING

Pendant, pierced earrings and ring with black crystal pearl and dangling clear crystal drop, ruthenium-plating



press
INFORMATION

ABOUT SWAROVSKI

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.

ABOUT THE MOVIE

Produced by Jerry Bruckheimer and directed by Rob Marshall, "Pirates of the Caribbean: On Stranger Tides" captures the fun, adventure and humor that ignited the hit franchise—this time in Disney Digital 3D™. Johnny Depp returns to his iconic role of Captain Jack Sparrow in an action-packed adventure. Crossing paths with the enigmatic Angelica (Penélope Cruz), he's not sure if it's love—or if she's a ruthless con artist who's using him to find the fabled Fountain of Youth. When she forces him aboard the "Queen Anne's Revenge," the ship of the legendary pirate Blackbeard (Ian McShane), Jack finds himself on an unexpected adventure in which he doesn't know whom to fear more: Blackbeard or Angelica, with whom he shares a mysterious past. The international cast includes franchise vets Geoffrey Rush as the vengeful Captain Hector Barbossa and Kevin R. McNally as Captain Jack's longtime comrade Joshamee Gibbs, plus Sam Claflin as a stalwart missionary and Astrid Bergès-Frisbey as a mysterious mermaid.

Walt Disney Pictures' and Jerry Bruckheimer Films' "Pirates of the Caribbean: On Stranger Tides," with screenplay by Ted Elliott & Terry Rossio, suggested by the novel by Tim Powers, opens in theaters May 20, 2011, in Disney Digital 3D™.