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**SWAROVSKI CRYSTALLIZED™ SPRING-SUMMER 2011
COLLECTION EXPLORES WATER AND MARITIME THEMES
ALONGSIDE EXQUISITE NEW DESIGNER COLLECTIONS**

SWAROVSKI CRYSTALLIZED™, the concept store and jewelry curator is proud to present the Spring Summer 2011 collection of designer jewelry plus the SWAROVSKI CRYSTALLIZED™ collection, including many pieces that can be cleverly combined to transform into something entirely new. Both the designer collections and the SWAROVSKI CRYSTALLIZED™ collection are available at SWAROVSKI CRYSTALLIZED™ concept stores in New York, London and Shanghai and at in-store boutiques in Austria.

The latest designer collection, stemming from the true creative spirit of leading and emerging designers, once again reflects Swarovski's ongoing tradition of creative cooperation with the best and the brightest across the design spectrum. They include:

Ben Amun

Designer Isaac Manevitz's newest addition to his luxury jewelry brand, Ben Amun, is with the design "Wheels" a perfect mix of weighty metals and touches of the purely feminine. It is the additions of these whimsical details that transcend the initial industrial inspiration.

Caleidoscopio

Caleidoscopio's handcrafted "Renascenta" and "Pedras" pieces are created under the watchful eyes of three architects, Jeanine, Mailda and Renata Fontan. Inspired by the shapes, colors and textures of nature, Brazilian exuberance is reproduced in a culturally opulent and sophisticated way.

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Camila Klein

A woman's nature and energy are the constant source of inspiration for this Brazilian based designer, as expressed in her "Couture" and "Rebecca" jewelry pieces. Glamorous and full of sophistication, this opulent collection is always seeking for quality and exclusivity; attributes found in every piece created by this designer.

DANNIJO

New York sisters Danielle and Jodie Snyder offer an eclectic range of jewelry designs. The pairing of mixed metals with colorful elements such as quartz, crystals, aqua aura and pearls make DANNIJO's "Fergie", "Harlow", "Shayla", "Bellona", "Eden" and "Finley" pieces a synthesis of the city's raw downtown feel and sophisticated uptown flair.

Delphine-Charlotte Parmentier

Creative talent combined with great technical mastery allows Delphine-Charlotte Parmentier to imagine intricately refined designs inspired by various styles and epochs. Her jewelry pieces "Manhattan" and "Broadway" are works of art that are both contemporary and timeless.

Gian Paolo Maria

Inspired by the night and its dreams, Gian Paolo Maria's latest jewelry collection, with the pieces "Garden", "Isatys" and "Arpege", takes as its theme variations on the color black. For day or for night, this is jewelry for the elegant and chic, the classic and romantic, the young and modern.

Hely Designs

Hely Rotbard of Tel Aviv creates sophisticated but softly feminine pieces for the modern woman, perfectly expressed in the designs "Infinity" and "Magic Crystal".

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Beautiful and smart and full of feeling, this is a collection to complement every situation, deceptively simple but never overstated.

Jacques Fath

Undulating lines and elegant juxtapositions are the hallmarks of Jacques Fath. In this new collection, classic fifties style is reinvented and infused with the totally modern in the “Chantilly” pieces.

Jayde by Melissa Kandyioti

Melissa Kandyioti’s classical and oriental approach as expressed in the designs “The Big Apple” and “Duchess” mixes vintage spirit with modern glamour, creating an elegantly sexy collection completely of the moment.

Kenneth Jay Lane

Mr. Lane’s fabulous jewelry creations are greatly inspired by the creatures of the natural world as expressed with his “Octopus”, “Alligator”, “Snake”, “Starfish” and “Water Snake” designs. They have adorned some of the world’s most glamorous women such as Audrey Hepburn, Jackie Onassis, Elizabeth Taylor, and more recently Nicole Kidman.

Kenny Ma Designs

As a leading designer, Kenny Ma skillfully handcrafts each piece of his trend setting “Evening Ivy” and “Evening Flower” handbag collections. The finished designs have a luxurious gold and stunning silver overlay that is intricately adorned with SWAROVSKI ELEMENTS.

Maison du Posh

The cutting-edge designers of Maison du Posh fashion modern pieces for the strong, self-confident, and feminine woman who loves an edgy rock chic style.

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Innovation and exclusivity lie at the heart of the unique “Love Letter” statement clutch.

On Aura Tout Vu

Inspired by Tim Burton’s *Alice in Wonderland* and the ancient story of *Noah*, On Aura Tout Vu presents their collection of hybrids, blending together glamour and humor into an uncommonly original fashion spirit. Time is frozen in this world of the truly fantastical in the “Noah’s Ark” jewelry pieces.

Rodrigo Otazu

Elements of sacred and spiritual wellbeing are foremost among Rodrigo Otazu’s memories of his time in India as expressed in his designs “Metro Gothic”, “Atomic Star” and “Glam Punk”. These feelings have inspired a collection that reflects the pure and eternal romance of metals and chains.

Philippe Audibert

Artist and sculptor, Philippe Audibert elevates fashion jewelry to the pinnacle of sculptural luxury with his pieces “Roselynette”, “Trenty” and “Lyse”. Each piece is envisioned, not as a mere accessory or accent, but as an original, unique and independent object of art.

Philippe Ferrandis

An internationally renowned designer based in Paris, Philippe Ferrandis offers a collection of spectacular handcrafted pieces in his “Charleston”, “Hollywood” and “Gipsy” pieces. Elegant and glamorous or audacious and modern, these pieces are perfectly balanced creations of the highest caliber.

Ted Rossi NYC

Chic yet edgy, classic yet urban, Ted Rossi NYC creations “Fake Lizard”, “Fake Python”, “Hysteria” and “Leather” transcend the conventional language of fashion.

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Exotic prints are fused with precious metals and SWAROVSKI ELEMENTS to create a sleek modern language all its own.

The SWAROVSKI CRYSTALLIZED™ collection for Spring Summer 2011

The River Collection

Water is the source of all life and represents an increasingly precious natural resource. As crystal is its kindred spirit, it is fitting that the SWAROVSKI CRYSTALLIZED™ collection pays homage to water with exquisite items from the **River Collection**. The look combines crystal elements, flowing forms, graphical patterns and shining clusters of water droplets to create a mood that is confident, translucent, pristine. River also expresses the “life is beautiful” sentiment and evokes a maritime theme with leisure activities onboard river and ocean craft.

Deluxe pieces are reminiscent of crystal clear bubbles on the surface of water. Deluxe expresses vitality and a positive outlook on life to produce a look that is classic, luxurious and pure. Pieces are boldly graphic but comfortably elegant and evoke the chic, maritime style of the early 20th century; an invitation to dress up and set sail for far-flung places.

The **Maritime** theme combines stripes, chunky metal and beautifully faceted crystal to suggest a leisurely yachting trip. Strong and feminine, the mood shouts ‘lust for life’. Here a bracelet and necklace combine to create a longer necklace and a pendant can be worn as a brooch. The **Elegance** pieces offer a long necklace that can be adjusted in length to maximize your options.

The **Empress** pieces, a collier and a bracelet that can be worn separately or combined, reflect the fascination of ancient Egypt, a topic that was central to the 1920s Art Deco Age. Here serpentine coils, glittering jewels and fluid forms celebrate feminine mystique and the power of the unknown.

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Anchored, a light necklace and bracelet combination, indicates a mood that is strong, centered and very secure. Here crystal drops entwined in delicate silver chains appear to be caught in time. They issue an invitation to meditate and discover one's inner serenity.

The spirit of adventure and the romance of far away places are captured with **Horizon**. Here boldly coiled rope forms hold shimmering crystal depths to emulate the power of a vast expanse of the ocean. The two necklaces and a bracelet are delightfully wearable, offering the possibility of a range of different interchangeable crystals.

Fascination with one of the world's most exotic rivers is captured in **Nile**. Also evoking the mystery of life's journey, these are pieces are finished with the delightful camel charm, that reflects nights under a carpet of crystalline stars in the stillness and grandeur of the desert.

The SWAROVSKI CRYSTALLIZED™ Spring Summer 2011 collection is completed by a collection of charms that can be interchanged and combined to suit any style or mood.

Visitors to the SWAROVSKI CRYSTALLIZED™ concept stores are spoiled for choice. The combination of the Spring/Summer 2011 SWAROVSKI CRYSTALLIZED™ collection and the inspired selection of international designer pieces once again underlines why Swarovski has been the Designer's Choice since 1895.

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About SWAROVSKI CRYSTALLIZED[™]

Swarovski's innovative retail concept stores, SWAROVSKI CRYSTALLIZED[™], offer exquisite jewelry and accessories collections created by renowned international designers and made with SWAROVSKI ELEMENTS. Thanks to its trend expertise in the fashion and jewelry spheres, SWAROVSKI CRYSTALLIZED[™] is ideally placed to curate and showcase sparkling designer collections alongside its own customizable jewelry line and an extensive range of loose SWAROVSKI ELEMENTS in a super-chic Library of Light. The inspirational stores, each of which features a SWAROVSKI CRYSTALLIZED[™] café and exhibition area, are situated in New York, London and Shanghai and at in-store boutiques in Swarovski Kristallwelten in Wattens, Swarovski Innsbruck, and Swarovski Vienna.

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 jeweler 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, jeweler 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 jeweler 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, jeweler and home décor items are sold through more than 1,800 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. The Swarovski group also includes Tyrolit[®], manufacturing grinding tools, Swareflex, for road safety reflectors and Swarovski Optik, producing precision optical instruments.