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## THE CRYSTALLIZED™ WEDDING INITIATIVE

### A FASHIONABLE MARRIAGE

TRADITION AND AVANT GARDE ARE UNITED IN THE WEDDING INITIATIVE – A SCINTILLATING WEDDING BOOK AND EXHIBITION LAUNCHED BY CRYSTALLIZED™

**First presented in January 2009, during Paris haute couture shows the CRYSTALLIZED™ Wedding Initiative is now being presented in some of the most important cities in the world, from Dubai and Tokyo to New Delhi and New York. The initiative is a glittering collection of gorgeous, one-off show pieces, created by world-renowned design talents and lit up by the brilliance of CRYSTALLIZED™ – Swarovski Elements. Recorded in a beautiful coffee-table book specially commissioned by CRYSTALLIZED™, this major international collaboration is a unique, contemporary celebration of marriage – a fabulously inspired interpretation of this most magnificent of ceremonies, destined to conjure a fairy-tale dream come true for the modern-day bride.**

More than 100 world-class designers in the luxury fields of fashion, accessories and interior design, as well as floristry, linen and stationery said “I do” to CRYSTALLIZED™’s invitation to create spectacular, one-of-a-kind, bridal show pieces, all inspired by and bedecked with a glittering selection of CRYSTALLIZED™ – Swarovski Elements.

Taking ‘the marriage of tradition and avant garde’ as its catch cry, CRYSTALLIZED™ achieves its aim of bringing a highly contemporary, fashion-forward sensibility to the time-honoured wedding ritual, whilst also sparking worldwide cross-fertilisation of traditional celebration, creative invention and modern design interpretation. Whether embellishing a Japanese kimono inspired by a 450-year-old tradition, a sumptuously embroidered Arabian gold tunic, or an ultra-modern sculptural dress, CRYSTALLIZED™ – Swarovski Elements invoke a lyrical elegance that turns each piece into an unforgettable tour de force. These scintillating creations – amongst them glamorous nuptial gowns from established names such as John Galliano, Giorgio Armani, Fendi, Vera Wang and Pucci, as well as upcoming stars Phillip Lim, Sinha-Stanic, Christopher Kane and Igor Chapurin; fabulous jewels and accessories from the likes of Stephen Jones, Bracher&Emden and Jimmy Choo; and

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dazzling objects from designers such as Fredrikson Stallard and Studio Job – took more than a year to bring to glittering perfection.

The dazzling results of this major creative collaboration provide a panoramic view of modern marriage, a glorious *mise en scène* within which every girl's fairy-tale fantasy becomes gorgeous reality. These exclusive pieces have not only been unveiled during January 2008 Paris haute couture week and shown on inspiring exhibitions in Barcelona, Dubai and Tokyo, they have also been collated in a luxurious and unique coffee-table book, entitled UNBRIDALED – The Marriage of Tradition and Avant Garde, to be launched during the exhibition. An inspirational tool for building glittering dreams, the book evokes the richness and exuberance of the wedding experience, at the same time underlining the CRYSTALLIZED™ commitment to contemporary design, technical innovation and creative passion.

While today's betrothed couples demonstrate a strong desire to return to traditional values and celebrate their wedding in a highly personalized, romantic way, expert analysts within Swarovski have also identified a growing trend for the day to reflect definitive lifestyle choices. From the dress, the rings and the flowers to the location, invitations and table décor, every element is thoughtfully orchestrated to create a perfectly matched and unified ensemble.

Continuing Swarovski's philosophy of partnering with the very best creative talents from around the world, the Wedding Initiative by CRYSTALLIZED™ – *Swarovski Elements* calls upon all the luxury industries that work together to make a wedding truly spectacular – and encourages them to add even more shine to the proceedings. From shoes, to bouquets, to bed linen, to table settings, every aspect of the day can be beautifully embellished with CRYSTALLIZED™ – *Swarovski Elements*. Timelessly modern, inspired and inspiring, crystal has become the heart and soul of design, opening up a limitless world of creativity across the fields of fashion, accessories, interiors and lifestyle.

The modern bride wants to sparkle from head to toe. She sets out to dazzle and delight. In its scintillating marriage of tradition and avant-garde, CRYSTALLIZED™ ensures this single glittering moment can be treasured for a lifetime.

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*In 1895, Daniel Swarovski I, 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 company, still based in Wattens, family-owned and run by 4th and 5th generation family members, has a global reach, with some 22.000 employees, a presence in over 120 countries and a turnover in 2007 of 2.56 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 crystal components, known by their product brand names CRYSTALLIZED™ - Swarovski Elements for fashion and STRASS® Swarovski® Crystal for architecture and light, 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, and from April 2008 has strengthened this relationship by revitalising and renaming the product brand ENLIGHTENED™ - Swarovski Elements. Showing the creativity that lies at the heart of the company, Swarovski's own-brand lines of accessories, jewellery and home décor are sold through more than 1300 Swarovski stores and concessions in all major fashion capitals, while the exclusive Daniel Swarovski accessories collection has become the company's Couture signature. The Swarovski Crystal Society has close to 400,000 members worldwide, 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 corporation also includes Tyrolit®, manufacturing grinding tools, Swareflex, for road safety reflectors and Swarovski Optik, producing precision optical instruments.*