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## **FANTASTIC FLOWERS LIMITED EDITION ELEMENTS DESIGNED BY ANDRÉE PUTMAN**

SWAROVSKI CRYSTALLIZED™ ANNOUNCES A SPARKLING CRYSTAL  
COLLABORATION WITH ANDRÉE PUTMAN

**Swarovski CRYSTALLIZED™ is delighted to introduce an exciting new collaboration with grande dame of French interior design, Andrée Putman. Drawing inspiration from the beauty of nature, the world-renowned style icon has designed a glittering collection of six crystal cuts, entitled Fantastic Flowers, destined to both dazzle and delight. Fantastic Flowers are exclusively available in a limited edition at London's Swarovski CRYSTALLIZED™ store from mid-September 2008.**

Produced in a limited edition of just 1,500 worldwide, Fantastic Flowers are exclusively available in the Swarovski CRYSTALLIZED™ store, 24 Great Marlborough Street London W1, from mid-September 2008, both as simple element cuts and in a numbered collection box limited to just 500 pieces. Taking this special collaboration one step further, Swarovski CRYSTALLIZED™ has created an inspirational and dazzling jewellery line featuring the Fantastic Flower cuts as a tribute to Andrée Putman's unique style.

Feted interior designer Andrée Putman has nurtured a longstanding relationship with Swarovski, the world's leading producer of high-quality, precision-cut crystal. Her boundless curiosity and creative energy lead her to constantly seek out new challenges: she has left her unmistakable, stylish mark on myriad innovative structures from hotels and spas to skyscrapers and supersonic jet planes. Despite the air of earnest elegance that pervades the majority of her work, Putman readily admits that she "likes object that have an element of playfulness, that are surprising beyond just their technological prowess". This playful, joyful spirit is clearly in evidence in her beautiful new collection of six crystal cuts, called Fantastic Flowers, designed exclusively for Swarovski CRYSTALLIZED™.

In this series, her trademark geometric aesthetic is out – and botany is in. Her creations pay glittering homage to the exotic complexity of a lily or an orchid, to the mystique and symbolism of the lotus flower and ginkgo leaf, to the majesty of the zinnia and the fleeting beauty of the dragonfly. "Not enough has been said about the richness and diversity of

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flowers, nor of the enchantment they inspire," says Putman. "With CRYSTALLIZED™ – Swarovski Elements, we have shaped and cut crystal flowers that attract, refract and reflect light in a scintillating way. These crystals are specially designed to offer women the freedom to assemble them as they wish, in order to create their own unique jewel. No two Fantastic Flowers will be alike."

*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.*