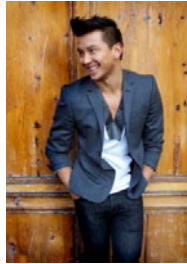


ATELIER SWAROVSKI

SPRING / SUMMER 2011 COLLECTION

ATELIER SWAROVSKI offers the ultimate in luxury crystal accessories, designed by world leading designers in fashion, jewellery, architecture and costume design.

The eighth collection for Spring/Summer 2011 features new collaborations with Mark Fast, Prabal Gurung, Jenny Manik Mercian, Joseph Altuzarra and Michael Kaplan.



"This season we have had the honour to work with globally renowned fashion, jewellery and costume designers, whose innovative vision and creativity has resulted in a collection of luxurious and wearable crystal accessories which celebrate Swarovski crystal and inspirational design."

Nadja Swarovski, Vice President International Communications for Swarovski Crystal Business



Stockists include Harrods, Selfridges London, Colette, Maria Luisa Printemps Paris, Harvey Nichols Hong Kong, Henri Bendel New York, Beams Tokyo, Corso Como Milan and Seoul in addition to selected Swarovski stores worldwide.

For more information please contact
atelier.swarovski@swarovski.com
www.atelierswarovski.com
Tel +44 (0) 207 255 8400

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Joseph Altuzarra



Joseph Altuzarra created his label ALTUZARRA in 2007 with a desire to provide a contemporary and practical wardrobe for the modern woman. Growing up in Paris and following a liberal art education in Philadelphia, Altuzarra went on to work for fashion houses such as Marc Jacobs, Proenza Schouler and Givenchy before launching his own brand. As a result the ALTUZARRA identity lies between the legacy of French couture and the pulsating energy of New York, a sentiment which Altuzarra brings to his ATELIER SWAROVSKI collection for Spring/Summer 2011.

The beauty of Altuzarra's accessory collection lies in the juxtaposition of materials, drawing together Altuzarra's fashion and architectural background. Hexagonal shaped crystals are seated within clear resin structures and the crystals reflect the light that penetrates the transparent, linear designs. This distinction brings clarity, definition and a sense of fun to the stackable bangles, rings cuffs and necklaces available in a range of colours from the lighter shades of silver and crystal aurora borealis to the darker hues of crystal vitrail medium, montana blue and jet.

"I wanted to work on the idea of a very domestic material like resin, mixed in with the shine and luxury of Swarovski crystals. The juxtaposition felt very fresh."



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Mark Fast



Known for his body conscious crochet dresses that made their debut on the runway in 2009, Mark Fast is a 29 year old Canadian born knitwear designer. Since his graduation from the prestigious St Martins' School of Design in 2008 he has worked with a realm of fashion houses from Loewe to Louboutin. ATELIER SWAROVSKI is now proud to announce their partnership with him for Spring/Summer 2011.

Mark adapts and translates an original vintage necklace design which belonged to his grandmother Olga into a colourful jewellery collection with majestic proportions. The Olga Collection is focussed around Swarovski Lily Pendants which hang amongst air blue opal, crystal silver shade and vintage rose stones. The collection is made up of necklaces, pendants, dynamic cuffs and dangling earrings which can be seen on the runway with Mark Fast's Ready-to-Wear clothing for Spring Summer 2011.

"The Olga Collection is inspired by my late grandmother Olga Fast. She had the most amazing jewellery collection that she kept in her Japanese black jewellery box in her room. When I would go over for Sunday lunches, I would always sneak into her room and play with her crystal jewellery and imagine they were jewels of the sea. My grandma was so glamorous in her own way. She had such a past in Poland with such great wealth, but had to leave it all behind because of the war. When my grandma died, my aunt asked us what we wanted from Grandma's room and I kept a brooch and it's matching necklace that has the quality of Swarovski crystals. It was those pieces that inspired me to create Olga for Atelier Swarovski. I want her beauty and elegance to remain with me forever."



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Prabal Gurung



Emerging fashion designer Prabal Gurung draws an international crowd to his shows in New York. Born in Singapore and raised in Kathmandu, he crossed the globe to work in Melbourne, study in Delhi and complete his education at Parsons School of Design in New York before launching his career. Recently nominated as a Council of Fashion Designers of America Vogue Fashion Fund finalist for 2010, his culturally diverse background conveys his fresh approach to accessory design.

Gurung applies bold primary colours and illusory shapes to create innovative crystal accessories that fuse form and function. His Cubist inspiration and use of crystal in a textured mosaic pattern brings a dynamic energy to his necklaces and pendants which sit alongside sculptural bracelets, earrings and brooches to create a statement collection.

"The collection for Swarovski Atelier was inspired by early 20th century cubist and futurist artists and their experimentation with speed, dynamism and surface deconstruction."



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Jenny Manik Mercian



Luxury jewellery designer Jenny Manik Mercian launched her first collection in Australia during Fashion Week 2005. Inspired by the sumptuous jewellery showcased during Couture Week in Paris, Mercian began her own labels 'Manik Mercian and 'Sahani' under the same premise. Winner of the 'Catwalk Jeweller of the Year Award' at British Jewellery week 2010, her lavish designs are regular fixtures on the runway at the prestigious Victoria's Secret show in New York.

Her ATELIER SWAROVSKI collection consists of sensational cocktail rings, earrings, cuffs and necklaces which combine classical settings for a touch of old-world glamour with modern shapes for a contemporary edge. Grooved metallic discs are richly embellished with pear shape crystals in opalescent and burnished colours from crystal silver shade to jet hematite and crystal metallic gold.

"For the inspiration of the collection I was moved by the fantasy world I was taken to while designing and making my couture creations for the Victoria's Secret Show 2009, 'Romantic Journey' of 16th century India. India is one of my favourite places, it's an enchanting world full of Mughals, palaces, opulent jewels and beautiful goddesses. I've tried to capture some of that magic in my way through this collection with a contemporary twist. The crystals are the hero's of this range as they resemble the jewels, mystic and power of the royal courts of India"



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Michael Kaplan



MICHAEL KAPLAN's Hollywood film career began in 1981. The British Academy of Film and Television awarded him 'Best Costume Design' for his pieces for Ridley Scott's groundbreaking futuristic drama "Blade Runner" in 1983 and that same year, Kaplan set a fashion trend for an entire generation with the costume designs for his next film, Adrian Lyne's 'Flashdance.' Since then Kaplan has been recognized by the Costume Designers Guild of America winning the 'Award for Excellence in Costume Design for Film - Fantasy' with his outfits for 'Fight Club', 'Mr. & Mrs. Smith' and most recently for the blockbuster film 'Star Trek' in 2010.

Kaplan now turns his hand to create a unique jewellery collection for ATELIER SWAROVSKI Spring Summer 2011. The influence of science fiction and fantasy is shown in his designs with bold metallic crystals set into the faceted metalwork of cuffs and rings. This visionary aesthetic continues with necklaces featuring 5 statement asymmetric cut crystals, in colour options with both the front and the back of the crystals to create more muted metal tones of bermuda blue, crystal, jet and sahara.

"Instead of designing a collection which would present the starry, comet-like qualities of crystals, I became more interested in exploring the larger, individual tile crystals I recently discovered. I love the solid shapes of the reflective, faceted, foiled back sides, juxtaposed with the depth of the crystals. I also love how the foil backs of the crystals and the solid metals work together looking somewhat monolithic."



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