

01 DESIGNER EDITIONS

Swarovski is proud of its long history of creative collaborations with artists, artisans, and designers in all fields of design – a history that continues to be written today by both esteemed established names and new bright young stars. Continually entranced by the myriad possibilities of crystal, these creatives are inspired to transform their sparkling visions into exclusive cuts and designs for SWAROVSKI ELEMENTS. Crystal is both the dream-maker and a dynamic source of inspiration for creative minds all over the world.

Catalysing Imagination by exclusive Designer Edition Products

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Swarovski can look back with pride on a long history of partnerships with many fashion and design legends like Coco Chanel or Christian Dior. The Aurora Borealis effect, for example, found worldwide acclaim following work with Christian Dior in the 1950s. More recently, the creative partnership with Giorgio Armani saw the development of the Diamond Leaf cut, which features an organic design and closely resembles a natural leaf. Nature has also provided the inspiration for the latest joint project with the French designer Andrée Putman. These design co-operations are joyful collaborations that always result in beauty and quite unconventional displays of creativity.

But Dior, Armani and Putman are just three examples of the many celebrated designers who have worked with SWAROVSKI ELEMENTS over the years, turning loose crystals into limitless creative possibilities.

Designer Editions – Distinct Packaging

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All products belonging to the assortment will be branded with the exclusive stamp “Designer Edition” directly on the packaging.

Yoko Ono

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Yoko Ono is a multi-media artist whose thought provoking work challenges people's understanding of art and the world around them. Her work as a conceptualist has encompassed performance, instructions, film, music, writing, and now jewelry inspiration for Swarovski.

Born in Tokyo in 1933, she moved to New York in 1953, where she became part of the city's vibrant avant-garde scene. She went on to perform and exhibit what have now become legendary works in the history of contemporary art, including her famous 1969 collaboration, *Bed-In*, with husband John Lennon.

She has had numerous exhibitions in museums, and in 2009, received the Golden Lion for Lifetime Achievement from the Venice Biennale. In 2011 Ono was honored with the prestigious 8th Hiroshima Art Prize for her dedicated peace activism, and this year received the Oskar Kokoschka Prize in Vienna.

The Cooperation

A memorable key-shaped crystal pendant, inspired by Yoko Ono, has been designed for SWAROVSKI ELEMENTS. The design itself is a technical masterwork and tells us a wonderful story around the symbol key. It is available in two different versions: with and without the signature of Yoko Ono.

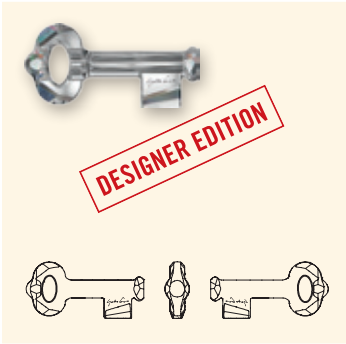
The Story

**“Imagine a key that unlocks the door to the forest with its secrets,
to the sky with its peacefulness,
to the universe with its infinity,
to a future with the promise of a better life.”**
Yoko Ono

This concept by Yoko Ono has been created as a crystal “KEY TO OPEN THE FOREST“ exclusively for our SWAROVSKI ELEMENTS collection.

It embodies the spirits of earth and sky, and reflects the multiple colors of nature. “Make a promise to a tree. Ask it to be passed on to other trees.” When you wear it you will be sharing Yoko's dream of peaceful interaction with the world around you. “Whisper your dream to a cloud. Ask the cloud to remember it.”

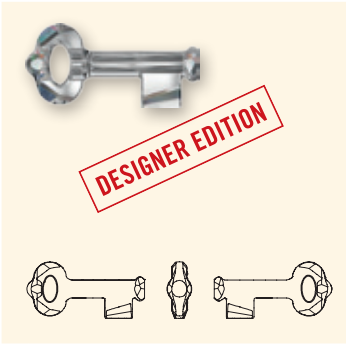
6918 KEY TO OPEN THE FOREST



DESIGNER EDITION

Size	30 mm	50 mm
Color		
Crystal (001)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Blue Shade (001 BLSH)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Bronze Shade (001 BRSH)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Copper (001 COP)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Golden Shadow (001 GSHA)*	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Silver Night (001 SINI)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Silver Shade (001 SSHA)	<input type="checkbox"/>	<input type="checkbox"/>
Indian Sapphire (217)	<input type="checkbox"/>	<input type="checkbox"/>

6919 Key Pendant



DESIGNER EDITION

Size	30 mm	50 mm
Color		
Crystal (001)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal AB (001 AB)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Blue Shade (001 BLSH)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Bronze Shade (001 BRSH)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Copper (001 COP)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Golden Shadow (001 GSHA)*	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Silver Night (001 SINI)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Silver Shade (001 SSHA)	<input type="checkbox"/>	<input type="checkbox"/>
Indian Sapphire (217)	<input type="checkbox"/>	<input type="checkbox"/>

*Crystal Golden Shadow (001 GSHA) is available as of march 2013.

Designer Editions

SWAROVSKI ELEMENTS presents "Love Story of the Heart" by Manish Arora <<<

Since the beginning of his international career, the award winning, Delhi-based designer Manish Arora has worked creatively with SWAROVSKI ELEMENTS. In 2009, he created a memorable collection of crystalline Transfers. One year later, India's best loved and most prolific design talent renewed his partnership with SWAROVSKI ELEMENTS and created a special collection of heart-shaped crystal pendants, which were launched in February 2011. Each individual piece is an expression of love's different emotional state and is named accordingly.

The partnership with Manish Arora is symbolic of how Swarovski engages in mutually rewarding creative partnerships with the world's best and brightest design spirits.

"The heart shape is very close to me because it is the universal symbol of love. I wanted to bring this symbol to life by creating a collection of crystal pendants and I hope people will wear them as a personal expression of the beauty and purity of this emotion," Manish Arora

6260



Crazy 4 U Heart
S 17, 27, 37 mm
page 219

6261



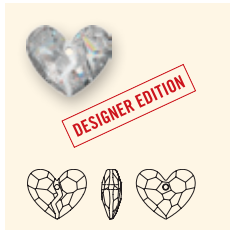
Devoted 2 U Heart
S 17, 27, 36 mm
page 220

6262



Miss U Heart
S 17, 26, 34 mm
page 220

6263



Forever 1 Heart
S 36 mm
page 220

6264



Truly in Love Heart
S 18, 28, 36 mm
page 221

SWAROVSKI ELEMENTS presents Fantastic Flowers by Andrée Putman

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Inspired by the fascinating organic shapes of flora and fauna, Andrée Putman, the grande dame of French interior design, has joined hands with SWAROVSKI ELEMENTS for a glittering celebration of nature by creating six pendants, the Fantastic Flowers. For her collaboration with SWAROVSKI ELEMENTS Andrée Putman explored the exotic complexity and mysticism of the lily, orchid, lotus, zinnia, ginko leaf and the ethereal, delicate qualities of the dragonfly.

Andrée Putman: "Not enough has been said about the richness and diversity of flowers, nor the enchantment they inspire."

6900



Ginko Pendant
S 13.5x20, 30x45 mm
page 232

6901



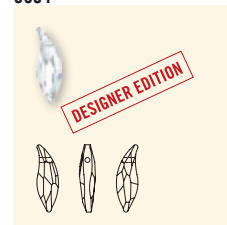
Zinnia Pendant
S 30x45 mm
page 232

6902



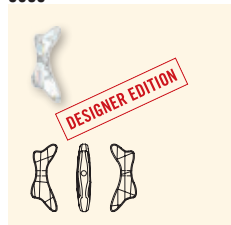
Zinnia Pendant
S 16.5x25 mm
page 233

6904



Lily Pendant
S 30, 45 mm
page 233

6905



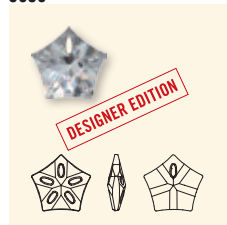
Dragonfly Pendant
S 30, 45 mm
page 233

6906



Orchid Pendant
S 20, 40 mm
page 233

6908



Lotus Pendant
S 30, 40 mm
page 234

Designer Editions

SWAROVSKI ELEMENTS presents Diamond Leaf

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Swarovski and Giorgio Armani worked together to create an exclusive crystal called "Diamond Leaf". This Designer Edition has a fluid, organic shape reminiscent of a leaf. Precision cut facets melt into the softness of a floating, sculptural form, contrasting strength and fragility, the timeless with the ethereal.

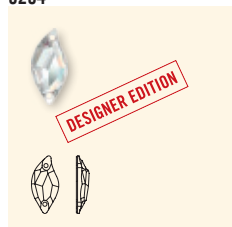
Giorgio Armani: "Swarovski crystal brings a touch of magic to a dress, an ethereal quality, a lustre which never fails to captivate the attention."

2797



Diamond Leaf Flat Back
S 8x4, 10x5 mm
page 270

3254



Diamond Leaf Sew-on Stone
S 20x9, 30x14 mm
page 283

SWAROVSKI ELEMENTS presents Divine Rock

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These are exclusive cuts, the result of Swarovski's creative cooperation with leading international designers that present quite unique looks. The crystals feature an exciting contrast between sparkling facets and other facets with a matt finish. An optimal brilliance and superb light refraction is achieved thanks to the use of an irregular and deep layered cutting technology, which is yet another example of the innovative power invested in producing cutting edge SWAROVSKI ELEMENTS. This assortment is made up of Sew-on Stones, Fancy Stones and Pendants.

3257



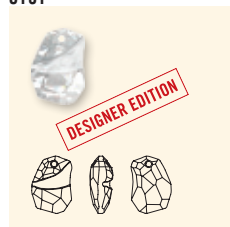
Divine Rock Sew-on Stone
S 19x13, 27x19 mm
page 285

4787



Divine Rock Flat Fancy Stone
S 19x13, 27x19 mm
page 137

6191



Divine Rock Pendant
S 19, 27, 48 mm
page 217

Martín Churba

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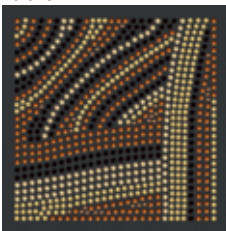
One of Argentina's renowned creative forces, Martín Churba designed fabric print collections for big name fashion labels in Italy and the US before setting up his own textile and fashion atelier. Textile design still informs and inspires his collections, while SWAROVSKI ELEMENTS bring an additional touch of richness to his work.

The Cooperation

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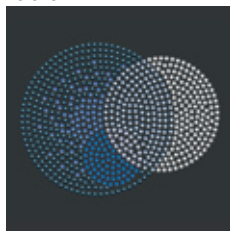
Martín Churba calls working with SWAROVSKI ELEMENTS “a game of pleasure and possibilities.” He says having crystal as an element of richness is “incredible,” adding that he is “thrilled to be the first Argentinean designer to do it, working hand in hand with Swarovski headquarters, its designers and the family heir.” Churba says his Transfers “point to the south” to make reference to his place of origin. The images he uses – like the gaucho patterns, the Indian weave, and his own contemporary designs – are like cultural “road signs.”

18 815



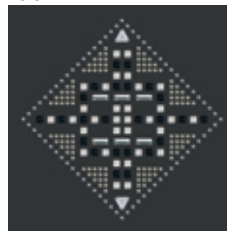
C 091-001COP/220/286/246
E M2,S-S6/S10/S10/S10
S ~100x100
page 424

18 816



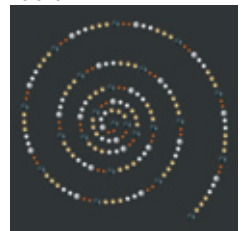
C 092-001METBL/211/206/
243/283
E M2-S6/S6/S6/S6/S6
S ~88x68
page 424

18 817



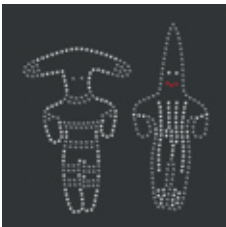
C 092-001/280/001/215/
280HEM
E M7X3-CS3X3/CS3X3/CS7X6/
S6/S6
S ~88x88
page 424

18 818



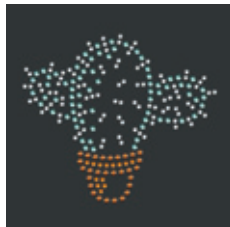
C 092/096-280HEM/220/
001GSHA
E M2,S/M3-P4/S6/S10
S ~108x104
page 424

18 819



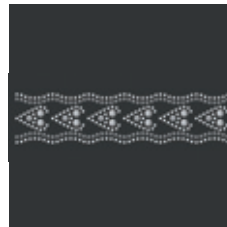
C 280HEM/001/227
E S5/S5/S5
S ~92x94
page 424

18 820



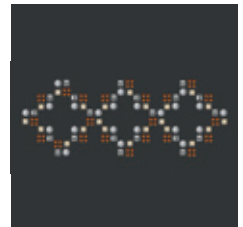
C 001/203/360/001COP
E S5/S6/S8/S8
S ~77x67
page 424

18 821



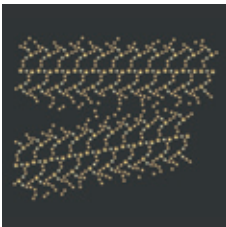
C 086/082/096-001
E M2/M3/M4-S5
S ~114x27
page 424

18 822



C 096/092-001GSHA/220
E M4/M3X3-CS3X3/S6
S ~116x43
page 424

18 823



C 246/383/001GSHA
E S5/S6/S10
S ~116x92
page 424

Michael Michalsky

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Now being one of Germany's most influential designers, Michael Michalsky completed his studies at the London College of Fashion and then went to Levis, where he soon became chief designer. In 1995 he was approached by Adidas to establish and promote cross-links between fashion, music and the Adidas brand. From this point onwards, Michalsky began cooperating with Missy Elliot, Stella McCartney and many more designers. He was the recipient of the coveted red-dot award and in 2006 fulfilled his dream by launching his own fashion label. The MICHALSKY label is high fashion that combines classic style with edgy street wear effects. His second line MICHALSKY JEANS is an authentic denim collection influenced by youth culture and music. Both fashion lines express the spirit: „Real Clothes for Real People” and feature discreet luxury with exclusive big city fair.

The Cooperation

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In his cooperation with Swarovski, Michael Michalsky has observed that the company's pursuit of innovative cuts, colors, shapes and application techniques “offers countless opportunities to designers”. He said the collaboration with Swarovski was characterized by excellent customer service, outstanding expertise and an overwhelming commitment that ranged from those at the company headquarters right down to the individual representatives. When speaking of how he benefited from the creative cooperation, he commented: “Swarovski understands and supports designers' needs and wishes like no other supplier. Swarovski's employees fully comprehend the innovative and creative processes that designers deal with every day. This passion and knowledge is transformed into innovative products that are truly trend setting.” Michalsky said when it comes to designing the surfaces of textiles “Swarovski is the absolute elite”.

18 857



C 001VOL/243
E S6/S6
S ~133x93
page 425

18 858



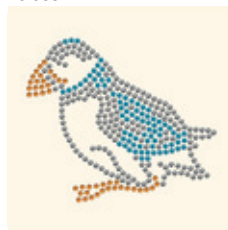
C 001AB/280HEM
E S5/S5
S ~128x138
page 425

18 859



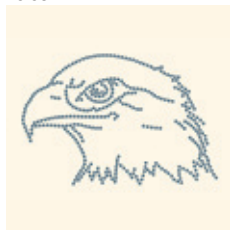
C 001BRSH
E S6
S ~103x125
page 425

18 860



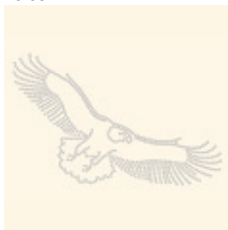
C 280HEM/394/203
E S6/S6/S6
S ~75x65
page 425

18 861



C 207
E S6
S ~129x86
page 425

18 862



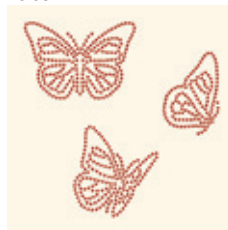
C 001
E S3
S ~129x82
page 425

18 863



C 246/220
E S6/S6
S ~122x131
page 425

18 864



C 327
E S3
S ~97x96
page 425

18 865



C 280HEM/001SINI/229/248
E S6/S6/S6/S6
S ~133x76
page 425

