

SWAROVSKI FACTS & FIGURES 2009

FOR OVER 100 YEARS, SWAROVSKI, THE BRAND SYNONYMOUS WITH INGENUITY, POETRY AND TECHNOLOGY, HAS DEVELOPED ITS SUPREME MASTERY OF PRECISION-CUTTING, TO BECOME THE WORLD'S LEADING PRODUCER OF CUT CRYSTAL, GENUINE GEMSTONES AND CREATED STONES. THE COMPANY, WHICH HAS REMAINED FULLY INDEPENDENT SINCE ITS FOUNDATION IN WATTENS, AUSTRIA, IN 1895, EMPLOYS 26,000 PEOPLE AND MAINTAINS A PRESENCE IN MORE THAN 120 COUNTRIES WORLDWIDE. OVER THE COURSE OF ITS HISTORY, SWAROVSKI HAS PRODUCED INNOVATIONS AND INSPIRED CREATIVE TRENDS IN FIELDS AS VARIED AS JEWELLERY, FASHION, ACCESSORIES, LIGHTING AND INTERIOR DESIGN, CULTURE AND INDUSTRIAL RESEARCH AND DEVELOPMENT. THE COMPANY DRAWS ITS RICHNESS OF EXPRESSION FROM THE CULTURAL HERITAGE OF MITTELEUROPA AND ITS TALENT FOR FORGING LINKS BETWEEN THE ARTS, SCIENCE AND ECONOMICS. TODAY, THE NAME OF SWAROVSKI STANDS FOR EXACTING WORKMANSHIP, QUALITY AND CREATIVITY ALL OVER THE WORLD.

SWAROVSKI GROUP EMBRACES A WIDE RANGE OF BRANDS DIVIDED INTO:

OBJECTS OF DELIGHT. FROM FASHION ACCESSORIES, CRYSTAL LIVING OBJECTS AND CHANDELIERS TO HIGH-DEFINITION OPTICS.

ELEMENTS OF CREATIVITY. CREATIVE COMPONENTS FOR THE FASHION, INTERIOR DESIGN AND ARCHITECTURE ARENA.

EXPERIENCES OF WONDER. FULL-EMOTION CRYSTAL ENCOUNTERS.

IN ADDITION TO THIS BRAND SPECTRUM, SWAROVSKI GROUP RUNS OTHER ACTIVITIES:

TYROLIT, A BONDED GRINDING AND DRESSING TOOLS COMPANY

MANUFACTURER OF BONDED GRINDING, CUT-OFF, SAWING, DRILLING AND DRESSING TOOLS, AS WELL AS MACHINES FOR THE CONSTRUCTION AND STONE INDUSTRIES.

SWAREFLEX, A ROAD SAFETY PRODUCTS SPECIALIST

HIGH-QUALITY AND PRECISION ROAD SAFETY REFLECTORS WITH ROBUST GLASS ELEMENTS EMBEDDED INTO DURABLE PLASTIC SURFACES, HIGH-TECH LED LIGHTING ELEMENTS AND SOLAR CELLS.

AMAZAR, ESTABLISHED TO FOSTER THE DEVELOPMENT OF BUSINESS OPPORTUNITIES

BUILDING UPON SWAROVSKI'S CORE COMPETENCIES, THE INITIATIVES OF AMAZAR CELEBRATE NOT ONLY THE BEAUTY OF SWAROVSKI CRYSTAL IN NEW CHANNELS AND INNOVATIVE WAYS BUT ALSO LEVERAGE OTHER AREAS OF SWAROVSKI'S EXPERTISE TO CREATE TRULY DIFFERENTIATED AND MARKET-ORIENTED CONSUMER PRODUCT PROPOSITIONS.

SCHONBEK, A CRYSTAL CHANDELIER MANUFACTURER

THE PREMIER CRYSTAL DESIGNER AND MANUFACTURER IN THE WORLD, FOUNDED IN BOHEMIA IN 1870. THE COMPANY SPECIALISES IN THE DESIGN AND MANUFACTURING OF FINE QUALITY CRYSTAL FIXTURES, RANGING FROM CONTEMPORARY TO TRADITIONAL, LINE VOLTAGE TO LOW VOLTAGE, INCANDESCENT TO LED, CHANDELIERS TO SCONCES AND PORTABLE LAMPS.

SWAROVSKI GROUP IN NUMBERS:

TURNOVER

2008 - 2,52 BILLION EURO
2007 - 2,56 BILLION EURO
2006 - 2,37 BILLION EURO
2005 - 2,14 BILLION EURO
2004 - 1,83 BILLION EURO
2003 - 1,68 BILLION EURO
2002 - 1,67 BILLION EURO
2001 - 1,63 BILLION EURO

EMPLOYEES

2008 - 25,995

PRODUCTION LOCATIONS (19 COUNTRIES)

ARGENTINA, AUSTRIA, BRAZIL, CHINA, CZECH REPUBLIC, FRANCE, GERMANY, INDIA, INDONESIA, ITALY, JORDAN, LIECHTENSTEIN, LITHUANIA, MEXICO, SWITZERLAND, THAILAND, TURKEY, UK, USA.

GLOBAL DISTRIBUTION NETWORK (43 COUNTRIES)

ARGENTINA, AUSTRALIA, AUSTRIA, BELGIUM, BRAZIL, CANADA, CHILE, CHINA, CZECH REPUBLIC, DENMARK, FINLAND, FRANCE, GERMANY, GREECE, HONG KONG, HUNGARY, INDIA, INDONESIA, IRAN, IRELAND, ITALY, JAPAN, KOREA, LIECHTENSTEIN, MACAO, MEXICO, NETHERLANDS, NEW ZEALAND, NORWAY, POLAND, PORTUGAL, RUSSIA, SINGAPORE, SPAIN, SWEDEN, SWITZERLAND, TAIWAN, THAILAND, TURKEY, UK, UNITED ARAB EMIRATES, USA, VENEZUELA.

RETAIL 2008

897 SWAROVSKI-OPERATED BOUTIQUES
744 PARTNER-OPERATED SWAROVSKI BOUTIQUES

BRAND SPECTRUM SWAROVSKI

OBJECTS *OF* DELIGHT

SWAROVSKI THE CREATOR. FROM FASHION ACCESSORIES, CRYSTAL LIVING OBJECTS AND CHANDELIERS TO HIGH-DEFINITION OPTICS.



SWAROVSKI

MESSAGES OF LIGHT

DAZZLING FASHION ACCESSORIES AND SPARKLING CRYSTAL LIVING OBJECTS BRILLIANTLY DESIGNED TO LEND A TOUCH OF THE EXTRAORDINARY TO EVEN THE MOST COMMON OF OCCASIONS.

DANIEL SWAROVSKI

CREATIVE OPULENCE

MAXIMALIST STATEMENTS - JEWELLERY, HANDBAGS, ACCESSORIES AND INTERIOR DESIGN OBJECTS - TRANSCEND THE MATERIAL TO THE REALM OF THE EXCEPTIONAL.



SWAROVSKI
OPTIK

LIGHT IN SIGHT

THE WORLD AND ITS WONDERS FLASH INTO HAWK-EYED FOCUS, MARVELLOUSLY MAGNIFIED TO MAKE YOU SEE THE UNSEEN WITH HIGH-PRECISION OPTICS.



ATELIER SWAROVSKI

ACCESSORIES TO CHERISH

THE WORLD'S FOREMOST FASHION AND JEWELLERY DESIGNERS BRING A SPECTACULAR COLLECTION OF CRYSTAL JEWELLERY AND ACCESSORIES TO LIFE.



SWAROVSKI CRYSTAL PALACE

SCULPTURES OF LIGHT

SPARKING THE IMAGINATION OF THE BEST AND BRIGHTEST IN AVANT-GARDE LIGHTING AND DESIGN, SWAROVSKI INSPIRES THE REINVENTION OF THE CHANDELIER AS AN ART FORM.

ELEMENTS *OF* CREATIVITY

SWAROVSKI THE TECHNOLOGICAL INNOVATOR. A CREATIVE PARTNER TO THE FASHION, LIFESTYLE, INTERIOR DESIGN AND ARCHITECTURE INDUSTRIES.



ELEMENTAL ATTRACTION

FACETED, FORMED AND POLISHED TO ITS UTMOST BRILLIANCE THROUGH THE FLAWLESS FUSION OF THE TECHNICAL AND THE LYRICAL, CRYSTALLIZED™ – SWAROVSKI ELEMENTS PUSHES THE BRAND'S POETRY OF PRECISION TO DIZZYING NEW HEIGHTS – NEVER CEASING TO INSPIRE THE WORLD'S FINEST FASHION AND LIFESTYLE DESIGNERS AND BRANDS TO NEW CRYSTAL MASTERPIECES.



OMNI-POTENT LIGHT

AN EVER-WIDENING SPECTRUM OF GENUINE GEMSTONES AND CREATED STONES BIRTHS A BREATHTAKINGLY BEAUTIFUL DISPLAY OF THE MASTERY OF LIGHT.



LIGHTING TURNED BRILLIANT

CRYSTAL COMPONENTS USED BY THE WORLD'S LIGHTING, DESIGN AND MANUFACTURING ELITE TO GLORIOUSLY ILLUMINATE ANY INTERIOR.



SWAROVSKI

LIGHTING AND ARCHITECTURAL PROJECTS

SWAROVSKI FINISHED LIGHTING PRODUCTS AND SOLUTIONS WITH CRYSTAL FOR SOPHISTICATED ARCHITECTURE.

EXPERIENCES *OF* WONDER

SWAROVSKI THE INSPIRER. FOR FULL-EMOTION ENCOUNTERS.



SWAROVSKI
KRISTALLWELTEN

A MONUMENT TO LIGHT

AS A LIVING HOMAGE TO THE TRANSFORMING POWER OF CRYSTAL IN ALL ITS COUNTLESS FACETS, THIS VISIONARY MUSEUM AND CULTURAL HOTSPOT EMBODIES THE MYSTERY AND INTENSITY OF SWAROVSKI CRYSTAL FOR MILLIONS OF VISITORS FROM ALL OVER THE WORLD.



STORE WITH LOUNGE & CAFÉ

SWAROVSKI CRYSTALLIZED™ IS THE NEW CUSTOMIZABLE JEWELLERY LINE FROM SWAROVSKI. EXPLORE THIS NEW INNOVATIVE CONCEPT STORE AND TAKE YOUR PICK FROM A SCINTILLATING RANGE OF CUSTOMIZABLE AND ON TREND JEWELLERY PIECES. DELIGHT IN EXQUISITE DESIGNER COLLECTIONS AND INNOVATIVE JEWELLERY CUTS ALL MADE WITH CRYSTALLIZED™ – SWAROVSKI ELEMENTS AND CHOOSE FROM MORE THAN 2000 CRYSTALS. DRAW INSPIRATION FROM CUTTING-EDGE DESIGN EXHIBITIONS OR SIMPLY RELAX IN THE SWAROVSKI CRYSTALLIZED™ LOUNGE.

OUR EVOLUTION

- 1892**
DANIEL SWAROVSKI I (1862-1956) REVOLUTIONISES CRYSTAL CRAFTSMANSHIP BY INVENTING THE FIRST CRYSTAL-CUTTING MACHINE.
- 1895**
DANIEL SWAROVSKI I FOUNDS HIS COMPANY IN WATTENS, AUSTRIA. HIS VISION : TO SHED THE ULTIMATE CRYSTAL LIGHT ON THE HEART AND SOUL OF THE WORLD, ON THE HEART AND SOUL OF THE WORLD.
- 1919**
A DEMANDING PRINCIPLE THAT STILL DEFINES SWAROVSKI TODAY.
SWAROVSKI'S OWN PRODUCTION OF CUTTING AND GRINDING TOOLS – TYROLIT – IS REGISTERED AS A BRAND NAME.
IN TERMS OF DESIGN AND INNOVATION, WHERE CRYSTAL IS THE VITAL CREATIVE INGREDIENT AT THE HEART OF EACH PROVOCATIVE COUTURE JEWEL.
- 1931**
TODAY, IT IS THE LEADING INNOVATIVE AND TECHNOLOGICAL BRAND, COVERING ALL CONCEIVABLE GRINDING APPLICATIONS.
- 1937**
SEW-ON CRYSTAL-STUDDED RIBBONS ARE LAUNCHED, PROVIDING FASHION AND ACCESSORY MANUFACTURERS WITH NEW DESIGN POSSIBILITIES.
- 1949**
DEVELOPMENT OF GLASS REFLECTORS TO IMPROVE VISIBILITY AND SAFETY ON THE ROAD. TODAY, SWAREFLEX IS ONE OF THE LEADERS IN ITS MARKET.
FOUNDING OF SWAROVSKI OPTIK – NOW A LEADING MANUFACTURER OF HIGH-PRECISION OPTICAL INSTRUMENTS FOR HUNTING AND NATURE OBSERVATION.
- 1956**
IN COOPERATION WITH CHRISTIAN DIOR, SWAROVSKI DEVELOPS AURORA BOREALIS, A SHIMMERING FINISH THAT ENHANCES THE SPARKLE OF CUT CRYSTAL.
SWAROVSKI COMMENCES PRECISION CUTTING AND POLISHING OF FINE GEMSTONES LIKE ROCK CRYSTAL, GARNETS, AGATES, AS WELL AS SYNTHETIC GEMSTONES.
- 2002**
CHANDÉLIERS BECOME AN ART FORM THROUGH THE LAUNCH OF THE CRYSTAL PALACE COLLECTION. RENOWNED DESIGNERS LIKE RON ARAD OR TORD BOONTJE ADD AVANT-GARDE CREATIVITY AND SPLENDOUR TO LIGHTING OBJECTS, TURNING THEM INTO SCULPTURES OF LIGHT.
- 2003**
ANDRÉ HELLER DESIGNS A NUMBER OF NEW CHAMBERS OF WONDER FOR SWAROVSKI KRISTALLWELTEN. DEVELOPMENT OF CRYSTAL FABRIC, FOR A DELICATE SHIMMERING EFFECT. DÉBUT OF "RUNWAY ROCKS" – A COLLECTION OF SPECIALLY COMMISSIONED, ONE-OF-A-KIND COUTURE JEWELS CREATED FOR THE CATWALK.
- 2004**
SWAROVSKI DEVELOPS THE XILION, A CRYSTAL CLEARLY DIFFERENTIATED BY ITS STAR-SHAPED CUT.
- 2005**
PUBLISHING OF "A WORLD OF BEAUTY". THE FIRST BOOK ABOUT THE DANIEL SWAROVSKI BRAND GIVES AN INSIGHT ON THE CREATIVE VISION BEHIND DANIEL SWAROVSKI AND ALSO DEPICTS THE IMPACT OF CRYSTAL ON THE FASHION AND INTERIOR DESIGN ARENAS. IN COOPERATION WITH KLUDI, THE GERMAN MANUFACTURER OF QUALITY BATHROOM FIXTURES AND FITTINGS, LAUNCH OF THE EXCLUSIVE 'SWAROVSKI BATHROOM MADE BY KLUDI'. STAGED IN MONTE CARLO, SWAROVSKI "FASHION ROCKS" FOR THE PRINCE'S TRUST IS A MAJOR CHARITY GALA THAT PAIRS ROCK STARS WITH TOP FASHION DESIGNERS.
- 2006**
LAUNCH OF SWAROVSKI'S FIRST EVER COHESIVE BRAND CAMPAIGN: THE THREE GRACES. IN NOVEMBER 2006, SWAROVSKI ACQUIRES THE REMAINING 50% OF SIGNITY, WHICH THEN BECOMES FULLY OWNED BY SWAROVSKI. LAUNCH OF CRYSTALLIZED™ – SWAROVSKI ELEMENTS, THE NEW PRODUCT BRAND FOR ALL LOOSE CUT CRYSTALS MANUFACTURED BY SWAROVSKI.

1975
DEVELOPMENT OF HOTFIX, A TECHNOLOGY THAT ENABLES CRYSTAL APPLICATIONS. A METHOD THAT HOUSES SUCH AS UNGARO AND GIVENCHY ARE STILL USING.

1976
THE FIRST DECORATIVE CRYSTALLINE OBJECTS AND FIGURINES WIN THE HEARTS OF CONSUMERS.

1977
SWAROVSKI LAUNCHES ITS FIRST JEWELLERY COLLECTION. TODAY, THE SWAROVSKI PREMIUM LINE ENCOMPASSES JEWELLERY, ACCESSORIES AND DECORATIVE CRYSTAL OBJECTS. LAUNCH OF A RANGE OF CRYSTAL COMPONENTS FOR CHANDELIER AND LIGHTING, UNDER STRASS® SWAROVSKI® CRYSTAL. TODAY, THESE ARE USED IN CLASSIC CHANDELIER, LIKE THOSE IN VERSAILLES OR AT THE METROPOLITAN OPERA IN NEW YORK.

1987
THE SWAROVSKI CRYSTAL SOCIETY IS FOUNDED FOR CRYSTAL COLLECTORS. A PASSION SHARED BY 350,000 MEMBERS IN 35 COUNTRIES TODAY.

1989
BIRTH OF THE COUTURE LINE. DANIEL SWAROVSKI, AS TRUE HOMAGE TO THE FOUNDER.

1993
CRYSTAL MESH AND CRYSTAL MEMORIES ARE LAUNCHED.

1994
FOR THE FIRST TIME, WITH LIGHTING, SWAROVSKI LIGHTS UP HOMES AND SPACES WITH A RANGE OF LUMINAIRES, CRYSTAL PANELS AND LIGHTING SYSTEMS.

1995
SWAROVSKI KRISTALLWELTEN OPENS IN WATTENS, AUSTRIA. SINCE THAT TIME, SEVEN MILLION PEOPLE HAVE HAD A FULL SENSORY VISIT OF THE CHAMBERS OF CRYSTAL WONDER. SWAROVSKI CREATIVE SERVICE CENTRES, WHICH PROVIDE BUSINESS CUSTOMERS WITH TREND CONSULTING, INSPIRATION AND PRODUCT INFORMATION, ARE OPENED AS PART OF A GLOBAL NETWORK IN WATTENS (1995), PARIS AND NEW YORK (1999), LONDON AND MILAN (2000), SAO PAULO AND DUBAI (2001).

1997
OPTIMISING OPTICS, DANIEL SWAROVSKI PARTNERS WITH SILHOUETTE TO CREATE DANIEL SWAROVSKI CRYSTAL EYEWEAR. OFFERING SUN PROTECTION TO PERFECTION AS FAR AS THE EYE CAN SEE.

1999
A JOINT VENTURE BETWEEN SWAROVSKI AND GOLAY RESULTS IN SIGNITY, A BRAND FOR PRECISION-CUT GENUINE GEMSTONES AND CREATED STONES.

2007
EXTENSION OF SWAROVSKI KRISTALLWELTEN, WITH NEW CHAMBERS OF WONDER AND A LARGER STORE, INCLUDING THE FIRST SWAROVSKI CRYSTALLIZED™ STORE.

AN ADDITIONAL 96 BOUTIQUES OWNED BY SWAROVSKI ARE OPENED AROUND THE WORLD.
COLLABORATION WITH PHILIPS FOR THE LAUNCH OF ACTIVE CRYSTALS™, ELEGANT ELECTRIC ELEMENTS WHICH ARE PRECISELY DESIGNED TO BLUR THE LINE BETWEEN FUNCTION AND FANTASY.
LAUNCH OF ATELIER SWAROVSKI, AN EXCLUSIVE COLLECTION OF ACCESSORIES CREATED IN COLLABORATION WITH CUTTING-EDGE FASHION DESIGNERS TO BRING THEIR CREATIVE VISIONS TO LIFE.

2008
LAUNCH OF ENLIGHTENED™ – SWAROVSKI ELEMENTS, FORMERLY KNOWN AS SIGNITY, THE NEW PRODUCT BRAND FOR GENUINE GEMSTONES AND CREATED STONES.

WWW.BRAND.SWAROVSKI.COM