

SWAROVSKI IS THE WORLD LEADER IN PRECISION CUT CRYSTAL. THE COMPANY, WHICH HAS REMAINED FULLY INDEPENDENT SINCE ITS FOUNDATION IN WATTENS, AUSTRIA, IN 1895, EMPLOYS 22.000 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.

## THE WORLD of SWAROVSKI

### EXCELLENCE ENGENDERS SUCCESS

Swarovski is the global market leader in the fields of:

- loose crystal (CRYSTALLIZED™ – *Swarovski Elements* and STRASS® Swarovski® Crystal)
- crystal objects, jewellery and accessories
- precision optical equipment (Swarovski Optik)
- genuine gemstones and created stones (Enlightened™ – *Swarovski Elements*)
- bonded grinding and dressing tools (Tyrolit)
- road safety products (Swareflex)

### ENCHANTING YOUR WORLD WITH CRYSTAL

THE COUTURE LINE: DANIEL SWAROVSKI Daniel Swarovski is a unique line of accessories that underscores the significance and remarkable success enjoyed by crystal in the realms of luxury and beauty. Comprising a range of jewellery, handbags, accessories and home decor objects, it confirms the undisputed role that crystal holds as a creative material.

### THE SWAROVSKI PREMIUM LINE

Always in harmony with the prevailing zeitgeist, these lines consist of two segments: Crystal Fashion for fashion jewellery and accessories, and Crystal Living for interior design objects, figurines and collectibles. Each Premium Line article is designed to enhance reality and lend a touch of poetry to life.

### INSPIRING YOUR VISION WITH CRYSTAL

Swarovski supplies crystal elements and semi-finished products to the fashion, jewellery, interior design and lighting industries, working side by side with designers to help them express their creative talent. Swarovski crystal components, known by their product brand names CRYSTALLIZED™ – *Swarovski Elements* are produced for the fashion, jewellery and interior design while STRASS® Swarovski® Crystal is especially made for architecture and lighting.

The company has long been a legitimate part of the haute couture language and has enjoyed a longstanding creative partnership with the world of fashion that stretches from Coco Chanel and Elsa Schiaparelli to the icons of the modern runways. Since its founding Swarovski has maintained creativity, craftsmanship and technological excellence as its cornerstones. Today Swarovski crystal elements and semi-finished crystalline products are used far beyond fashion and jewellery. Now

also used widely for home accessories and interior decor, STRASS® Swarovski® Crystal is a popular choice for leading lighting designers who combine them with high-tech lighting elements to create attractive, innovative and functional contemporary lighting solutions.

CRYSTALLIZED™ – *Swarovski Elements* have also become a favourite creative medium for other important market segments and are increasingly being used to embellish fashion accessories, shoes and innovative packaging and paper solutions. Constant innovation and research now make it possible to safely add CRYSTALLIZED™ – *Swarovski Elements* to almost any surface. Every individual Swarovski crystal product represents the poetry of precision, creativity and joy.

### SWAROVSKI KRISTALLWELTEN: A PLACE OF ENCHANTMENT

In 1995, Swarovski chose to mark its centenary in a spectacular fashion by assigning a central role to the creative power of crystal. The Austrian multi-media artist André Heller was commissioned with the concept and design of an exhibition, concert and event centre dedicated to the world of crystal near the Swarovski headquarters in Wattens, Austria.

This homage to crystals and creativity, the Swarovski Kristallwelten leads visitors through a series of fantastic Chambers of Wonder, where artists such as Jim Whiting, Fabrizio Plessi, and Brian Eno were given free rein to express their interpretations in crystal in all its beauty. The Swarovski Kristallwelten has proved to be extremely popular and was enlarged in 2007. Over eight million visitors have experienced the magic of crystal in Wattens since 1995.

### SWAROVSKI OPTIK

Swarovski Optik today specializes in the manufacture of precision sports optics and is a world leader in the premium segment of this market. With a reputation for superior quality, Swarovski Optik binoculars, telescopes, rifle scopes, range finders, image intensifier and optronic devices are the preferred choice of many professional users and discerning nature watchers around the globe.

### ENLIGHTENED™ – SWAROVSKI ELEMENTS

ENLIGHTENED™ is an elements brand of Swarovski, specialized in precision cut genuine gemstones and created stones, masterfully

cut to reveal a vibrant radiance and brilliance beyond all others. ENLIGHTENED™ sets new standards of quality and craftsmanship, inspiring creativity amongst some of the most talented minds within the fine jewellery industry. ENLIGHTENED™ defines new avenues of expression, creating unlimited possibilities for design and innovation.

### TYROLIT

Tyrolit supplies bonded grinding/cutters, sawing, drilling and dressing tools as well as machines for the construction and the stone industry.

### SWAREFLEX

Swareflex produces high quality, precision made road safety reflectors. The products feature robust glass elements imbedded into durable plastic surfaces and also incorporate high-tech LED lighting elements and solar cells.

### SWAROVSKI STATISTICS

2007 sales: **€ 2.56 billion**  
Employees in 2007: **22,511**

### Production locations in the following 19 countries:

Argentina, Austria, Brazil, Canada, Chile, China, Czech Republic, France, Germany, India, Indonesia, Italy, Mexico, Jordan, Liechtenstein, Lithuania, Switzerland, Thailand, Turkey, U.K., USA

### Global distribution network:

Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Czech Republic, Denmark, Dubai, Finland, France, Germany, Greece, Hong Kong, Hungary, U.K., India, Indonesia, Iran, Ireland, Italy, Japan, Korea, Liechtenstein, Macau, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Russia, Singapore, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, USA, Venezuela

### Retail in 2007:

Swarovski is represented by 769 own operated boutiques and with 550 Swarovski partner operated boutiques.

## milestones

**1892** Daniel Swarovski I (1862–1956) invents a revolutionary machine that makes it possible to cut crystal jewellery stones to a higher level of precision than achieved before by traditional manual methods.

**1895** Daniel Swarovski I founds his company in Wattens, Austria. His vision is to make crystals that provide people with pleasure, and to take what is good and improve it still further – a principle that his company still adheres to today.

**1919** The brand name “TYROLIT” is first registered at the Merchant and Trading Bank of Innsbruck referring to Swarovski’s own production of cutting and grinding tools. Today, Tyrolit as the leading brand for innovation and technology is synonymous with all conceivable applications within the realms of grinding technology.

**1931** Sew-on crystal-studded ribbons are launched, providing fashion and accessory manufacturers with new design possibilities.

**1937** Glass reflectors are developed to improve visibility and safety on the road. Today Swareflex is one of the leading producers of road safety products.

**1949** Swarovski Optik is founded, and goes on to become a leading manufacturer of 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.

**1965** Swarovski commences precision cutting and polishing of fine gemstones and the machine-based preparation of cubic zircons. Swarovski launches a range of crystal components for chandeliers and lighting. The pendants, which were registered in 1977 as STRASS® Swarovski® Crystal, are used today in classic chandeliers, including those in Versailles and at the Metropolitan Opera in New York, and for contemporary lighting elements.

**1975** Swarovski develops Hotfix, a technology that makes it possible to apply crystals to a variety of materials. This method is still in use today at fashion brands such as Ungaro and Givenchy.

**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 crystalline objects.

**1987** The Swarovski Crystal Society is founded for people with a passion for collecting crystal and today has close to 400,000 members in 35 countries.

**1989** The couture line Daniel Swarovski is founded as a true homage to the founder.

**1993** Swarovski launches Crystal Mesh, a closely-woven mesh of sparkling crystals, today used extensively by such designers as D&G, Chanel and Louis Vuitton.

**1995** The Swarovski Kristallwelten is opened in Wattens, Austria. Since that time, eight million people have visited the Chambers of Wonder to experience the magic of crystal with all their senses.

**1999** A joint venture between Swarovski and Golay results in Signity, a brand for precision-cut synthetic and genuine gemstones.

**2001** Swarovski Creative Service Centers, which provide business customers with trend consulting, inspiration and product information, are opened in São Paulo and Dubai as part of a global network including centres in Wattens (1995), Paris (1999), New York (1999), London (2000) and Milan (2000).

**2002** Taking chandeliers seriously as an art form, the Crystal Palace Collection is launched, complete with contemporary interpretations of the classic chandelier by Ron Arad and Torð Boontje. Each year, renowned designers add avant-garde lighting creations to the collection.

**2003** André Heller designs a number of new Chambers of Wonder for the Swarovski Kristallwelten. • Swarovski develops Crystal Fabric, a method of adding countless tiny crystals to fabrics for a delicate shimmering effect.

• Runway Rocks – a collection of specially commissioned, one-of-a-kind couture jewels created for the catwalk by the world’s leading names in fashion and jewellery design. Runway Rocks is a celebration of design and innovation where crystal is the hero and the vital creative ingredient of each provocative jewel.

**2004** www.polygon.at a virtual museum, online playground and source of information is given a new navigation system called Liquid. • Swarovski develops the XILION cut, a crystal with alternating sizes of facets that enhance the refraction of light for even more sparkle.

**2005** The first publication on the brand Daniel Swarovski “A World of Beauty” is launched, giving an insight into the creative vision behind Daniel Swarovski and the impact of crystal on the world of fashion and interior design. • Swarovski, in cooperation with Kludi, the German manufacturers of quality bathroom fixtures and fittings, launches the exclusive “Swarovski bathroom made by Kludi”. • Swarovski Fashion Rocks is staged in Monte Carlo – a major charity gala that couples rock stars and leading fashion designers.

**2006** Swarovski launches its first ever cohesive brand campaign: The Three Graces. • In November 2006 Swarovski acquires the remaining 50% of Signity, which then becomes 100%-owned and part of the Swarovski Group.

**2007** CRYSTALLIZED™ – *Swarovski Elements*, the new product brand for loose crystal is launched. • The Swarovski Kristallwelten will be extended with new Chambers of Wonders and bigger store, including the first CRYSTALLIZED™ Cosmos. • Swarovski opens an additional 96 own shops in countries around the world.

**2008** ENLIGHTENED™ – *Swarovski Elements*, the new product brand for genuine gemstones and created stones is launched.

## CRYSTAL facts 2008



“EVERY NEW ERA OFFERS NEW POSSIBILITIES  
FOR ACTION AND DEVELOPMENT.  
DEVELOPMENT NEVER STANDS STILL.  
INNOVATIONS IN ONE FIELD INEVITABLY  
LEAD TO INNOVATIONS IN OTHERS.  
ONE MUST REMAIN ALERT AT ALL TIMES,  
ALWAYS READY TO MAKE THE VERY BEST USE  
OF WHAT EMERGES.” *DANIEL SWAROVSKI I*