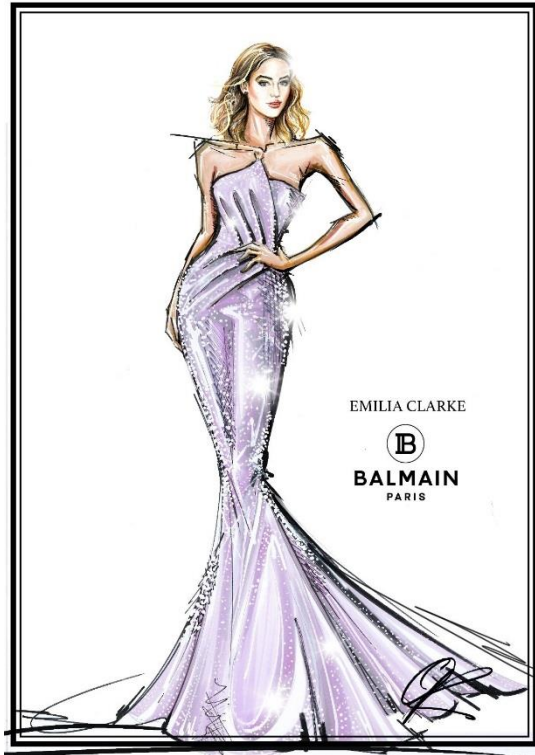


# SWAROVSKI

## EMILIA CLARKE WEARS CUSTOM BALMAIN GOWN EMBELLISHED WITH 300,000 SWAROVSKI CRYSTALS TO THE ACADEMY AWARDS



Making of pictures (photo credit Marion Leflour) + Red Carpet pictures: <https://we.tl/t-PuWPMSVMpA>

**Los Angeles, February 24, 2019** – Emmy-nominated actress **Emilia Clarke** wore a bespoke **Balmain** dress embellished with Swarovski crystals on the Oscars red carpet this evening. The glamorous gown featured **300,000 Swarovski stones** in Light Amethyst and took over **240 hours** to make. Clarke is best known for playing lead character Daenerys Targaryen in the critically-acclaimed television phenomenon *Game of Thrones*, and for her work in the romantic-drama film *Me Before You*.



ENDS

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## **Swarovski**

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, the company designs, manufactures and markets high-quality crystals, genuine gemstones and created stones as well as finished products such as jewelry, accessories and lighting. The Swarovski Crystal Business is run by the fifth generation of family members and has a global reach with approximately 3,000 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.7 billion euros in 2017. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2017, the Group generated revenue of about 3.5 billion euros and employed more than 32,000 people. A responsible relationship with people and the planet has always been an integral part of Swarovski's heritage, and is embedded today in the company's well-established sustainability agenda. In addition, the global Swarovski Waterschool education program has reached 500,000 children on the world's greatest rivers, and the Swarovski Foundation, set up in 2013, works to support culture and creativity, promote human empowerment, and conserve natural resources to achieve positive social impact.

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