

SWAROVSKI

BALMAIN RETURNS TO COUTURE WEEK WITH DAZZLING COLLECTION EMBELLISHED WITH OVER 1 MILLION SWAROVSKI STONES



Fittings & backstage images (photo credit Marion Leflour): <https://we.tl/t-ILTVKwwM>

Runway images (Courtesy of Balmain): <https://we.tl/t-FGfdii76RA>

Paris, January 24, 2019 – Over 1 million Swarovski crystals and Swarovski Crystal Pearls sparkle throughout Balmain’s first couture collection in 16 years. Balmain’s Creative Director Olivier Rousteing designed several fully embellished crystal looks for the brand’s Spring/Summer 2019 Haute Couture show.



Olivier Rousteing designed mini-dresses, trousers and tops which he exquisitely embellished with Swarovski stones: crystal pearls, sew-on stones, beads, flatbacks and cabochons in Crystal and Nacre shades. Amongst the various key looks featured a bold fully crystalized jumpsuit and jacket, a short jumpsuit covered in pearl cabochons and two futuristic pastel ensembles with transparent flatbacks. Further embellishment included jewelry, bibi hats with tiny shimmering beads and bags in crystal grids.

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Rousteing commented: "Couture remains as exclusive today as it has always been – a luxury well beyond the reach of most. Today's collection relies on more than one million Swarovski crystal pearls, stones and beads for the intricate embroideries and embellishments. By pushing myself, my team and our atelier to the very limit to create these aspirational designs, I know that Balmain will be able to learn from these techniques, lessons and innovations. That is the great strength and incredible heritage of couture and why so many of Paris great houses have traditionally relied on the rigors of couture to advance the designs of all collections."



Swarovski Crystal Pearls, officially launched in 1966, are shimmering elegant replicas of genuine pearls, each one containing a unique crystal core covered with an innovative coating. The glass pearls perfectly imitate natural examples with their authentic look and silky texture and also adapt to skin temperature when worn.

Swarovski's history in fashion began in 1895, when Daniel Swarovski invented a machine for cutting and polishing crystal, a ground-breaking device that would transform the world of fashion. Over the following decades, Swarovski crystals became an essential ingredient in the ateliers of Paris as Daniel and his sons worked closely with couturiers such as Worth, Chanel, Schiaparelli, Balmain and Dior. Today, Swarovski crystals are a key creative component for global fashion houses who use crystal to embellish their seasonal collections.

Swarovski first collaborated with Pierre Balmain in the 1940s. Over the past 74 years, Swarovski has provided the fashion house with millions of stones.



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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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