

SWAROVSKI ADDS DAZZLE TO MONSTA X WORLD TOUR WITH 500,000 CRYSTALS



May 25, 2018 – Swarovski has collaborated with Starship Entertainment to embellish 11 costumes with half a million shimmering crystals for the Monsta X The Connect World Tour, starting May 26 in Seoul.

The seven-member South Korean boy group will illuminate the stage wearing bespoke jackets, sparkling with 500,000 crystals in shades of Light Siam, Jet and Clear. Each member will wear the custom-made jackets throughout the show – during the first six songs performed, and also for four songs during the latter half of the show. The 11 crystallized creations are entirely unique, differing in design, pattern and cut. The outfits were designed by renowned stylist Jung Yun Kyoung, who has previously worked with K-Pop groups Cosmic Girls and Nuest.

Monsta X saw a meteoric rise to international fame after being formed by Starship Entertainment through the survival show No. Mercy on Mnet TV in 2015. The group consists of seven members: Shownu, Wonho, Minhyuk, Kihyun, Hyungwon, Jooheon and I.M. They have won numerous awards, including the Next Generation Asian Artist Award at the 2015 Mnet Asian Music Awards, Best of Next Male Artist Award at the 2016 Mnet Asian Music Awards, Best Concert Performer Award at the 2017 Mnet Asian Music Awards and the 32nd Golden Disk Award Bonsang in January.

Monsta X commented: “We are very happy to be collaborating with Swarovski! Just as the crystals sparkle throughout the tour, we cannot wait to shine with them on stage to fans all over the world.”

Hyunjoo Seo, Executive Director of Starship Entertainment commented: "I am honored to work with global luxury brand Swarovski, a brand that is loved all over the world. We're grateful to see Monsta X dazzle on stage with the unique Swarovski crystal-embellished costumes."

The Connect World Tour opens May 26 in Seoul before continuing to Europe, Thailand, Hong Kong, Taiwan, North America and South America.

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 is an integral part of Swarovski's heritage. 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 wellbeing, and conserve natural resources to achieve positive social impact.

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