

ATELIER SWAROVSKI

FINE JEWELRY

ATELIER SWAROVSKI BRINGS CONSCIOUS LUXURY TO 10 CORSO COMO IN MILAN



Imagery download: <https://we.tl/t-KrwqJWwxVP> (Credit: Chiara Gussoni)

Milan, May 10, 2019 – Atelier Swarovski celebrated the launch of its fine jewelry in 10 Corso Como last night with an exclusive cocktail event. The luxurious showcase marks the in-store debut of Atelier Swarovski Fine Jewelry in Italy and is open until the end of May.

Atelier Swarovski and 10 Corso Como welcomed press, influencers and clients to the iconic store.

The showcase is located in the prestigious “designer area” of the store and displays the **Atelier Swarovski Fine Jewelry collections**. On show are designer collaborations with acclaimed actress and brand ambassador **Penélope Cruz**, rock ‘n’ roll jeweler to the stars **Stephen Webster** and contemporary accessories designer **Paige Novick** alongside Atelier Swarovski’s red carpet-inspired Fine Jewelry collection and the Diama collection for everyday wear.

Each piece of Atelier Swarovski Fine Jewelry is made with responsibly sourced materials, including **Swarovski Created Diamonds**, created gemstones and responsibly sourced genuine gemstones set in Fairtrade or recycled gold.

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The collections showcase Atelier Swarovski's commitment to **Conscious Luxury** – a dedication to using responsibly sourced materials and methods to craft beautiful products with care, while striving to have a positive impact on people and the planet.

The Atelier Swarovski Fine Jewelry collections are available at 10 Corso Como in Milan until the end of May 2019.

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NOTES TO EDITORS



Atelier Swarovski by Penélope Cruz Collection (RRP £479 - £14,495)

Inspired by classic Hollywood glamour, hero stones shine from sparkling Swarovski Created Diamond surrounds set in responsibly sourced gold. Penélope Cruz is an award-winning actress, activist and brand ambassador for Atelier Swarovski. She is admired the world over for her starring roles on the silver screen and her glamorous red-carpet style.

Atelier Swarovski by Stephen Webster Double Diamond Collection (RRP £1,290 - £7,490)

Swarovski Created Diamonds adorn geometric gold frames that encase polished spheres of rose quartz in Webster's ingenious take on a diamond in its rough form – an octahedron. Stephen Webster is a London-based fine jewelry designer known as the rock 'n' roll jeweler to the stars. His cutting-edge designs celebrate traditional craft and the finest materials.



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Atelier Swarovski by Paige Novick Arc-En-Ciel Collection (RRP £699 - £3,995)

With a refined and romantic aesthetic, flowing lines of responsibly sourced gold are set with Swarovski Created Diamonds and topaz in rainbow shades. Paige Novick is a New York-based fine jewelry designer who creates jewels that are both of the moment and timeless. Through her designs she strives to inspire beauty, empowerment and spontaneity.

Atelier Swarovski Fine Jewelry Collection (RRP £579 - £22,995)

A timeless yet contemporary collection for flawless red carpet style. The pieces gain their intense brilliance from Swarovski Created Diamonds and responsibly sourced genuine gemstones.



Atelier Swarovski Diama Collection (RRP £379 - £2,990)

Created exclusively with Swarovski Created Diamonds, sparkling stones are set in artful and eminently wearable designs accentuated by the movement and grace of the body.

Atelier Swarovski

- Atelier Swarovski offers cutting-edge jewelry, accessories and home décor items which are the ultimate expression of Swarovski. Pushing the boundaries of creativity with crystal, created gemstones and genuine gemstones, it collaborates with the finest talents in the world across fashion, jewelry, architecture and design.
- Atelier Swarovski was founded by Nadja Swarovski in 2007 as a showcase for creativity, craftsmanship, master cutting and material innovations. The brand presents seasonal jewelry and accessories collaborations twice a year, alongside its constantly evolving core collections.
- Atelier Swarovski's home décor collections, launched at Milan Design Week in April 2016, comprise functional and decorative objects for the home.
- With its focus on conscious luxury, Atelier Swarovski introduced its first fine jewelry collections made with Swarovski Created Diamonds in 2017 and was certified as a member of the Responsible Jewellery Council the same year. In 2018, continuing its sustainability journey, Atelier Swarovski announced its partnership with Fairtrade, working with a cooperative mine in Peru to incorporate responsibly sourced gold into all future collections.
- The brand celebrated its first decade with the release of 'Brilliant: The Story of Atelier Swarovski', published by Condé Nast in 2018.
- Atelier Swarovski's past collaborators include Jean Paul Gaultier, Viktor&Rolf, Jason Wu, Christopher Kane, Maison Margiela and Mary Katrantzou for jewelry, and Zaha Hadid, Daniel Libeskind and Ron Arad for home décor.

www.atelierswarovski.com

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Swarovski and Sustainability

- Throughout its history, Swarovski has endeavored to remain true to its founder Daniel Swarovski's vision of a responsible company that not only has its employees' wellbeing at heart but also that of the environment and society as a whole.
- This vision drives the company's dedication to producing beautiful products using responsible methods that respect the wellbeing of people and the planet.
- Atelier Swarovski is a certified member of the Responsible Jewellery Council (RJC), an organization established by the jewelry industry to advance responsible social and environmental practices. As a member, Atelier Swarovski aligns its business operations with the RJC Code of Practices and pledges to positively impact and influence the industry. Atelier Swarovski received RJC certification after being successfully independently audited against the RJC Code of Practice, on materials including diamonds, gold and platinum group metals.