

SWAROVSKI

KELELA PERFORMS AT THE ROUNDHOUSE IN CUSTOM SWAROVSKI CRYSTAL ADORNMENT



(Kelela in her dressing room backstage at the Roundhouse, locs embellished with Swarovski crystal, Photo Credit: Lillie Eiger)

London, February 23, 2018 – Experimental R&B singer-songwriter Kelela serenaded the crowd at the Roundhouse in London last night with Swarovski crystals embellishing her locs, boots and manicure.

Large Swarovski crystals adorned her lengthy locs, in a striking collaboration between her creative director/stylist Mischa Notcutt and hair stylist Virginie Moreira. Swarovski crystal strands brought a glamorous twist to her Maison Margiela Tabi boots, and a crystal strand used as nail art dangled from her little finger. Completing the look was a dress by Asai, and make up by Michelle Boggs.

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(Kelela performing at the Roundhouse & backstage, locs embellished with Swarovski crystal, Photo Credit: Lillie Eiger)

Following her acclaimed EP *Hallucinogen* (2015), Kelela released her debut album *Take Me Apart* (2017) to rave reviews from *NME*, *The Observer* and *The Guardian*. It was rated the 6th best album of 2017 by *Dazed* magazine and 11th best by *Billboard* magazine.

Kelela has featured as a vocalist on Solange's album *A Seat at the Table*, Danny Brown's album *Atrocity Exhibition* and on Grammy-nominated album *Humanz* from Gorillaz. She has toured with indie pop band The xx.

Backstage and performance imagery can be found [here](#)

For more information please contact:

Swarovski

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About 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 2,800 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.6 billion euros in 2016. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2016, the Group generated revenue of about 3.37 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 461,000 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. www.swarovskigroup.com