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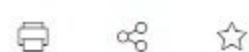
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Swarovski Crystals Ignite Bohemian Rhapsody Film

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2 Comments



Swarovski collaborated with Twentieth Century Fox, Regency Enterprises and costume designer Julian Day to embellish several chic rock looks featured in the foot-stomping movie celebration of Queen.

Over 56,000 Swarovski crystals dazzle throughout *Bohemian Rhapsody*, which chronicles the meteoric rise of Queen and their legendary appearance at the 1985 Live Aid concert.



Rami Malek as Freddie Mercury

Iconic Queen frontman Freddie Mercury (Rami Malek) wears a black t-shirt with sun rays; a regal velvet jacket sparkling in shades of gold, purple and teal; a black wrap top; and a crystallized crown. Brian May (Gwilym Lee) rocks a black waistcoat with a crystal spider web, while Roger Taylor (Ben Hardy) sports a crystal-covered white shirt.



Gwilym Lee as Brian May, Rami Malek as Freddie Mercury

Nadja Swarovski, Member of the Swarovski Executive Board, commented: "We are delighted to collaborate once again with Twentieth Century Fox and Julian Day to adorn the high-voltage crystal costumes for *Bohemian Rhapsody*. This film celebrates Queen's enduring legacy and the magic of Freddie Mercury's music and style and we are thrilled to add extra dazzle to the production."

To celebrate the release of the film, an exclusive art installation was unveiled along the world-famous Carnaby Street in London. Confetti rained down and fireworks lit up the sky as cast members from *Bohemian Rhapsody* and Queen members Brian May and Roger Taylor switched on the Queen-inspired lights – including giant neon lyrics from the band's greatest hits.



L to R - Rami Malek, Lucy Boynton, Roger Taylor, Brian May, Ben Hardy, Joseph Mazello and Gwilym Lee

Visitors can also enjoy a pop-up shop and exhibition bursting with Queen and *Bohemian Rhapsody* memorabilia, including film photography, prints, footage and show-stopping costumes. Also on show is a *Bohemian Rhapsody* film poster radiant with 14,000 Swarovski crystals to be sold in aid of the Mercury Phoenix Trust.



Rami Malek as Freddie Mercury, wearing a costume embellished with Swarovski crystals



Rami Malek as Freddie Mercury, performing at the 1985 Live Aid concert



Carnaby Street lit up with themed Queen light display