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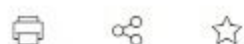
Wattens Internal

One million Swarovski crystals bring sparkle to the Spice Girls' World Tour

03 JUN 2019

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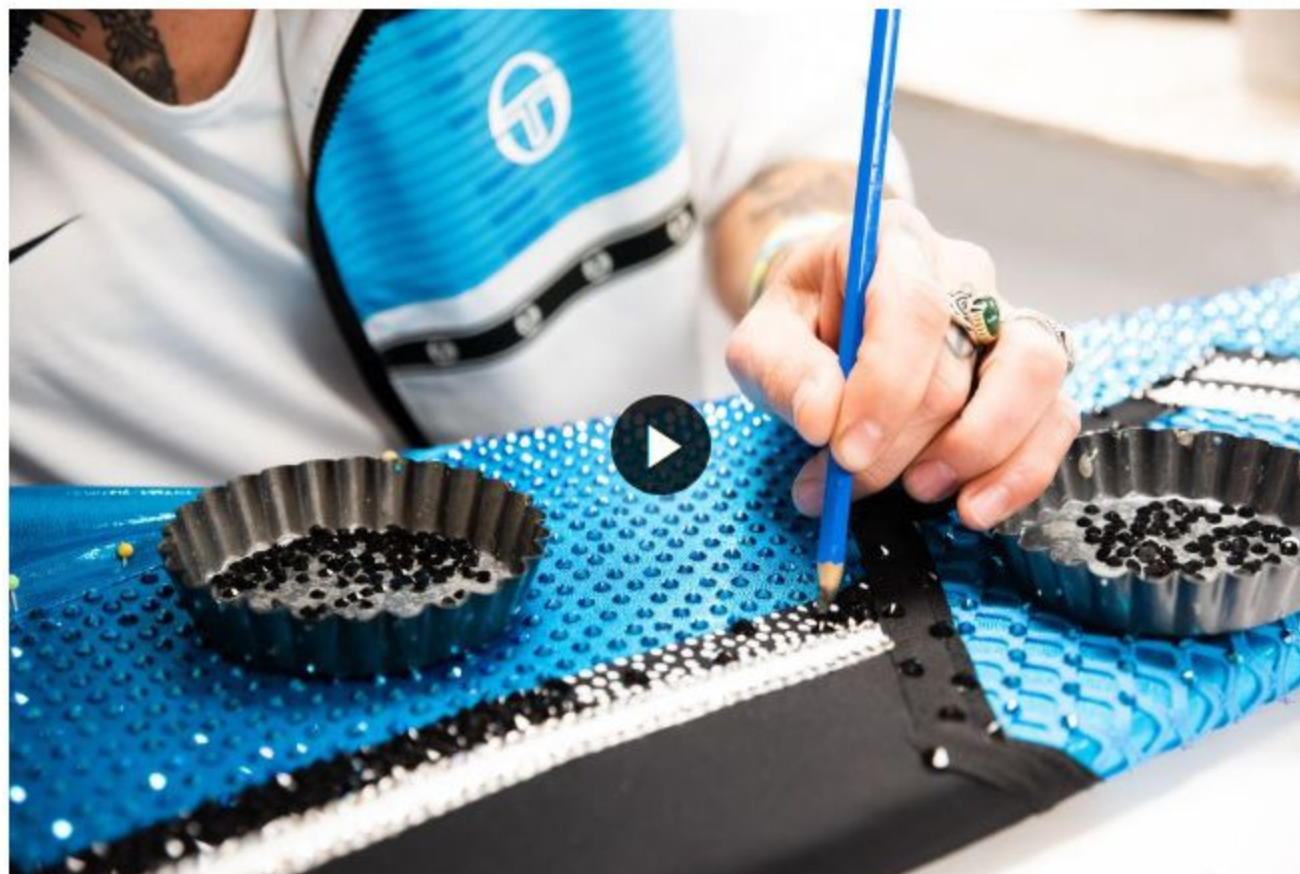
The iconic pop group, and original purveyors of Girl Power, illuminate their stadium tour with bespoke crystal costumes

Swarovski collaborated with award-winning costume designer Gabriella Slade to create over 100 hand-embellished costumes for the Spice Girls and their backing dancers. The dazzling looks, which include shoes and custom jewelry, shimmer with one million Swarovski crystals and pearls.

The bold and bright costumes were designed in close collaboration with the Spice Girls, with Slade creating contemporary looks that draw on the DNA of the group's 90s heyday. The designs are unique for each Spice Girl, with complementary costumes for their back-up dancers and a different theme for six acts throughout the show.



The dazzling opening act features a reimagining of the Spice Girls' most iconic looks: Baby captures the crowd's attention in a shimmering pink mini dress; Ginger stuns in a sparkling Union Jack gown; Scary prowls the stage in a glittering animal-print jumpsuit; while Sporty stands strong in a shining Olympic outfit.



Nadja Swarovski, Member of the Swarovski Executive Board, commented: "We are delighted to collaborate with Gabriella Slade to celebrate the amazing, empowering and iconic spirit of Girl Power for the 'Spice World' tour. With one million Swarovski crystals hand applied to over 100 shimmering costumes for the Spice Girls and their dancers, we are thrilled to help magnify the magic and dazzle of this stellar show."

