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WORLD PREMIERE OF *TINA – THE TINA TURNER MUSICAL* ILLUMINATED WITH OVER 260,000 SWAROVSKI CRYSTALS



London, April 2018 – Swarovski brings dazzle to the world premiere of *Tina – The Tina Turner Musical*, with over 260,000 crystals adorning the spectacular costumes in the story of an icon who dared to defy the boundaries of her era, gender and race.

Based upon the life of rock 'n' roll legend Tina Turner, the new stage musical reveals how the singer's resilience, empowerment and pursuit of her dream turned her into the icon she remains today.

BAFTA-nominated costume designer Mark Thompson incorporated over 260,000 Swarovski crystals into his brilliantly crafted designs, evoking the dynamism and power Turner has brought to the stage throughout her legendary career.

More than 200,000 sparkling stones illuminate the Las Vegas scene, with Tina wearing two dresses embellished with Swarovski crystals and the dancers complementing Tina in crystal-adorned costumes. Swarovski crystals also bring dazzle to the finale, with a recreation of the plunging, fringed mini dress in shimmering gold and black stones made famous by the Herb Ritts shoot for the *Steamy Windows* single cover.

The musical is written by Olivier Award-winning playwright Katori Hall and directed by the internationally acclaimed Phyllida Lloyd, and is presented in association with Tina Turner. The stellar cast includes Tony-nominated Adrienne Warren in the titular role and British actor Kobna Holdbrook-Smith as Ike Turner. The show comes alive with some of Turner's most instantly recognizable hits.

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Nadja Swarovski, Member of the Swarovski Executive Board, commented: “*Tina – The Tina Turner Musical* is an exciting new production about one of the music industry’s most inspiring and enduring talents. Swarovski is delighted to have dressed Tina Turner throughout her career, and now to illuminate her story on stage. Mark Thompson’s crystal costumes perfectly capture Tina’s dynamic stage presence, shimmering with her every move and embellishing this wonderful show.”

Mark Thompson, costume designer, commented: “In a musical that revolves around such a powerful and inspirational woman, who has an energy like no other, being able to use Swarovski crystals on costumes that reflect her personality and sparkle as brilliantly as she did on stage has been an absolute joy.”

For over a century, Swarovski crystals have held center stage in theatre, film, and music, magnifying prestigious talents and commanding audience attention. Swarovski is committed to supporting musical theatre, having recently added on-stage sparkle to West End and Broadway productions including *Aladdin*, *Dreamgirls*, *Motown the Musical* and the newly opened *Frozen on Broadway*.

Key dates:

Following previews, *Tina – The Tina Turner Musical* opens at the Aldwych Theatre in London on April 17, 2018 and is currently booking to October 20, 2018.

tinathemusical.com/

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#MyTina

Please see production images [here](#)

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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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