

# SWAROVSKI

## GERMANIER PRESENTS SUSTAINABLE COLLECTION WITH UPCYCLED CRYSTAL AT PARIS FASHION WEEK

*"I am very happy to have brought Swarovski to new horizons using my own techniques.  
I am very touched that Swarovski has a sustainable approach and is ready to support young talent". – Kevin Germanier*



Presentation images (Credit: Jason Lloyd Evans) – <https://we.tl/t-mzhHxsJJCa> Lookbook images (Credit: Alexandre Haefeli) – <https://we.tl/t-lqNcUqJuzx>

**Paris, February 27, 2019** – This season Kevin Germanier incorporated Swarovski **upcycled crystal** throughout his AW19 accessories and clothing showcased at Paris fashion week. Key pieces included a pair of **dazzling earrings and crystal necklaces in mesh fringe**, and a tie-dye shirt with a **crystal Germanier logo** applied with his **trademark silicone base**. Germanier also showcased **innovative techniques** with a **series of bags**: two handbags and a clutch, which feature shimmering Swarovski crystals set against **UV active logo paint**; when shown in dark light the logo paint shines through, creating an amazing effect with the color of the crystals.

As part of its **vision to drive positive change** and create a **more responsible fashion industry**, Swarovski is pleased to collaborate with Germanier for the fourth time to create **sustainable yet glamorous** looks using upcycled crystals.



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## **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 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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