

SWAROVSKI

SPRING/SUMMER 2020 *Exclusive for Members*

MAGAZINE

125
YEARS

Sparkling moments across the globe—get ready for radiant crystal creations with a rich heritage and inspiring motifs from around the world

TIME TO CELEBRATE!

Discover brilliant delights for special occasions such as Mother's Day, weddings, and birthdays

15 YEARS OF MO

In its anniversary year, four exciting versions of the fabulous character will capture the heart of every collector

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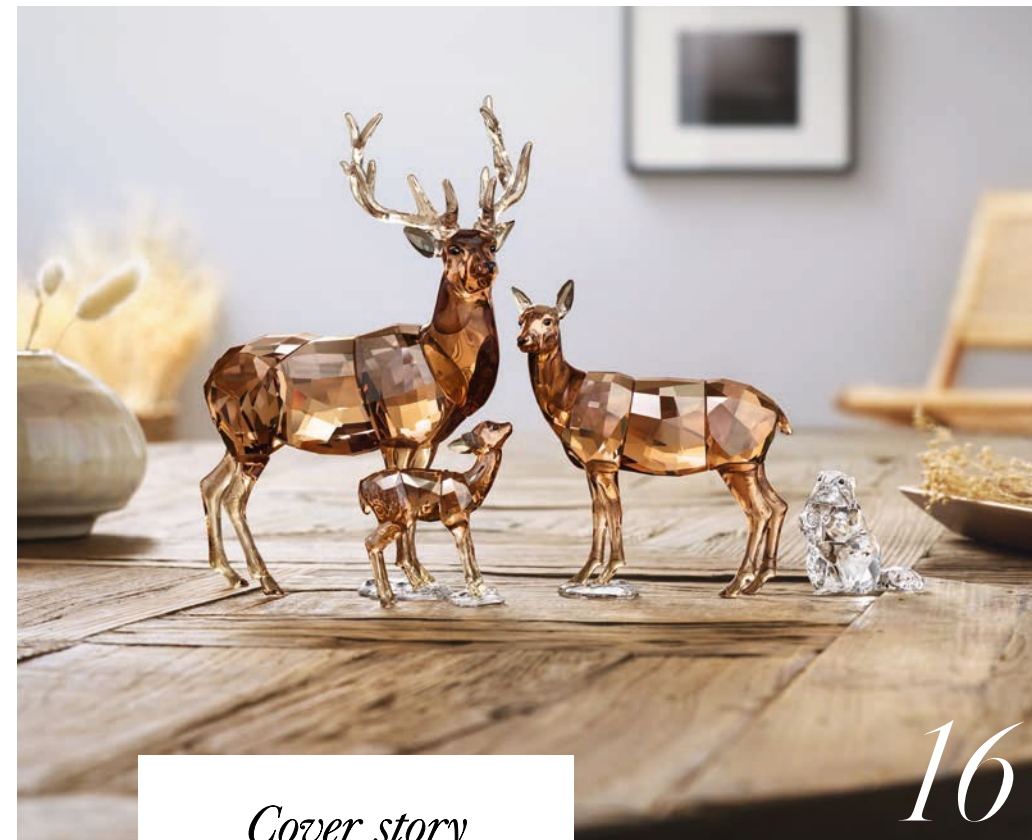
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125 years ago, Daniel Swarovski started an unbelievable success story in the Tyrolean Alps. To mark the anniversary, Swarovski is reflecting on its roots and showcasing stunning crystal creations inspired by traditional heritage in the SCS collection 2020 and inspiring motifs from across the globe

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...about her sources of inspiration, why she never runs out of ideas even after 30 years at Swarovski, and her glamorous

»Birthday Princess Mo« design. The much-loved Lovlots character celebrates its 15th birthday this year—reason enough to explore the journey of this design and to take a look at Edith Mair's creative process for the anniversary edition

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Our current FAVORITES

Swarovski has turned our childhood HEROES into brilliant showstoppers and they are our absolute FAVORITES OF THE SEASON. Get ready for sparkling incarnations of BATMAN, ELSA, and the characters from TOY STORY, and make room for these crystal creations to add shining accents to your HOME

*Photos: SCHÖTTGER PHOTOGRAPHY
Illustrations: EKATERINA KOROLEVA*

*A lustrous crystal cape...
...gives this DC
Super Hero a
powerful splendor*



CAPED CRUSADER

Batman has been fighting crime in his hometown of Gotham City since 1939. Swarovski has now sculpted the comic book hero and his trusty Batmobile in gleaming black crystal to lend the epic series a radiant new look. The »Batman« and »Batmobile« creations are must-have collectibles for all fans



BATMAN © & TM DC
COMICS (s20)

Sparkle has its **BEGINNINGS**
in the Alpine region



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NEW COLLECTION STORY:
SWAROVSKI.COM/scs



INSPIRING DESIGNS

The »SCS Gentian« is the 2020 Membership Gift. The rich blue that is the defining feature of this Alpine flower is exquisitely achieved thanks to the Scuba Blue crystal color (above). Just as stunning are the »SCS Marmot (Event Piece 2020)« (left) and the radiant »SCS Edelweiss« (right). This Alpine flower is iconic because it was the first Swarovski logo



CLEAR SHAPES

The »Anniversary Ornament Set, Limited Edition 2020« comes with an on-trend glass bell jar with an engraving on the base. In front of it sits the »Replica Set, Limited Edition,« whose cat, hedgehog, and mouse make for a dazzling trio

another eye-catcher, which reflects the light thanks to 524 precision-cut facets and alludes to the former Swarovski logo. The »SCS Gentian« and »SCS Marmot (Event Piece 2020)« round off this extraordinary SCS collection perfectly. The magnificent sparkle may have had its beginnings in the Alpine region, but today the exquisite crystal cutting and faceting expertise of the Swarovski brand is recognized throughout the world.

As most Swarovski fans will know, the story of the crystal creations started back in 1976. The »Original Mouse,« put together using chandelier components, paved the way for many more lovingly crafted crystal motifs. The »Anniversary Mouse, Limited Edition 2020« is a modern, contemporary reinterpretation of this iconic design and should therefore take pride of place in all collections. »125 Years of Sparkle / 1895 – 2020« is engraved on the



BRILLIANT ICON

The iconic design of the very first crystal creation will receive a makeover as the »Anniversary Mouse, Limited Edition 2020« for the 125-year anniversary



FULL OF CHARACTER

The tropical »Toucan« is a truly breathtaking bird boasting an impressive 862 facets



FASCINATING OBJECTS

The »School of Fish« brings the illuminating play of light and color of the ocean to your home thanks to its 1,478 facets

Bring the illuminating play of light and color of the ocean

TO YOUR HOME

Fans of exotic and vibrant birds are sure to love the »Toucan.« The crystalline interpretation of this tropical bird displays its distinctive colorful beak in a proud pose and sits on a sparkling crystal base. The toucan is a dazzling, playful, and fairly loud animal that lives high up in the treetops in Central and South America. Did you know that

because they aren't very strong flyers they prefer to jump from tree to tree?

Beautifully combined vivid colors can also be found in the »School of Fish,« a masterfully crafted crystal artwork from designer Martin Zendron. The fish appear to swim in perfect formation amongst the coral in clear crystal. Placed on a green marble table, this creation is a real eye-catcher.

FOR THE BEST MOTHER IN THE WORLD

*Celebrate MOTHER'S DAY
with joyful table decorations and
captivating floral creations*

»PEONY«
This flower represents wellbeing,
security, and motherly love



»KRIS BEAR – YOU'RE THE BEST«
There could be no better memento of the
close bond between a mother and a child



»HEART – ONLY FOR YOU«
Engraved on the inside of the crystal
heart is the message »Only for You«



**»SPARKLING
DANCE«**
Necklace and pierced
earrings from the
»Sparkling Dance«
collection with clover-
shaped pendants
and a delicate rose-
gold-tone plating



MADE WITH LOVE Every mother
deserves a table as beautifully decorated as
this: »Crystalline Wine Glasses (Set of 2),«
»Light Tumblers (Set of 2),« »Shimmer Tea
Light Holder, Crystal AB,« »Shimmer Tea Light
Holder, Gold Tone,« »Flower Dreams –
Sunflower, large,« »Flower Dreams – Orchid,
large,« »Flower Dreams – Red Rose, large,«
»Flower Dreams – Forget-me-not, large,«
»Rose Bouquet«

