

SWAROVSKI

PRESS INFORMATION

SWAROVSKI COLLABORATES WITH TOP DESIGNERS TO CREATE MAGICAL CHILDREN'S WEAR

PETITEPARADE SPARKLES WITH CRYSTALLINE CLOTHING FOR KIDS

Swarovski, the world leader in cut crystal and fashion jewelry, generated huge excitement at petitePARADE with an exclusive new Spring/Summer 2014 capsule collection for children in collaboration with *Vogue Bambini* and a select group of designers. Created exclusively for petitePARADE's sparkling runway show in New York City on October 5, it perfectly demonstrated the fairytale quality that crystal adds to children's wear.

Swarovski's Spring/Summer 2014 partnership with eighteen international brands took the audience on a journey of imaginative whimsy enhanced with rainbow-bright crystal embellishment. Designers who participated included **Little Marc Jacobs, RUUM, Junior Gaultier, Milly NY, Baby CZ, Roberto Cavalli Junior, Lili Gaufrette, Mischka Aoki, Nina Kids Shoes, Pale Cloud, Pituchinhu's, Salsa, Simonetta, Tartine et Chocolat, T-Shirt T-Shops, Ooh! La, La! Couture, BabyDoll by Dorian Ho, and IKKS Junior.** With Swarovski's entire assortment made according to its patented **ADVANCED CRYSTAL** lead-free* formula, never has there been a better time to showcase the magical power of crystal on clothing for children.

Adding additional sparkle to the Swarovski runway this season, all wearing Ooh! La, La! Couture, included Jessie, D'Lila and Chance Combs, daughters of rapper and entrepreneur Sean Combs who was watching proudly from the front row. Perfectly on-trend and exquisitely made, the distinctive vision behind the designers' beautiful creations brought to life Swarovski's belief that even youngsters should have the opportunity to enjoy a crystallized lifestyle.

* Crystal glass and all other materials containing 0.009 % lead or less.

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Swarovski delivers a diverse product portfolio of unmatched quality, craftsmanship and creativity. Founded in 1895 in Austria, Swarovski Crystal Business designs, manufactures and markets crystals, natural and created gemstones, finished products such as jewelry, accessories and lighting. The company's film division, Swarovski Entertainment, produces artistically accomplished feature films with global box-office appeal. The Swarovski Foundation was set up to honour the philanthropic spirit of the company by supporting creativity and culture, promoting wellbeing and conserving natural resources.

Now run by the fifth generation of family members, Swarovski Crystal Business has a global reach, with over 2 350 stores in about 170 countries, 25,135 employees and revenues of 2.38 billion Euros in 2012. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasive), Swarovski Crystal Business forms the Swarovski Group. In 2012, the Group generated revenues of 3.08 billion Euros and employed 30 600 people.

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