

# SWAROVSKI

## STAGE & SCREEN

- ABOUT:** With a history spanning more than 80 years on the silver screen, and having worked hand in hand with countless stylists, costume, jewellery and set designers on some of Hollywood's most iconic productions, Swarovski crystals have played a supporting role in some of Hollywood's most memorable cinematic moments.
- MISSION STATEMENT:** Swarovski's mission within stage and screen is to collaborate and nurture world leading creative talent – stylists, costume designers and production designers. Swarovski aims to increase the company's brand perception internationally and associate themselves with high caliber projects and industry creatives forming strategic and fruitful partnerships.
- HISTORY:** Since the emergence of the silver screen in Hollywood, Swarovski has been prominent in iconic films and on glamorous starlets, working hand in hand with costume and production designers adding sparkling glamour to show-stopping jewels, costumes, props and sets. Milestones include Dorothy's ruby red slippers in *The Wizard of Oz*, Audrey Hepburn's tiara in *Breakfast at Tiffany's*, Marilyn Monroe's character in *Gentlemen Prefer Blondes*, and even Marlene Dietrich in *Blonde Venus*.
- COSTUME & FILM:** Swarovski has a long-standing relationship with numerous award-winning costume designers and has worked collaboratively with this talent on past and modern day films. Some include: Colleen Atwood (Oscar® for *Alice in Wonderland* and *Chicago*), Alexandra Byrne (Oscar® for *Elizabeth: The Golden Age*), Milena Canonero (Oscar® for *Marie Antoinette* and *Dick Tracy*), Sandy Powell (Oscar® for *The Young Victoria*; *Shakespeare in Love*; *Cinderella*), Arianne Phillips (CDG Award for *W.E.*), Amy Westcott (BAFTA nomination for *Black Swan*), and Lindy Hemming (CDG Award for *The Dark Knight*, CDG nomination for *Casino Royale*).
- Continuing Swarovski's support of costume designers, Swarovski is the Presenting Sponsor of HOLLYWOOD COSTUME; a groundbreaking multimedia exhibition brought to us by the Academy of Motion Picture Arts and Sciences and organized by the Victoria & Albert Museum, London. The exhibition explores the central role of costume design – from the very glamorous to the very subtle – as an essential tool of cinematic storytelling. Swarovski has worked hand in hand with 31 of the costume designers whose work is featured within HOLLYWOOD COSTUME. Swarovski crystal was used as a creative ingredient in more than 18 of the costumes featured the exhibition.
- ACADEMY AWARDS:** The 79<sup>th</sup> Annual Academy Awards® marked the beginning of a rich collaborative relationship with Swarovski. Swarovski played a leading role in the Oscar stage set design for seven years working with the following production designers: J. Michael Riva (2007), David Rockwell (2009 & 2010), Steve Bass (2011), John Myhre (2012) and Derek McLane (2013 & 2014).
- INDUSTRY SUPPORT:** As part of Swarovski's mission to support the entertainment industry, Swarovski has worked with numerous reputable institutions and award shows since 2000. These include: Golden Globes, The Costume Designers Guild, The Art Directors Guild, BAFTA, British Film Institute, British Independent Film

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Awards, Grammy's, Cannes Film Festival and the Toronto Film Festival. Swarovski is also a keen supporter of The UCLA School of Theatre, Film and Television since 2011.

Swarovski has also been prevalent on the red carpet throughout the year at numerous award ceremonies and industry events, most notably at the Academy Awards and Cannes Film Festival where the biggest stars are adorned in Swarovski and Atelier Swarovski accessories.

## MUSIC, THEATRE & DANCE:

In addition to embellishing the silver screen, Swarovski works closely with stylists, costume designers and production designers within the fields of music, theatre and dance.

Musical sensations that have used Swarovski to heighten their performances on stage include the late Michael Jackson, Madonna, Beyonce, Black Eyed Peas, Lady Gaga, Rihanna and burlesque star Dita Von Teese.

Swarovski is also highly involved within costume and production design in modern musicals, opera, ballet and theatre productions in the West End of London and on Broadway in New York. Notably these include: *Priscilla Queen of the Desert*, *The Wizard of Oz*, *Sister Act*, *Evita*, *Love Never Dies*, *Mo Town* and *Hedwig, and the Angry Inch*.

Not only does Swarovski work closely with costume and production designers on stage, Swarovski's goal is to support cultural institutions and heighten its relationship with the arts. The support of companies like English National Ballet (*Swan Lake*, *The Nutcracker*, *Snow Queen*, *Strictly Gershwin*, *Queen's Jubilee Garden Party* and *Le Corsaire*), Opera national de Paris (*La Source*), New York City Ballet (*Symphony in C*), Metropolitan Opera and the Rambert Dance Company elevates Swarovski's commitment to the arts and culture.

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## SOCIAL MEDIA:



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## About Swarovski

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity that goes beyond the manufacturing of crystal. Founded in 1895 in Austria, Swarovski designs, manufactures, and markets high-quality crystals, genuine gemstones and created stones, and finished products such as jewelry, accessories, and lighting. In addition, Swarovski Crystal Worlds was established as a unique venue dedicated to showcasing artistic interpretations of crystal. Swarovski Entertainment collaborates with established industry partners and exceptional talent to produce international feature films, while the Swarovski Foundation supports creativity and culture, promotes wellbeing, and conserves natural resources. Now run by the fifth generation of family members, Swarovski Crystal Business has a global reach with approximately 2,480 stores in around 170 countries, more than 24,000 employees, and revenue of about 2.33 billion euros in 2013. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2013, the Group generated revenue of about 3.02 billion euros and employed more than 30,000 people.