



SWAROVSKI

施华洛世奇



THE MARKET

For over a century, the Austrian family-run Swarovski, with its headquarters in Wattens, Tyrol, has been first on the list of international crystal production companies. Swarovski has created significantly more cut and partially cut crystal products than finely carved crystal products for the fashion, jewellery and lighting industries. The company's remarkable achievements in art and design are prevalent in its two jewellery and accessories series, Paris Daniel Swarovski and the Swarovski Jeweller's Collection. In 1995, the Swarovski Crystal World created by Austrian artist André Heller was opened to tourists, allowing them to experience crystal's alluring charm.

Also included in the Swarovski group is Tyrolit, Europe's biggest supplier of grinding and dressing tools, and Swarovski Optik, the world's leading manufacturer of optical precision instruments for hunting, bird watching and biological research.

Swarovski's finely crafted crystal products come in a wide range of styles and designs, attracting a large group of admirers from various social backgrounds and walks of life. The company also takes fashion and trends into consideration when designing its products, as reflected by changes in its product series such as jewellery, watches, accessories, home

decorations, collectibles and figurines. By 1998, Swarovski already had over 200 exclusive shops and sales offices in 40 countries, thus spreading its name around the world.

ACHIEVEMENTS

As part of its centennial celebration, Swarovski pushed its technology and experience up another level. The company successfully crafted the Swarovski Centenar, the world's largest crystal, measuring 40 centimetres in diameter with 100 facets. Weighing in at an astounding 62,000 grams (the equivalent of 310,000 carats), the Swarovski Centenar made it to the 1996 *Guinness Book of World Records*.

And in stark contrast with the Centenar, Swarovski also created the world's smallest crystal, measuring only 0.8 millimeters in diameter with 17 perfect facets. The two items were displayed together at the Swarovski Crystal World – a multimedia crystal museum in Wattens designed by André Heller.



HISTORY

Swarovski, the world's leading manufacturer of cut crystal, was established in 1895 in the Austrian city of Wattens. Today, it is managed by fourth and fifth-generation descendants of founder Daniel Swarovski, has more than 16000 employees around the world, and boasts annual revenue of about US\$1.83 billion.

THE PRODUCT

Swarovski's main product, crystal, is widely used in fashion, jewellery, crystal lighting, interior design and cosmetics. Since the 1970s, Swarovski's gifts, collectables, decorative products and fashion jewellery have become well-known product series. The company has started targeting the higher-end consumer market, introducing designer decorative products, exclusive fashion jewellery and crystal accessories. Swarovski products also include precision optic instruments like cutting tools and other industrial products.

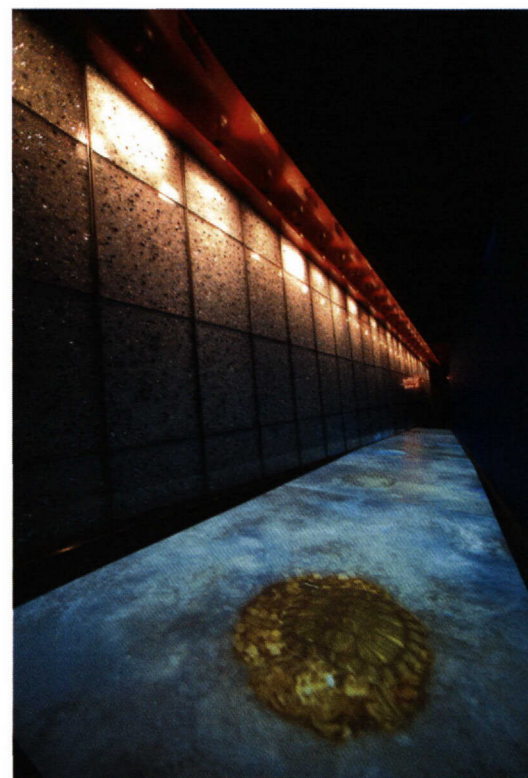
Since 1992, the company has been inviting international designers (like Borek Sipek and André Putman) to exhibit current design trends through crystal cutting demonstrations. These demonstrators combine crystal with other material like wood and metal to create a variety of products such as vases, bowls, candelabras and clocks.

RECENT DEVELOPMENTS

For Swarovski, new product ideas means constant effort and experimentation, as is apparent in the company's advanced technology and production methods. All its factory installations and machines were developed internally, involving over 600 research and development personnel. Swarovski introduces new jewellery and accessories products, including high-quality fashion jewellery and traditional crystal jewellery, on a semi-annual basis. Even in the competitive fashion jewellery industry, Swarovski is able to stand as a firm leader, with different product series targeting American, Asian and European markets.

PROMOTION

Swarovski's success began in 1976 with its dazzling animal figurines. In reaction to an overwhelming response from collectors, the company formed the Swarovski Crystal Society, which now has 430,000 members. Membership benefits include purchasing limited edition collectables (produced specially for collectors) and participating in exclusive Swarovski-

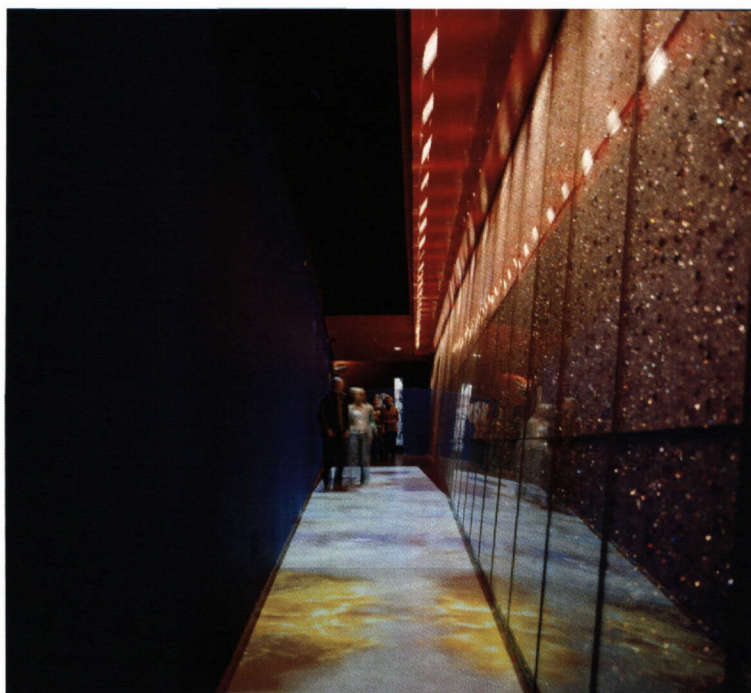


organised events, tours and gatherings, which facilitate greater interaction between members.

The company frequently holds design competitions at internationally known campuses and professional institutes with hopes to support and encourage young design students. Not only do these new designers gain a better understanding of crystal through these competitions, they also get a chance to personally experience the versatile uses of crystal.

Beginning in 1994, the Creative Services Centre located in Wattens has been promoting the exchange of ideas between the company and international designers. The company set up a performing stage in Wattens to provide a place for the free exhibition of creativity in crystal cutting. This concept was a huge success and was thus expanded internationally, with the Creative Services Centre brought to Paris, New York, Milan, San Paulo, Dubai, New Delhi and London.

During its centennial in 1995, the company organised a number of celebration events, the highlight being the opening ceremony of the Swarovski Crystal World at the Swarovski Wattens headquarters. This one-of-a-kind exhibition centre, designed by Austrian artist André Heller, is uniquely structured. The 2,000 square-metre center takes visitors into a crystal wonderland and allows them to enjoy a very different experience of the mysterious substance. The Swarovski Crystal World is also a popular venue for many cultural events like recitals, fashion shows, performances



and concerts. It has become one of Austria's most popular tourist destinations, having already attracted over 4.5 million tourists looking to experience the mysterious world of Swarovski crystal.

BRAND VALUES

Company founder Daniel Swarovski was a revolutionary in the fashion jewellery and fashion worlds, having invented the first crystal-cutting machine in 1892. The young Daniel Swarovski grew up in Bohemia, a province in the Czech Republic which is well-known for glass making. In young Daniel's day, crystal cutting was a laborious and time-consuming skill. Daniel left his home town in 1895 and set up a company in the Tyrol's Wattens in Austria. His quest for perfection, his strong belief in the power of innovation, responsible leadership and his spirit of

environmental protection guided the company's development and acted as the foundations of Swarovski's success today.

In 1988, Swarovski formed a special figurative relationship with the swan by placing it at the centre of company philosophy and brand image. The swan plays a very important role in Greek, Roman, Indian and Germanic mythology. The swan is the second-most prominent figure in medieval art (after the eagle). In different cultures and eras, the swan has been the main character in legends, fairy tales, music and art.

Crystal, like the swan, is graceful and elegant, strong yet delicate. Swarovski's logo combines these outstanding yet contrasting qualities. Since then, the graceful swan has become Swarovski's trademark. For the past 15 years, the swan has been

synonymous with crystal, making crystal a widely-known household gem in the 21st century.

Without a doubt, attractive, theatrical, sensuous and ever-changing crystal has found its way into every aspect of 20th century living, adding brilliance to jewellery, fashion, accessories and other commodities. Crystal adds dazzling glamour to fashion shows and is itself a star of both stage and screen.

THINGS YOU DIDN'T KNOW ABOUT SWAROVSKI

- At John Kennedy's birthday party in 1962, the gown worn by Marilyn Monroe had over 10,000 Swarovski crystals on it. It was later auctioned for US\$1 million
- Chandeliers made with Swarovski crystal are found in New York's Broadway Theatre, the Versailles Palace in Paris and in the Kremlin Palace
- Costume jewellery worn by British royalty is carved Swarovski crystal
- In 2000, Swarovski joined hands with the SOS Children's Village organisation through its Millennium Crystal Planet project, sponsoring four SOS Children's Village programmes in Ethiopia, China, Ecuador and Bosnia Herzegovina
- To celebrate its Jubilee Year, Swarovski presented the citizens of Rome with a giant four-metre crystal cross
- The Wolfsburg automobile museum in Germany features a Volkswagen covered with 30,000 pieces of crystal
- The dress that Britney Spears wore for her song *I'm A Slave 4 U* was adorned with 50,000 Swarovski crystals
- Designer Francesco Binfaré designed a piece of work called *Diamond* for furniture manufacturer Edra. It is covered with over 750,000 Swarovski crystals

