



SWAROVSKI PRESENTS ITS DAZZLING EYEWEAR COLLECTION

The new Swarovski Eyewear Collection expands the brand's brilliant offering of fresh, glamorous, and innovative styles dedicated to modern, multifaceted women.

Taking inspiration from its jewelry collection the new range, exudes the signature Swarovski design codes. Feminine, modern, and easy-to-wear styles place the spotlight firmly on the beauty of Swarovski crystal to deliver ultimate sparkle and make every woman's unique style shine.

The season is looking bright as Swarovski continues to refresh its collection with bold, daring details and ultra-modern silhouettes that celebrate its out-of-the-ordinary style and bring to life the "Brilliance for All" philosophy to let every woman's unique personality shine.

SUN COLLECTION

SK0189

The collection showcases essential styles such as SK0189. This reinvented classic is designed to lift even the simplest of outfits thanks to the glamorous Swarovski crystals and pearls embellishments.

SK0193

The frame SK0193 is completed with an edgy hexagonal shape, colored lens options and a Swarovski exclusive rhombus-cut crystal on the front.

SK0194

The understated crystal detailing elevates the iconic pilot shape of SK0194.

SK0196

A palette of monochrome, gold, and neutral tones provides the sunglasses line with an effortless, versatile, and fresh look. The chic blush tones of SK0196 offer an on-trend edge with faceted upper frames.

SK0198/SK0199

Bold new silhouettes are unveiled this season including the contemporary round frames of SK0199 adorned with Swarovski crystal temples and coming with an eye-catching variation, the sharp-edged SK0198.

SK0201

The fashion-forward SK0201 features crisp lines, an innovative lens-on-lens technique and high-impact styling.

SK0203

The style SK0203 brings a feminine twist to oversized frames.



OPTICAL COLLECTION

Eyeglasses are one wardrobe staple that reinvents any look in an instant and the new optical line offers refined and reimagined silhouettes, dazzling details, and of-the-moment colors.

SK5283

The optical style SK5283 dials up the glamour thanks to the Swarovski exclusive rhombus stone detailing.

SK5286

Elegant and feminine, the cat-eye shape of SK5286 features a subtler sparkling embellishment.

SK5287

Metallic frames are this season's go-to. Combining crisp lines and bold square Swarovski crystal temple decorations, SK5287 is the perfect high-impact pair.

SK5291

The cat-eye trend is far from over and SK5291 updates a classic look into a modern and luxurious eyewear statement using the Swarovski Crystal Fine Rock for eye-catching sparkle.

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 2,800 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.6 billion euros in 2016. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2016, the Group generated revenue of about 3.37 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 461,000 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.