



ALL EYES ON THE SWAROVSKI EYEWEAR COLLECTION

- **Since 1895, Swarovski has been on a mission to add sparkle to people's lives worldwide and its latest Eyewear Collection is no exception.**
- **The brand celebrates its 125th anniversary with styles that pay tribute to sparkling jewellery icons such as the Tennis family and Stone bangle.**
- **Refined and glamorous frames shine with the brand's unmistakable craftsmanship, innovation and creative brilliance.**

For 125 years, Swarovski has illuminated the world with its brilliant collections and dedication to the craft of crystal. To mark this special milestone, the Eyewear Collection takes inspiration from the brand's ever-popular jewellery icons and reimagines them as captivating sunglasses and optical frames.

When it comes to statement eyewear, Swarovski has become renowned for designing outfit-defining frames with new must-have silhouettes and styles suitable for every season.

COLLECTION HIGHLIGHTS

There is no denying that a great pair of frames has the power to overhaul and elevate an entire outfit. From of-the-moment silhouettes to perennially chic shapes, Swarovski crystal continues to take centre stage in an array of wearable and glamorous eyewear designs that will brighten up every woman's style and day.

SK0289

Taking inspiration from the magic of the night sky, these of-the-moment, oversized round frames perfectly combine polished metal tones and a fascinating mix of Swarovski crystal cuts around the lenses.

SK0291

This style also looks to the night sky for its inspiration. Oversized for the perfect level of coverage, the rectangular silhouette is easy-to-wear with a dusting of Swarovski sparkle on the temples for a brilliantly chic touch.

SK0305

Swarovski combines on-trend, oversized square black acetate frames and smoke gradient lenses with delicate rows of bezel-set Swarovski crystals on the temples inspired by its best-selling Tennis family. The effect is an elegant and glamorous look that is incredibly versatile.



SWAROVSKI

SK0308

The pilot style silhouette commands attention and stands the test of time. This season it is all about the subtle yet sparkling details. Swarovski crystal embellishment adorns the metal frame's double-bridge, encapsulating the elegant beauty of the coveted Tennis family that is central to this design.

SK5380

These on-trend and oversized round frames combine metal tones and a fascinating mix of Swarovski crystal cuts that surround the lenses, and evoke the magic of the night sky.

SK5383

For 125 years, Swarovski finds new creative expressions by challenging conventions of color, form and texture. This stylish design will be sure to catch the impeccable eye thanks to the intriguing mix of Swarovski crystal cuts adorning the temples of the acetate and metal rectangular frames.

SK5390

Square lenses are classic. This year's silhouette borrows the retro-style with oversized proportions and thick black acetate frames and celebrates the popular Tennis family with sparkling Swarovski crystal decoration on the temples.

SK5392

Glasses might be a small accessory, but they have a large impact, especially in a bold purple shade. The feminine cat-eye shape is accented with Swarovski crystal decoration on the temples, which celebrates the Tennis jewelry line and lends a pop of color and glamour to even the simplest of outfits.

The Swarovski Eyewear Collection will be available in selected stores and on Swarovski.com from August 2020.

To see how others style their sparkle, visit Swarovski's #SparkDelight platform. To learn more about the world of Swarovski, follow us on Instagram, Facebook or visit Swarovski.com.

Sparkling delight since 1895

Swarovski creates a more sparkling world and delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, the company designs, manufactures and sells the world's highest quality crystal, genuine gemstones, Swarovski Created Diamonds and zirconia, finished products such as jewelry and accessories, as well as interior design and lighting solutions. Now celebrating its 125th anniversary and run by the fifth generation of family members, the Swarovski Crystal Business has a global reach with approximately 3,000 stores in around 170 countries, more than 28,500 employees, and revenue of about 2.7 billion euros in 2019.



Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2019, the Group generated revenue of about 3.5 billion euros and employed more than 33,980 people. In 2019, Swarovski UK Limited received a Royal Warrant as manufacturer and supplier of crystals to HRH Queen Elizabeth II.

A responsible relationship with people and the planet has always been an integral part of Swarovski's heritage, and is embedded today in the company's well-established sustainability agenda. In addition, the global Swarovski Waterschool education program has reached 500,000 children on the world's greatest rivers. The Swarovski Foundation was set up in 2013 to honor the philanthropic spirit of company founder Daniel Swarovski, and works to support culture and creativity, promote human empowerment and conserve natural resources to achieve positive social impact.

www.swarovskigroup.com