

# SWAROVSKI

## Swarovski Sparkled Center Stage at the 82<sup>nd</sup> Annual Academy Awards®

Los Angeles, CA, March 8th, 2010 – Swarovski, the world leader in cut crystal, once again shone center stage at the 82nd Annual Academy Awards in Los Angeles, California on March 7th. From the red carpet arrivals and straight to the stage, the **David Rockwell** designed **Swarovski crystal Oscar® Curtain**, made of over **100,000 crystals** weighing an incredible three tons, and provided the shimmering background and a spectacular statement for presenters and award winners.



In addition to the dazzling Oscars® set, Swarovski also sparkled on the costumes throughout the show, created by costume designer **Rita Ryack** with over 30,000 Swarovski crystals, revealed in the opening act. Rockwell added more dazzle this year with side curtains flanking the stage and a large crystal swing using over 3,000 crystals.



Costume designer **Sandy Powell**, who incorporated Swarovski crystals into her designs for **The Young Victoria**, won her third Academy Award last night. Actress **Emily Blunt**, who earlier in the week won the Swarovski Award at the Costume Designers Guild Awards, is seen throughout the film wearing jewellery made from Swarovski crystals. Swarovski aided the meticulous research applied by Powell in providing

access to their corporate archive in Milan, home to over 14,000 pieces of costume and antique jewellery. "The stones and jewellery are copies of actual pieces, replica items made by a jeweller in crystal", said Sandy.



Integral to the resplendent glory of the film are the royal regalia held by the newly crowned Queen at her coronation in 1838 and diadem, an exact replica of the one worn by **Queen Elizabeth II** at her wedding, encrusted with over 700 hand cut Swarovski crystals. "Queen Victoria was Swarovski's first customer via couturier George Frederick Worth, so we are thrilled to be able to continue our heritage by supporting this spectacular film." **Nadja Swarovski**, VP of Swarovski Crystal Business

Also nominated was fellow designer **Colleen Atwood** for her creations in **NINE**, she used over **1 million Swarovski crystals** to embellish costumes of the all star cast. Crystal adorns 36 costumes including a crystal mesh dress worn by **Kate Hudson**, a basque worn by **Penelope Cruz**, an evening dress worn by **Nicole Kidman** and 25 showgirl outfits in the Folies Bergeres number. The dazzling costumes feature 9 different crystal applications in 31 styles and 22 various colours.



Swarovski crystals could be seen throughout the evening, from the elaborate stage, to the images of the costumes in films and on Oscar nominee's gowns such as **Carey Mulligan's** black Prada dress with Swarovski crystal embellishments. **Jennifer Lopez's** Giorgio Armani's dress had a dramatic side train accented by Swarovski rock crystals and actress **Amanda Seyfried** also wore Giorgio Armani in soft green with a bustier encrusted with Swarovski crystals.



From the early days of Hollywood, Swarovski has worked hand in hand with costume and set designers, creating show-stopping jewels, costumes and stage sets which capture the spotlight. The company's reputation for the highest quality and largest variety of the finest cut crystal is unchallenged on and off the silver screen adorning stars such as **Judy Garland** in *The Wizard of Oz*, **Marilyn Monroe** in *Gentlemen Prefer Blondes*, the awe-inspiring chandelier in *The Phantom of the Opera*, Cascade and Blossom chandeliers from the Swarovski Crystal Palace Collection dazzled in *Oceans Thirteen* and more recently in the upcoming film's costumes for *Sex and The City*.

Swarovski proudly continues to support the Academy of Motion Picture Arts & Sciences, Fashion, and Artists, later this month Swarovski will sponsor the CFDA Awards in New York.

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*In 1895, Daniel Swarovski I, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewellery stones. From this beginning that revolutionised the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal, for fashion, jewellery and more recently lighting, architecture and interiors. Today, the company, still based in Wattens, family-owned and run by 4th and 5th generation family members, has a global reach, with some 24.800 employees, a presence in over 120 countries and a turnover in 2009 of 2.25 billion Euros. Swarovski comprises two major businesses, one producing and selling loose elements to the industry and the other creating design-driven finished products. Swarovski crystal components, known by their product brand names CRYSTALLIZED™ – Swarovski Elements for fashion and STRASS® Swarovski® Crystal for architecture and light, have become an essential ingredient of international design. Since 1965 the company has also catered to the fine jewellery industry with precision-cut genuine and created gemstones, and from April 2008 has strengthened this relationship by revitalising and renaming the product brand ENLIGHTENED™ – Swarovski Elements. Showing the creativity that lies at the heart of the company, Swarovski's own-brand lines of accessories, jewellery and home décor are sold through more than 1.800 retail outlets in all major fashion capitals. The exclusive Daniel Swarovski accessories collection has meanwhile become the company's couture signature. The Swarovski Crystal Society has close to 350.000 members worldwide, keen collectors of the celebrated crystal figurines. And in Wattens, Swarovski Kristallwelten, the multi-media crystal museum, was opened in 1995, as a celebration of Swarovski's universe of innovation and inspiration. The Swarovski corporation also includes Tyrolit®, manufacturing grinding tools, Swareflex, for road safety reflectors, and Swarovski Optik, producing precision optical instruments.*