



DESIGNER

editions

01 DESIGNER *editions*

Swarovski can look back on a long history of collaborations with artists, artisans and designers in all fields of design. They transform creative visions into exclusive cuts and designs for SWAROVSKI ELEMENTS.

Crystal, the dream-maker, an infinite source of inspiration.

Designer Editions

Catalysing Imagination by exclusive Designer Edition Products

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Swarovski can look back with pride on a long history of partnerships with many fashion and design legends like Coco Chanel or Christian Dior. The Aurora Borealis effect, for example, found worldwide acclaim following work with Christian Dior in the 1950s. More recently, the creative partnership with Giorgio Armani saw the development of the Diamond Leaf cut, which features an organic design and closely resembles a natural leaf. Nature has also provided the inspiration for the latest joint project with the French designer Andrée Putman. These design co-operations are joyful collaborations that always result in beauty and quite unconventional displays of creativity.

But Dior, Armani and Putman are just three examples of the many celebrated designers who have worked with SWAROVSKI ELEMENTS over the years, turning loose crystals into limitless creative possibilities.

SWAROVSKI ELEMENTS presents Diamond Leaf

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Swarovski and Giorgio Armani worked together to create an exclusive crystal called "Diamond Leaf". This Designer Edition has a fluid, organic shape reminiscent of a leaf. Precision cut facets melt into the softness of a floating, sculptural form, contrasting strength and fragility, the timeless with the ethereal.

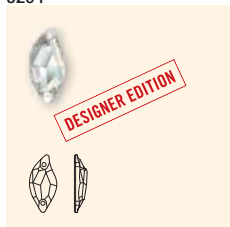
Giorgio Armani : "Swarovski crystal brings a touch of magic to a dress, an ethereal quality, a lustre which never fails to captivate the attention."

2797



Diamond Leaf Flat Back
S 8x4, 10x5 mm
page 97

3254



Diamond Leaf Sew-on Stone
S 20x9, 30x14 mm
page 123

SWAROVSKI ELEMENTS presents Divine Rock

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These are exclusive cuts, the result out of our creative cooperation with leading international designers present a completely new and quite unique look. The crystals feature an exciting contrast between sparkling facets and other facets with a matt finish. An optimal brilliance and superb light refraction is achieved thanks to the use of an irregular and deep layered cutting technology, which is yet another example of the innovative power invested in producing cutting edge SWAROVSKI ELEMENTS. This latest assortment is made up of Sew-on Stones, Fancy Stones and Pendants.

3257



Divine Rock Sew-on Stone
S 19x13, 27x19 mm
page 123

4787



Divine Rock Flat Fancy Stone
S 19x13, 27x19 mm
page 163

6191



Divine Rock Pendant
S 19, 27, 48 mm
page 222

Inspired by the fascinating organic shapes of flora and fauna, Andrée Putman, the grande dame of French interior design, has joined hands with SWAROVSKI ELEMENTS for a glittering celebration of nature by creating six pendants, the Fantastic Flowers. For this, the latest collaboration between SWAROVSKI ELEMENTS and leading international designers, Andrée Putman explores the exotic complexity and mysticism of the lily, orchid, lotus, zinnia, ginkgo leaf and the ethereal, delicate qualities of the dragonfly.

Andrée Putman: "Not enough has been said about the richness and diversity of flowers, nor the enchantment they inspire."

6900



Ginkgo Pendant
S 13.5x20, 30x45 mm
page 233

6901



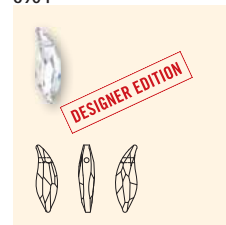
Zinnia Pendant
S 30x45 mm
page 234

6902



Zinnia Pendant
S 16.5x25 mm
page 234

6904



Lily Pendant
S 30, 45 mm
page 234

6905



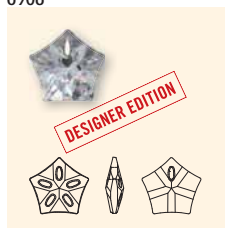
Dragonfly Pendant
S 30, 45 mm
page 234

6906



Orchid Pendant
S 20, 40 mm
page 235

6908



Lotus Pendant
S 30, 40 mm
page 235

SWAROVSKI ELEMENTS presents Transfers by Manish Arora

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Designer Edition Transfers are creations by renowned international designers inspired by SWAROVSKI ELEMENTS. For the Autumn/Winter 2010/11 season, Manish Arora, Delhi-based fashion designer, uses his fantastic and fantasy-filled mix of traditional Indian costume, embroidery, pop art and psychedelic dreaming to influence his contribution of 10 Standard Motives developed in cooperation with SWAROVSKI ELEMENTS. Manish Arora injects vibrant colours into his memorising patterns that go beyond Indian-style motives to reflect alternative artistic expressions drawn from outside his own culture.

18 786



C 001COP/203
E S6/S6
S -44x77
page 398

18 787



C 289/214/213AB/502/236/
229/206/280
E S5/S5/S5/S5/S5/S5/S5
S -65x103
page 398

18 788



C 229/236/213AB/502/289
E S5/S5/S5/S5/S5
S -38x74
page 398

18 789



C 229/214/289/213AB/502/236
E S5/S5/S5/S5/S5/S5
S -34x72
page 398

18 790



C 213/289/502/229/280
E S5/S5/S5/S5/S5
S -70x23
page 398

18 791



C 091/096-289/502/229
E M2/M2-S6/S6/S10
S -90x96
page 398

18 792



C 091/096-001GSHA/001DOR/
227/001COP/001COS
E M2/M12x6-S6/S6/S6/S10/S16
S -97x127
page 398

18 793



C 091/096-394/248/001COS/
226
E M2/M2-S6/S6/S6/S12
S -85x110
page 398

18 794



C 214/249/286
E S6/S6/S6
S -66x47
page 398

18 795



C 211/289/236/229/214/
280HEM
E S5/S5/S5/S5/S5/S5
S -100x86
page 398

All products belonging to the assortment will be branded with the exclusive stamp “Designer Edition” directly on the packaging.

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