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Swarovski brings crystal style to wearable tech

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Swarovski Shine in pendant

By STAFF REPORTS

Precision cut-crystal maker Swarovski is the latest brand to enter wearable tech with an activity and sleep tracker.

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Swarovski Shine, set to be unveiled during trade show CES, is a functional crystal along with a line of accompanying jewelry pieces in the brand's trademark style. Tech companies are still working to get fashion-conscious consumers to adopt wearables, and designing them to look like regular accessories may help convince them.

Fashionably fit

For Swarovski Shine, the brand joined forces with Misfit, a California-based tech company. Misfit embedded its tracking technology within a large faceted crystal, which sits on a band.

The crystal measures steps, calories burned, distance and sleep quality, and can send the information wirelessly to an app on the user's smartphone.



Swarovski Shine

When tapped, the crystal lights up to show the time and how much activity has been accomplished in the day.

Swarovski Shine can be housed in bracelets, pendants or watch bands, allowing consumers to match their outfits and personal style.

The pieces are available for preorder from Misfit, and will be carried in Swarovski boutiques in China, Hong Kong and the United States in March. Later this year, Misfit and Swarovski will make a tracker that won't require charging.

To introduce the line, Swarovski created a video that shows a model working out, going to work and going out while wearing different pieces in the collection.

Embedded Video: [//www.youtube.com/embed/3IGa2xTW4H4](http://www.youtube.com/embed/3IGa2xTW4H4)

In a brand statement, Swarovski creative director Nathalie Colin said, "With the Swarovski Shine collection, we were able to bring our strong jewelry styling point of view, developing versatile pieces which can work with this very practical device to really address modern and multifaceted women."

Other brands have attempted to make wearables a fashion item.

Department store chain Barneys New York highlighted its forward-looking approach with the release of the Opening Ceremony and Intel wearable smart bracelet online and in select storefronts.

The smart bracelet connects wearers' text messages and other notifications, and may raise the profile of the technology. Barneys distinguishes itself from peers with exclusive

access and may become a go-to place for technology-gearred, affluent consumers ([see story](#)).

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