

OUT OF HOME

Swarovski flaunts virtuosity of crystal cuts in film, theater works

February 10, 2015



Swarovski costume in Jupiter Ascending

By JEN KING

Precision cut-crystal maker Swarovski is going behind-the-scenes of the feature film “Jupiter Ascending” to showcase the use of more than 1 million of its cuts as props and costume decoration.

[Sign up now](#)

Luxury Daily

Swarovski has strong ties to art, fashion and film and often collaborates on projects that place the brand’s crystals at the forefront of design. By working with designers, artists and costume makers, Swarovski shows the virtuosity of its raw materials while the awareness built during these collaborations likely spurs interest in its ready-to-wear jewelry and objets d’arts.

"Showcasing the glamour and over the top pieces created from Swarovski crystals works to demonstrate the overall quality of the brand," said Shamin Abas, president of [Shamin Abas Public Relations](#), New York. "Whether the crystals are used for ready-to-wear, or for more decadent pieces, the glamour portrayed by the costumes showcase the brand’s ability to speak to a premium level of luxury.

"Although aspirational consumers might not be able to obtain the jewelry exactly as seen

in the films, the ready-to-wear collection allows them to own a piece of the Swarovski story and to identify with the brand at large," she said. "Additionally, through using a dynamic range of Swarovski crystals functioning as adornment on clothing or even in the character's hair, the brand is demonstrating its ability to cater to various price points and styles.

Ms. Abas is not affiliated with Swarovski, but agreed to comment as an industry expert.

Swarovski was unable to respond by press deadline.

A stunning array

Through a social media post for *Jupiter Ascending*, Swarovski is highlighting its creative relationships that extend beyond its jewelry ranges and objets d'arts. In the post, shared on Jan. 6, the day in which the film opened in theaters, Swarovski boasts that more than 1 million of its crystals are featured in various ways.

A link shared within the post goes behind-the-scenes with Kym Barrett, the costume designer involved in the film. The two-and-a-half minute-long video begins with a glimpse of the film, before Nadja Swarovski, an executive board member of the brand, notes that since the emergence of the Silver Screen, Swarovski has been involved with costume designs.

Acting as a trailer and backstage view, the video shows jewelry, hair embellishments, head pieces and apparel outfitted with Swarovski crystal. Ms. Barrett's modern approach to costume design enhances the supernatural environment of the film's characters, especially their clothing, which she explains looks as if crystals were organically growing from inside the pieces.

Embedded Video: <https://www.youtube.com/embed/nw6m8fJwkMo>

Heaven on Earth: The Costumes of Jupiter Ascending

According to **InStyle**, Ms. Barrett used 57 color assortments in 31 sizes and nearly 30 crystal cuts to create the 34 costumes seen in the film.

Swarovski also has other film projects in the works that aim to capture consumers' imaginations while implying that the brand's other collections are obtainable and accessible.

Set to be released in March, Swarovski collaborated with Academy Award-winning costume designer Sandy Powell for Disney's new live-action "Cinderella." For the project, Swarovski worked with Ms. Powell to create Cinderella's iconic crystal slipper as well as gowns, jewelry, accessories, hair, makeup, wigs and props..

The slippers for example, given to Cinderella by her Fairy Godmother, were created by a team of eight at Swarovski's headquarters in Austria. Over approximately 150 hours, and six versions, the slipper's final adaptation was hewn from solid crystal with 6-inch heel and features 221 facets in a light-reflecting Crystal Blue Aurora Borealis coating.



Swarovski's Cinderella crystal slippers

Of the slipper, Ms. Swarovski said in a statement that, "Swarovski is as much about innovation as it is about glamour and sparkle, so we are especially thrilled to have helped Sandy realize her vision for the crystal slipper, a technically challenging sculptural piece whose 221 crystal facets refract the light in the most enchanting way. Like Dorothy's ruby slipper, it is an icon of storytelling and absolutely central to the plot, so it had to be perfect."

Overall, Swarovski provided more than 1.7 million crystals to the film's costume designer and her team. These crystals were then worked into Cinderella's blue ball gown, Fairy Godmother's gown and magic wand and the wicked stepmother's dress.

In addition, Swarovski opened its archives to Ms. Powell for a selection vintage jeweler pieces to be worn during the ballroom scenes in the film.

This spring, Swarovski's crystals will also be seen at the Eisenhower Theatre at the John F. Kennedy Center for the Performing Arts during the reimagined production of the musical romantic comedy "Gigi."

Like its film projects, Swarovski worked with five-time Tony Award-winning costume designer Catherine Zuber to capture La Belle Epoque Paris through more than 230,000 crystals in 62 different cuts and 24 colors ranging from clear to jet to fascia, purples and blues.



Actress Vanessa Hudgens in Gigi

Working collaborations, such as these, have resulted in Swarovski sponsoring a costume retrospective, The Academy's Hollywood Costume Exhibition which ends on March 2.

Organized by the Victoria and Albert Museum in London and sponsored by Swarovski, the event will feature costume designs from several Hollywood films. The multimedia exhibit will showcase displays of Hollywood's finest handcraftsmanship, a concept that Swarovski consumers understand and honor ([see story](#)).

Since films have longevity and can be enjoyed for years to come, consumers will keep Swarovski in mind each time a film is viewed.

"Rather than simply aligning with a specific celebrity or trend through building an association with various elements of pop culture, Swarovski is ensuring the long-term relevance their brand," Ms. Abas said.

"Although advertisements, marketing strategies and celebrity endorsements may help a brand stand out in their competitive marketplace, these efforts also become outdated as consumers' attitudes change over time," she said. "Through aligning with the cultural

landscape of their target consumer, Swarovski is establishing an in-depth influence that allows them to keep their pace, and harness the attention of their consumers for years to come."

"Swarovski is establishing an in-depth influence that allows them to keep their pace, and harness the attention of their consumers for years to come."

From film to store

Swarovski enhanced its relationship with Hollywood in 2013 when the brand's entertainment division released its first feature film, "Romeo & Juliet."

Romeo & Juliet was Swarovski's first time working with Hollywood partners to develop, finance and produce a film shown in international theaters. While many brands participate behind-the-scenes in costume and set design, Swarovski is likely to build more brand awareness by using a dual approach that includes jewelry featured in Romeo & Juliet as well as its behind-the-scenes participation ([see story](#)).

Through Swarovski's partnerships with fashion design, art and film the brand injects itself into the conversation by highlighting its materials and its many uses.

"Film, fashion and art are all complementary cultural elements that reflect the ideology of our time," Ms. Abas said. "Through aligning with all three elements, Swarovski is penetrating the surface of the consumer market place and establishing a deep cultural presence."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/cyHrPUgk2zE>

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.