

COMMERCE

Swarovski rolls out men's collection to expand customer base

February 10, 2011



By ELIZABETH ZELESNY



Precision-cut crystal glass-maker Swarovski launched a men's

collection to build on the growing momentum of jewelry-wearing affluent male consumers.

Swarovski is introducing a full men's collection that includes cufflinks, key chains, wallets, pendants, rings and money clips, retailing between \$70-\$310. Swarovski is synonymous with its fine jewelry for women. How will the men's collection do?

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"It is very difficult to have a brand such as Swarovski that has been around for a long time that is strongly associated with women," said Laura Reis, president of **Reis & Reis**, a Roswell, GA-based marketing strategy consultancy. "It is always a dangerous move where

you expand into an area where you have a weakness.

“There’s no reason that Swarovski should be going after 100 percent of the market,” she said.

The men’s line is surprisingly understated and subtle, without a lot of the brand’s iconic crystals.

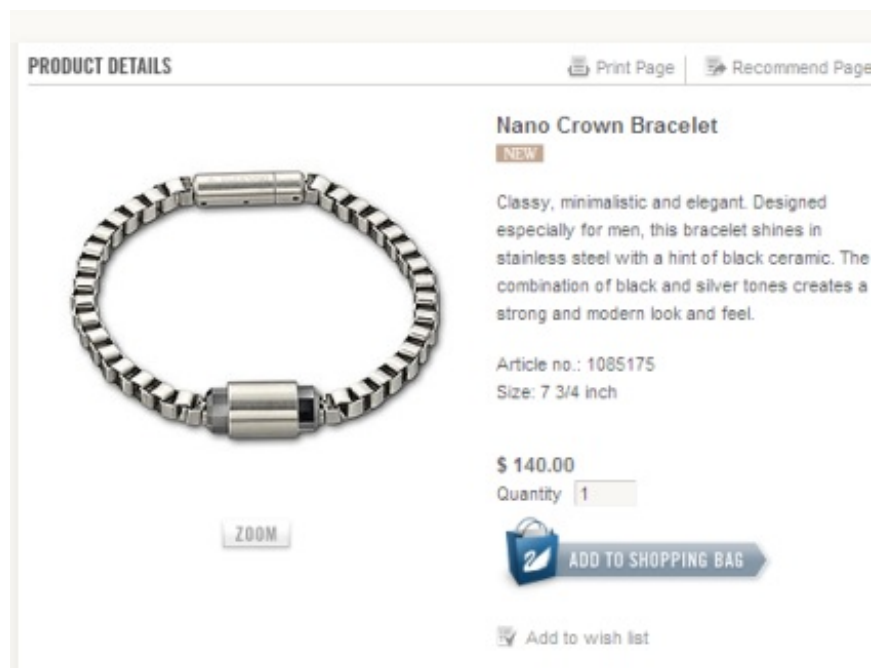
The collection is available for purchase in stores and online at [Swarovski’s Web site](#).

Collections

Typical of luxury brands' men’s jewelry collections, Swarovski decided to steer away from the bright colored crystals and opted to showcase the beauty of black tones. There is a tough element and look to the pieces.

The collection is based around six main themes: Nano, Newton, Nevada, Nightfall, New England and Mooncarbon.

The “Nano” line is made up of a necklace, cuff links and two bracelets. It represents dependable value, according to Swarovski.



Swarovski bracelet in "Nano" collection

Inspired by the image of the nut and bolt, the “Newton” line consists of five pendant creations. The black pendants are set in silver and a pendant in the shape of a screw.

The “Nevada” theme is inspired by a reptilian sculpture, which features a bracelet with a crocodile head clasp system.

The rock-influenced “Nightfall” line offers a combination of leather and crystal. The line consists of bracelets, a wallet, card-holder and business-card-holder.

The “New England” pieces pay tribute to the spirit of the college campus. There are collegiate cufflinks in the shape of crests that come in traditional colors such as

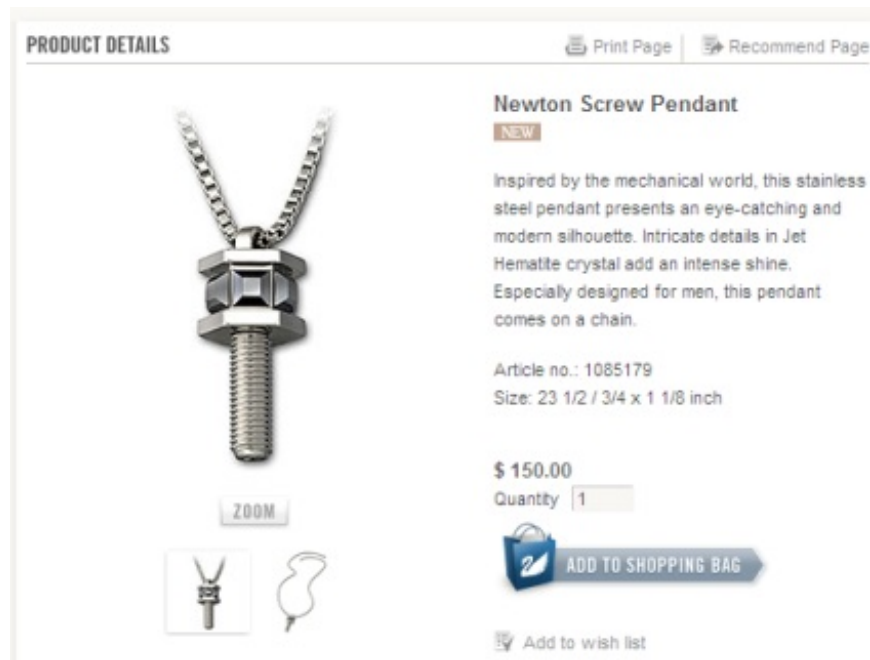
burgundy, dark green and blue.

Featuring polished steel, the “Mooncarbon” line includes a pendant, bracelet, ring and key ring. The pieces are modern, with an elegant and masculine feel.

Fashion-forward men

Men’s jewelry has really taken off in recent years, since men are more confident in expressing themselves.

They are paying more attention to their wardrobes and accessories and luxury brands should take note.



Swarovski's "Newton" necklace

Swarovski is looking to reach affluent, jewelry-wearing male consumers, but Ms. Reis believes men will not be attracted to the line because the brand has always targeted affluent women.

“Either you have to launch a men’s line with another brand, but doing that with the existing brand, you are likely to dilute it,” Ms. Reis said. “It is going to take time, attention and money away from the brand.

“I think that more men are wearing jewelry, but I think they are unlikely to wear Swarovski because it is associated with crystal, even if the men’s line is not all crystal,” she said. “Swarovski is well-known, but it is known for its fine women’s jewelry, and that doesn’t help you with a men’s line.”

Final Take

Making of Swarovski's men's collection

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