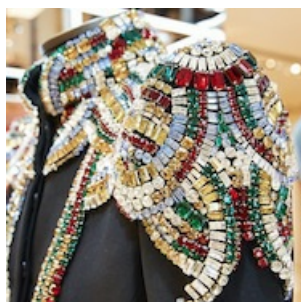


IN-STORE

Lane Crawford touts “prized creative ingredient” via Swarovski display

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Lane Crawford's 120-years of Swarovski display

By STAFF REPORTS

Chinese department store Lane Crawford is paying homage to the achievements of precision cut-crystal maker Swarovski with a dedicated in-store showcase.

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The Lane Crawford display, found at the retailer's IFC Mall location in Hong Kong, will touch upon Swarovski's 120-year history. Within the display consumers will gain insights on Swarovski's inclusive role in fashion, jewelry, performance and design.

Shining a light

From Nov. 26 through Jan. 6, Lane Crawford will host the exhibition alongside an exclusive book launch.

Lane Crawford's Swarovski exhibit showcases the achievements of 5 generations of the Swarovski family. Displays will touch on the brand's creative collaborations with fashion designers that have incorporated Swarovski's cutting-edge crystal into ready-to-wear apparel and accessories.

Included in the display are pieces from esteemed designers such as Alexander McQueen, Rodarte and Iris van Herpen. These pieces symbolize Swarovski's ongoing relationship with the fashion industry.



Lane Crawford's Swarovski exhibit display

Alongside the exhibit, Lane Crawford will show off Swarovski's latest retrospective tome, "Swarovski: Celebrating a

History of Collaborations in Fashion, Jewelry, Performance and Design." The book debuted exclusively at the retailer on Nov. 26.

Published by Rizzoli, the book supports the in-store display by telling the story of how Swarovski crystals became "a prized creative ingredient."

Swarovski: Celebrating a History of Collaborations in Fashion, Jewelry, Performance, and Design

Also, Lane Crawford will have a selection of limited-edition products designed for the 120-year anniversary of Swarovski. Items include an Edie Parker clutch that will only be available in 120 pieces, a selection of Atelier Swarovski jewelry and other gifts.

For its own anniversary, Lane Crawford celebrated its pioneering spirit through an exhibition featuring emerging talents from Greater China.

In collaboration with Swarovski, the "Visions from a New Generation," exhibit, part of Lane Crawford's larger 165th anniversary campaign, was on display at the retailer's Shanghai Times Square store from Oct. 13-20. The inspiration for the exhibit stemmed from Lane Crawford's history of bringing influential names and brands to the Chinese consumer through its stores, an essential practice for labels entering a new market ([see story](#)).

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