

JEWELRY

Swarovski puts crystal collaborations front and center in Shanghai exhibit

June 28, 2016



Bodysuit by Eleni Dimitriadi

By STAFF REPORTS

Precision-cut crystal maker Swarovski is giving consumers the opportunity to view the work of more than 50 of its design partners in a two-week long exhibition in Shanghai.

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The seventh edition of World Jewelry Facets is currently on at the Shanghai Gallery of Art at Three on the Bund. This annual event enables Swarovski to inspire and educate about the many uses and possibilities inherent in its crystal elements.

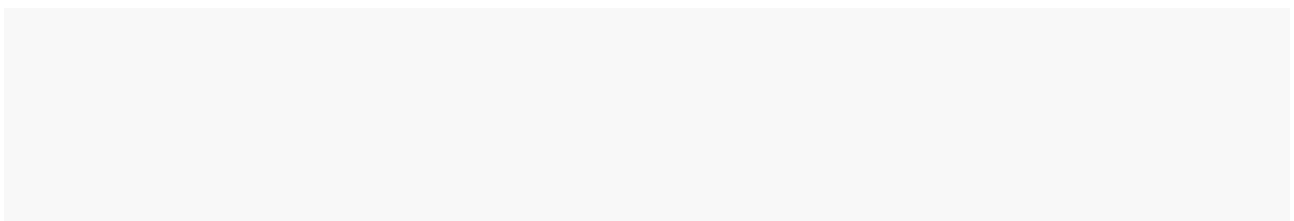
Crystal clear

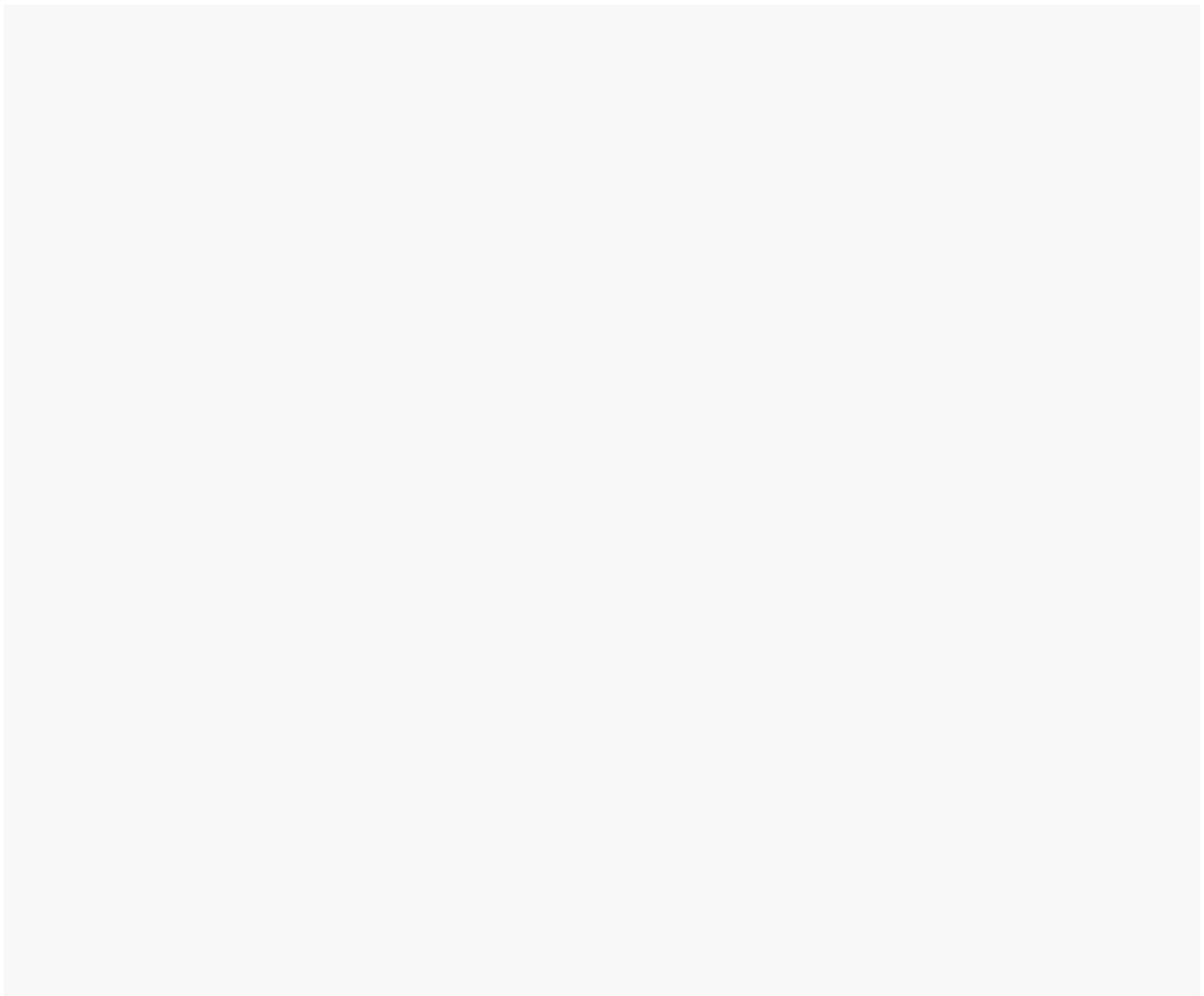
This year's theme for World Jewelry Facets is "The Art of Crystals." Putting the focus on Swarovski's collaborators, on display will be jewelry and accessories incorporating Swarovski crystals, whether one-off or part of a retail collection.

Included are Nina Ricci, Roberto Cavalli, Kenzo and Jean Paul Gaultier for Swarovski. Aside from designers, Swarovski is also displaying products from the likes of Otterbox, Youthfinity by Mary Kay and Garmin.

Also showcased are Atelier Swarovski jewelry collections for fall/winter 2016 from Peter Pilotto, Rosie Assoulin, Jean Paul Gaultier and Ye Mingzi.

Showing Swarovski's potential in the art world are Elaine Yan Ling Ng's "Sundew" installation, which combines fabric, electronics and biomimicry to form an interactive, kinetic display. Ruth Jarman and Joe Gerhardt, the duo behind Semiconductor, have created "The Shaping Grows," a computer-generated crystal cave that pulls seismic data from around the world.





Sundew dances along with the music #swarovskiworldjewelryfacet #sundew #interactiveart #swarovski #shanghai

A video posted by Elaine Yan Ling Ng (@thefabricklab) on Jun 24, 2016 at 11:37am PDT

After an opening event on June 23, World Jewelry Facets is in a two-week run accessible to the public until July 6. Swarovski's crystals are frequently design details on fashion pieces, a relationship the brand frequently showcases. In 2015, French couture label Jean Paul Gaultier created two installations housed within precision-cut crystal maker Swarovski's storefronts in Austria. Swarovski crystals act as an integral part of many designs put forth by leading brands and designers, and the precision-cut crystal maker often displays these collaborations through in-store installations. As of Sept. 14 and Sept 18., consumers had the opportunity to see a Jean Paul Gaultier and Swarovski collaborative effort firsthand, thus bringing the creative partnership to life for any who pass by ([see story](#)).

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