

APPAREL AND ACCESSORIES

## Swarovski champions creativity, inspiration in branding campaign

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*Karlie Kloss for Swarovski's Brilliant Inspiration campaign*

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By SARAH JONES

Precision-cut crystal maker Swarovski is touting the fashionable possibilities of its elements with a personality-driven effort.

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The brand's "Brilliant Inspiration" campaign, launching this September, features eight portraits of style influencers captured by photographer Tim Walker with poses and props that allow their unique vision to come through. Rather than focusing on Swarovski's completed jewelry or accessories, this campaign promotes its loose crystal business, speaking to the brand's potential as a partner to design.

"Swarovski has always created marketing efforts on its elements business," said Rony Zeidan, president and creative director of **RO NY**, New York. "Swarovski has become a big part of the fashion conversation since Nadia Swarovski turned around the business from a crystal figure company to a mega fashion crystal supplier and jewelry brand."

Mr. Zeidan is not affiliated with Swarovski, but agreed to comment as an industry expert.

**Swarovski** was unable to comment directly before press deadline.

Showing potential

Brilliant Inspiration, developed by Laird+Partners, is featured on the dedicated Web site for Swarovski elements. Here, consumers can view the portraits and learn more about the campaign.

"We wanted to capture the endless inspiration Swarovski crystals provide for creative forces," said Tony Laird, CEO/chief creative officer of Laird+Partners, in a brand statement.

"It was exciting to see how these incredibly talented individuals incorporate the crystals into their work," he said. "They each bring the spirit of the brand to life and help convey the possibilities that can be created with Swarovski."

Each individual's personality and profession shines through in the portrait with help from styling and props.

For instance, Charlotte Olympia Dellal, the brains behind her quirky eponymous shoe and accessories collection,

appears wearing her cat face Kitty loafers as Playboy Bunny ears. Showing her cosmetic craft, Isamaya Ffrench wears a magnifying glass over one eye and holds a disembodied female head, to which she has affixed red crystals with a paintbrush.



*Isamaya French for Swarovski's Brilliant Inspiration campaign*

W magazine creative and fashion director Edward Enninful, OBE, is pictured wearing a tailored all-black suit that gains a touch of whimsy with the addition of bejeweled insects.

Thom Browne's focus on tailoring comes to life as the designer leans over a glittering briefcase in a three-piece suit.

Kate and Laura Mulleavy, sisters who work as partner designers for their label Rodarte, share an interlocking pose, their hands covered in their butterfly jewelry. Jason Wu's aesthetic is also on display, as the designer covers his shoulders in embroidery.

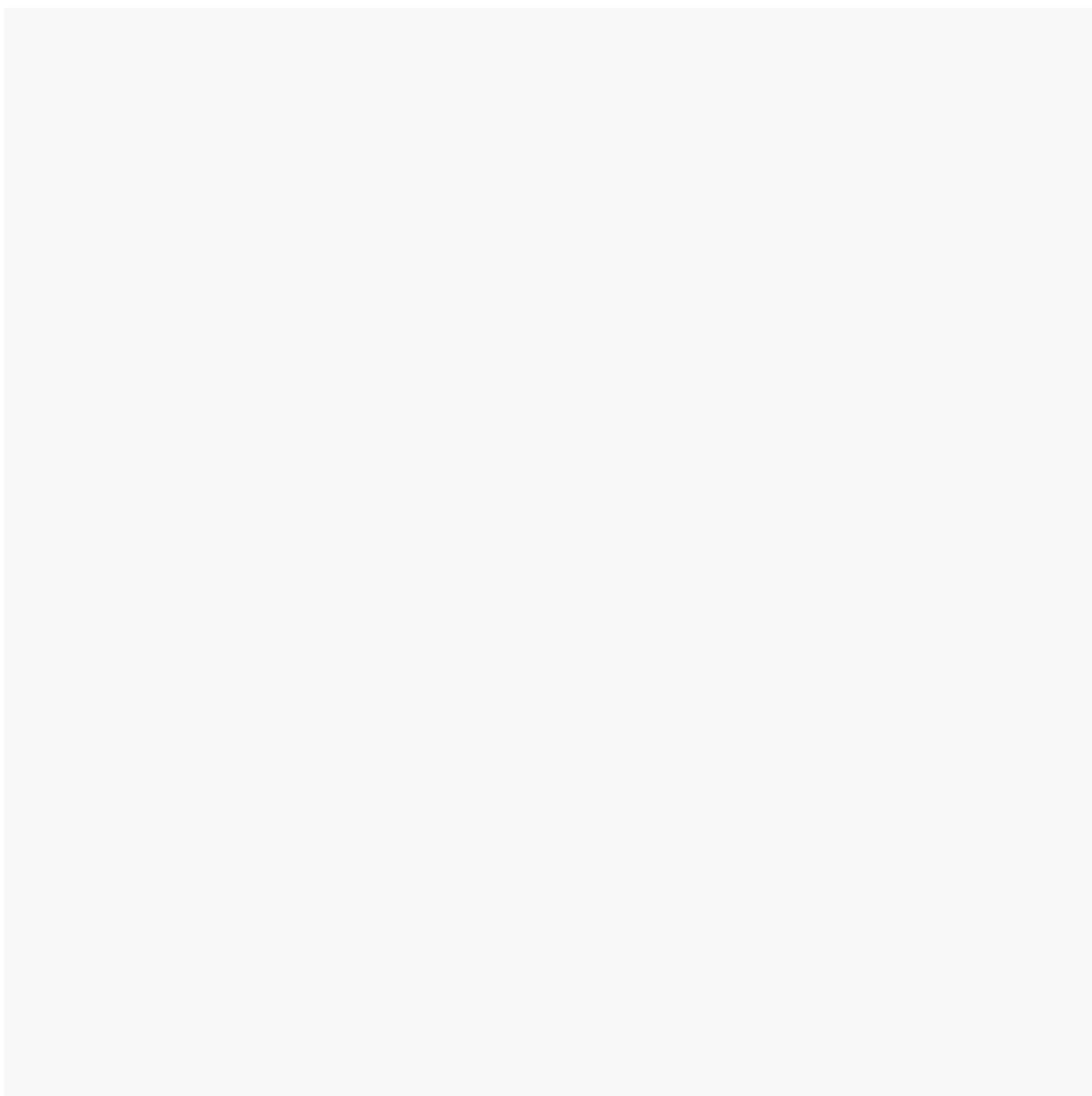


*Kate and Laura Mulleavy for Swarovski's Brilliant Inspiration campaign*

Highlighting a passion for creation, Mary Katrantzou pulls one of her printed garments to her as if she would battle to keep it.

Rounding out the eight individuals is Karlie Kloss, the It model and Swarovski ambassador who is also the face of the brand's consumer campaign. An ethereal ensemble features crystals of varying sizes affixed to a sheer backdrop, making the glittering elements appear magically affixed to her body.

Sharing her perspective on Swarovski's crystals in an Instagram video, the model says that wearing them makes you feel "illuminated," as they add "a bit of magic."



"...And when the light hits you, you feel you have a bit of magic on you" Karlie Kloss for Brilliant Inspiration Campaign shot by Tim Walker #BrilliantInspiration #video #KarlieKloss @karliekloss #swarovski #crystalsfromswarovski

A video posted by SWAROVSKI (@swarovski) on Aug 16, 2016 at 9:14am PDT

Swarovski also gets input from Ms. Olympia Dellal, who talks about how her design spans a more-is-more concept to a subtler approach.

This campaign focuses on Swarovski's roots. The brand's crystal business began in 1895, with its retail jewelry and accessories lines introduced only in 1976.

The average consumer may be less aware of Swarovski's fashion affiliations, making this campaign a means to raise attention for the brand's position within art and design.

"Brilliant Inspiration is the perfect title for this portrait exhibition," said Markus Langes-Swarovski, member of the executive and advisory board of the Swarovski Group, in a statement. "It's a fantastic visual representation of Swarovski's symbiotic relationships with the world's top design talents."

"Swarovski crystals are made with passion, perfection and expertise, and we are so proud that it inspires these modern icons, enabling collaborations that produce a brilliant creative alchemy."

#### Raising a profile

While most of Swarovski's consumer-facing marketing centers on its retail pieces, the brand has also made efforts to make its role in conceptual fashion and art more apparent.

For instance, French couture label Jean Paul Gaultier created two installations to be housed in 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. 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 passed by ([see story](#)).

Swarovski went 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.

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 ([see story](#)).

"The variety of creators and leaders featured in the campaign signals that Swarovski is made for the best," Mr. Zeidan said. "Everyone in fashion uses Swarovski crystals for both women and men."

"This campaign brings in a modern fresh look on the brand and puts it on par with the current fashion zeitgeist."