

JEWELRY

## Swarovski films tribute to iconic movie moments to spotlight Oscars appearance

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*Still from Swarovski's film*

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By STAFF REPORTS

Precision-cut crystal maker Swarovski is paying homage to classic cinema in a nod to its role in the 89th Academy Awards.

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For a decade, the brand has been helping to bring sparkle to the ceremony's stage design at the Dolby Theatre in Los Angeles ([see story](#)). Following the live event on Feb. 26, Swarovski created movies of its own, casting ambassador Karlie Kloss as a modern day Audrey Hepburn and Marilyn Monroe.

Karlie on camera

In two short films, Ms. Kloss channels the iconic movie stars' famous roles.

An ode to Ms. Monroe's "Diamonds are a Girl's Best Friend" finds the model walking down a dramatic staircase in a pink dress and plenty of bling, a mix of both archive and new pieces. A group of male dancers surround Ms. Kloss, giving her literal hearts and attention.

She pushes them away until their offerings turn to baubles.

Ms. Kloss also took on the role of Holly Golightly from "Breakfast at Tiffany's" in a separate film. The model walks by a store window wearing a black sequined dress, eyeing jewelry on display as she drinks from a bedazzled coffee cup.

She is next seen in a different window, sitting at a table as she tries on different jewels, capturing the pieces in selfies.

*Swarovski & Karlie Kloss have an Audrey Hepburn "Breakfast" #bebrilliant movie moment*

In addition to its work on the on-stage decor, Swarovski chose the red carpet at this year's awards ceremony to launch its first Atelier Swarovski fine-jewelry collection.

Along with supplying its crystals for costume design, Swarovski has also taken on a producing role in film. In 2013, the brand released its first feature film production, "Romeo & Juliet," developed by its entertainment division.

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](#)).

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