

MEDIA/PUBLISHING

Atelier Swarovski looks back on 10 years of collaborations in new book

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Jean Paul Gaultier collaborated with Atelier Swarovski in 2015. Image credit: Atelier Swarovski, photo by Margaret Zhang

By STAFF REPORTS

An upcoming tome released by Conde Nast Britain's publishing division will chronicle the first decade of Atelier Swarovski.

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Available at booksellers Dec. 13, *Brilliant – The story of Atelier Swarovski*, is a collaboration between Conde Nast Contract Publishing and Swarovski, who sought a partner to produce a coffee table book telling of its inspiration and collaborations. The book was edited by fashion historian and best-selling author Bronwyn Cosgrave.

"We are delighted to celebrate Atelier Swarovski's wonderful collaborations by publishing a book which is a showcase of fresh collaboration itself, between Conde Nast, Swarovski and some legendary figures in fashion, design and art," said Darius Sanai, director and editor in chief of Conde Nast Contract Publishing, in a statement.

"The original photography and writing, and stunning design and typography, take it to the next level of the most beautiful art books."

Brilliance

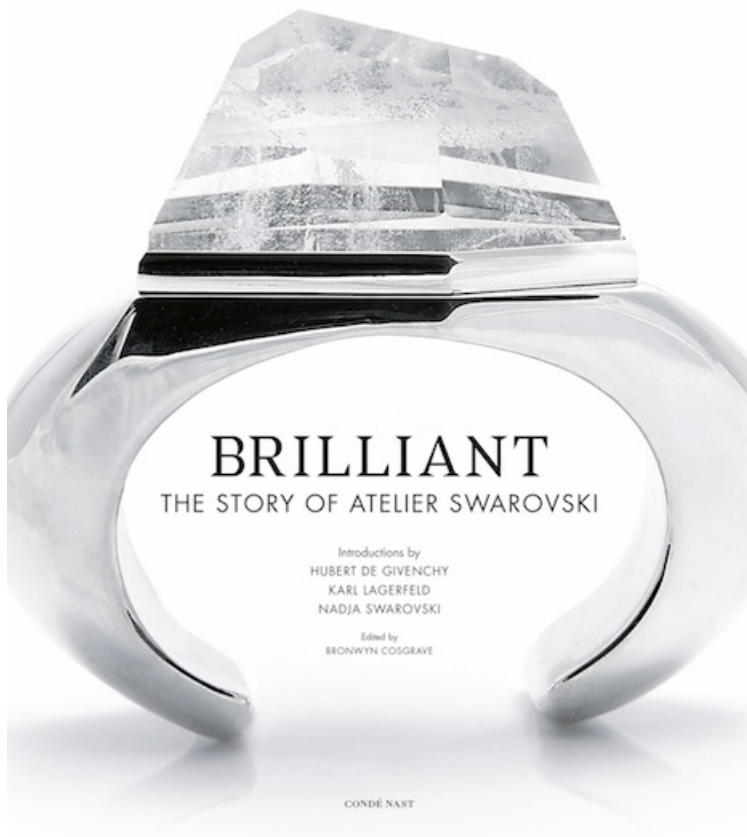
Given the collaborative nature of Atelier Swarovski, which since its founding has partnered with a multitude of disciplines, *Brilliant – The story of Atelier Swarovski* will feature contributions from celebrated names in fashion and art.

The book's foreword, for example, was penned by Karl Lagerfeld and the introduction was written by Hubert de Givenchy.

Those who have collaborated with the brand, such as fashion designers Christopher Kane, Viktor & Rolf, Jason Wu and Mary Katrantzou and architects Hariri & Hariri are also featured in *Brilliant*. Each collaborator tells their own story of working with Atelier Swarovski with portraits by Roger Deckker accompanying the passages.

A selection of essays is also featured in the Atelier Swarovski book. Douglas Coupland, a novelist, *Financial Times* columnist and former artist-in-residence at Google, for instance, wrote a piece on how technology has altered the way art, design and fashion is looked at.

Photographer Carl Kleiner captured Swarovski's archives in Austria within the company's crystal factory near Innsbruck. The behind-the-scenes glimpse was done alongside Iwona Blazwick, director of the Whitechapel Gallery. Ms. Iwona has studied Swarovski's archives to curate an edit of historic pieces that have and will inform the brand's fashion, design and art collaborations heading into the next decade.



Brilliant – The story of Atelier Swarovski will be sold at booksellers starting Dec. 13. Image credit: Cond Nast

Brilliant will also include a number of tributes to Atelier Swarovski penned by former *British Vogue* editor in chief Alexandra Shulman, *Vogue China* editor in chief Angelica Cheung and *Vogue International* editor Suzy Menkes, among others.

"It is a pleasure to see the spirit of Atelier Swarovski captured in this beautiful book from Conde Nast," said Nadja Swarovski, a member of the Swarovski executive board, in a statement.

"We are delighted that Karl Lagerfeld, Hubert de Givenchy and many other luminaries have contributed to this celebration of a brilliant decade of inspiration," she said.

"As we reflect on our journey so far, we look forward to seeing what the next decade of creativity and innovation will bring."

Conde Nast's publishing relationship with Swarovski also includes *Salt*, a glossy print title launched in February 2016.

Salt is published twice a year by Cond Nast Contract Publishing and is available in English, Mandarin and Japanese editions. Cond Nast Contract Publishing's Mr. Sanai conceived the title alongside Swarovski as a way for the brand to explore the many facets of its narrative ([see story](#)).