

APPAREL AND ACCESSORIES

## Swarovski taps sportswear partners for new athleisure collection

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*Swarovski's new collaboration is inspired by hip-hop and streetwear. Image credit: Swarovski*

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By STAFF REPORTS

Precision-cut crystal maker Swarovski is debuting a new athleisure-themed collaboration with a choreographed online dance video to be released in early February.

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Swarovski is partnering with 14 other brands to create this campaign, which is called #AthleisureBeats. The hip-hop-inspired pieces will feature apparel and accessories from Swarovski and a slate of designers from the athleisure world.

#AthleisureBeats

The athleisure trend has been gaining in popularity, popularized by fashion houses and celebrities who have taken inspiration from hip-hop and streetwear culture to create relaxed, casual clothing for the luxury consumer.

Swarovski is putting its own unique twist on this style by bringing in a number of athleisure designers to create apparel and accessories that will be decked out in Swarovski's signature crystals.

To promote this campaign, Swarovski hired celebrity dance choreographer Normann Shay to create a hip-hop dance-inspired short film, set on the streets of New York.

In the short film, which is to be released online in February, a large number of young dancers, both men and women, perform a routine inspired by classic hip-hop dance techniques from throughout the decades.



*Still from the dance video. Image credit: Swarovski*

The dancers will all be wearing items from the multibrand project, showing the pieces' comfort and the ease of movement they allow.

Swarovski is working with 14 other brands to create this collaboration, including Caraa Sport, Juicy Couture, Ultracor, Kappa, Nokaoi, Roxy, Victoria Sport, Pretty Ballerinas, Munich, Marc Cain Sports, Mizuno, Holster, Mariam Seddiq and Prsr.

The #AthleisureBeats campaign comes soon after Swarovski partnered with athletic wear brand Nike in an expression of textile innovation.

To celebrate the 20th anniversary of Nike's first silver sneaker, inspired by the finish found on mountain bikes, the Air Max 97, the athletic brand sought to find a "material pioneer" to represent the shoe's innovation. Swarovski's Crystal Fabric, developed after more than a decade of research, was selected as the perfect expression of the original Air Max 97's signature shine.

The anniversary Nike Air Max 97 sneakers glimmer with 55,000 Swarovski crystals ([see story](#)).

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