

APPAREL AND ACCESSORIES

## Swarovski adds touch of brilliance to app users' photos

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*Swarovski's Rainbow Paradise collection. Image credit: Swarovski*

By STAFF REPORTS

Precision-cut crystal maker Swarovski is making every moment sparkle with help from an exclusive filter on the KiraKira+ mobile application.

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KiraKira+ is a photo filter app that allows users to add an exaggerated sparkle to any light emitting material or reflective object, such as jewelry, glass or light sources, found within the frame. Once the user takes a photo, the vibrancy and the color scheme can be adjusted through a variety of filter choices.

#BrillianceForAll

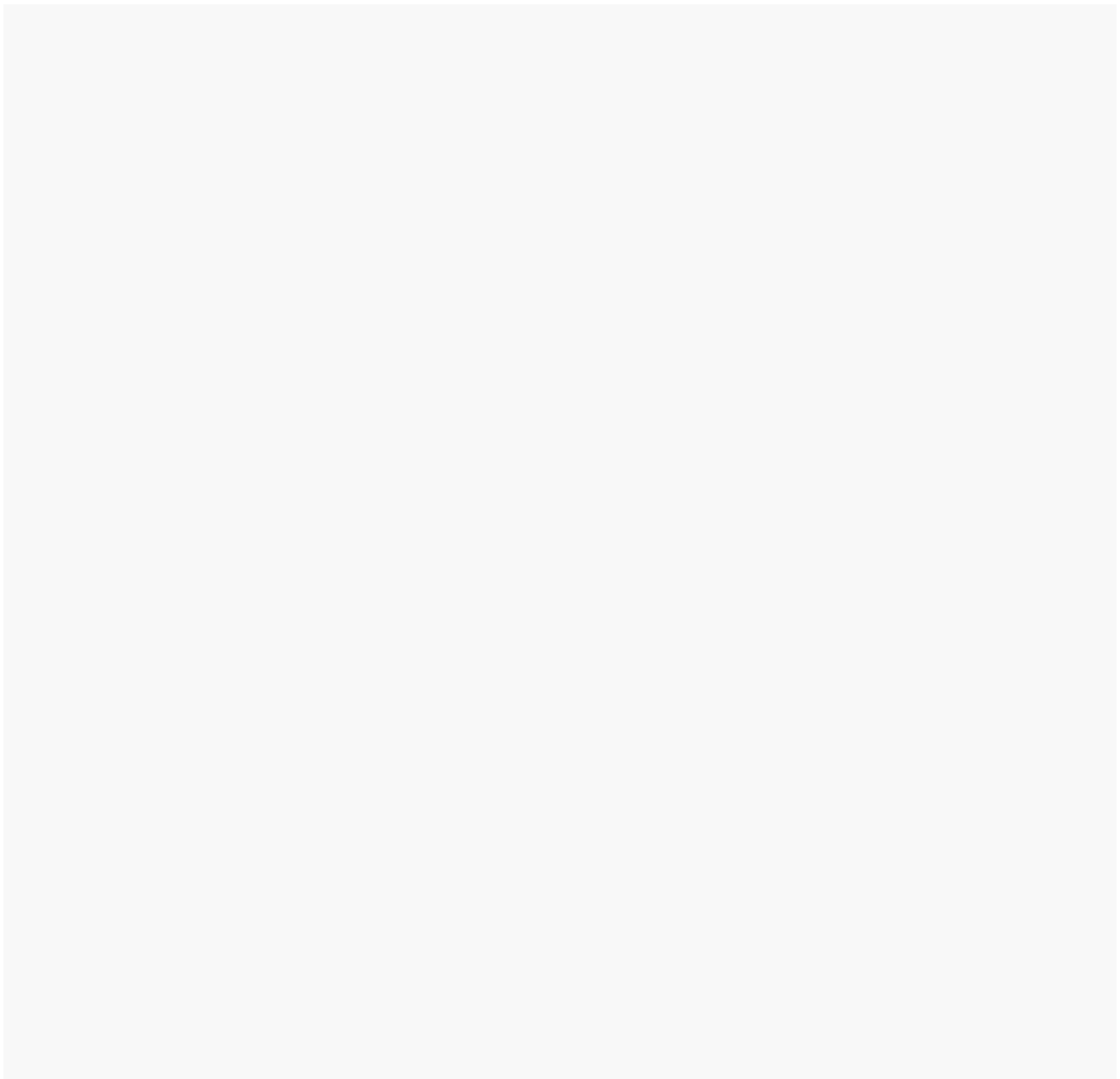
To celebrate the start of New York Fashion Week, Swarovski teamed with KiraKira+ for a one-day-only filter on the app. Aligning itself with fashion week is common strategy for Swarovski, as its crystals are incorporated in countless collections of apparel and accessories.

To alert its enthusiasts, Swarovski shared a short video teaser demonstrating how the KiraKira+ app works, using its crystals as a light emitting material.

When the KiraKira+ app is downloaded through the hyperlink placed in Swarovski's Instagram biography, consumers receive the branded filter for free. If the KiraKira+ app has already been downloaded in the past, users must update to the latest version to access Swarovski's filter.

Once the app is loads, the bottom left hand corner reads "brought to you by Swarovski." When a photograph is taken and the user scrolls through the filter options, "Brilliance by Swarovski" is included in the choices.

The Brilliance by Swarovski filter adds a bright sparkle with a hint of color to any light source. The KiraKira+ app is available for Apple devices and can be downloaded from the [App Store](#).



Swarovski x Kirakira+ We've partnered to bring you an exclusive new filter to celebrate #NYFW. For today only, download the app for FREE via link in our bio. If you already have #kirakira, update the app to get the filter and share your sparkle with us using #brillianceforall. Happy Kirakira'ing!

A post shared by SWAROVSKI (@swarovski) on Feb 6, 2018 at 5:31am PST

Given the limited availability of the Swarovski filter, KiraKira+ will likely benefit from the surge in interest, while the precision-cut crystal maker will share its "brilliance" with a wider audience.

Recently, Swarovski has upped its technology-powered strategies to interact with consumers in a memorable way. For example, Swarovski allowed consumers to give themselves an instant makeover through a collaboration with Perfect Corp.'s YouCam.

With YouCam Makeup and YouCam Fun, the brand launched a holiday augmented reality experience that allowed consumers to try on makeup looks embellished with crystals and Swarovski creations. YouCam has become a popular partner for luxury beauty brands such as Lancme and Este Lauder, but this hybrid jewelry and makeup experience was the first of its kind for the app ([see story](#)).