

APPAREL AND ACCESSORIES

Swarovski commissions crystal patches for a cause

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Jason Wu-designed patch for Swarovski. Image courtesy of Swarovski

By STAFF REPORTS

Precision-cut crystal maker Swarovski is aligning with a handful of New York-based labels to fundraise through fashion.

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In celebration of the CFDA Awards, of which Swarovski is a presenting partner, the crystal brand linked with five designers to create a collection of adhesive patches. Sales of the sparkling accessories will go to benefit the CFDA Foundation, which supports a number of charities.

Fashionable fundraising

Swarovski has been a longtime supporter of the CFDA Awards, having partnered with the event for the last 17 years. During the event, two Swarovski-titled awards are given for emerging labels and philanthropy.

For its patches, Swarovski tapped three prior winners of its award for emerging talent: Rosie Assoulin, Tabitha Simmons and Jason Wu. It also worked with Kenneth Cole, who received the Swarovski Award for Positive Change in a previous year.

Swarovski executive board member Nadja Swarovski also contributed a design.

Ms. Assoulin's design is an interpretation of her eponymous brand's logo, while Mr. Wu took reference from stained glass. Meanwhile Mr. Kole was inspired by the consumer response to his label's KAM sneaker featuring a LGBTQ-supporting rainbow flag.



Kenneth Cole's patch for Swarovski. Image courtesy of Swarovski

The three-inch patches can be adhered to clothing or bags. Swarovski's patches retail for \$19 each, with 100 percent of sales going to the CFDA Foundation.

"Every year our partnership with the CFDA continues to grow and develop, and this year we are delighted to unite with an amazing collection of designers, all previous Swarovski Award winners, to create these colorful crystal fashion patches," Ms. Swarovski said in a statement. "Benefitting the CFDA's inspirational work with emerging talent, they are the perfect way to customize a look while also supporting the next generation of American fashion."

Swarovski's support of fashion goes beyond the United States. The brand is also ensuring that the next generations of fashion designers have the means to study with a donation to the British Fashion Council's Education Foundation.

Ahead of the brand's sponsorship of the BFC-produced The Fashion Awards 2017, the main fundraiser for the Education Foundation, Swarovski is kicking off the effort by giving 300,000 pounds, or about \$389,000 at press time ([see story](#)).

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