

JEWELRY

## Swarovski links with DKNY for fashion jewelry

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*DKNY is entering jewelry with Swarovski. Image credit: DKNY*

By STAFF REPORTS

The Swarovski Group has entered a multi-year licensing deal with fashion label DKNY to produce a jewelry line using the company's crystals.

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Debuting in September 2019, the fashion jewelry collection will be sold in international markets outside of North America. In addition to a DKNY-branded collection, plans are in the works for a higher-end Donna Karan jewelry line with Swarovski.

City-inspired crystals

Swarovski's licensed collection for DKNY will premiere in March with a presentation, hitting retail later in the year.

Using DKNY's New York heritage as inspiration for the designs, the necklaces, rings, bracelets and earrings will feature urban elements such as hardware shapes. Collections will be released twice a year, with items retailing for less than 99 euros, or about \$112 at current exchange.

"It is with great excitement that we enter into this partnership with DKNY," said Markus Langes-Swarovski, a member of Swarovski's executive board, in a statement. "A truly iconic brand that is synonymous with modern fashion, the collection was developed with innovative designs, clever use of Swarovski crystals, and unparalleled attention to detail which perfectly reflects the dynamic energy of DKNY."

After Donna Karan International's eponymous founder left the company, the Donna Karan Collection label was suspended by then-owner LVMH. When G-III Apparel Group bought DKII, the Donna Karan New York label was revived and revamped.

In addition to apparel, Donna Karan exists as a licensed fragrance label under Estée Lauder Companies and an eyewear brand produced by Marchon.



*Donna Karan was revived under G-III. Image credit: Donna Karan New York*

The diffusion DKNY brand has branched into menswear through a licensing deal with PVH Corp. signed last year. This latest licensing agreement sees the brand moving into yet another category.

"Swarovski's superior craftsmanship, rich legacy and dedication to creating beautiful and attainable luxury accessories make them an ideal partner for the DKNY brand's international launch into jewelry," said Jeff Goldfarb, executive vice president of G-III Apparel Group, in a statement. "We look forward to growing the category with this iconic brand as our partner, and to continuing to extend the global reach of DKNY to consumers worldwide."

Fashion designer Karl Lagerfeld similarly invested in women's and men's watches on a global level through an agreement with precision-cut crystal maker Swarovski.

A multi-year license agreement with the the crystal company will result in a watch collection, launching for fall/winter 2019. Karl Lagerfeld states that the new lines will be luxury watches, designed with the label's "modern, rock-chic" aesthetic in mind ([see story](#)).

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