

JEWELRY

## Swarovski rolls out holiday bus tour in New York

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*Swarovski's holiday bus. Image credit: Swarovski*

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By STAFF REPORTS

Precision-cut crystal maker Swarovski is looking to drive holiday shopping with a mobile pop-up shop.

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A Swarovski-branded bus is traveling around New York this December, allowing consumers to explore its collections and enjoy a festive atmosphere. With a new location daily, Swarovski will be able to reach passersby in multiple neighborhoods, expanding the potential reach of the pop-up beyond a single community.

### Touring shop

Swarovski kicked off its pop-up on Dec. 3 with an event featuring influencer Danielle Bernstein of We Wore What. For the soiree, the bus was parked at 1251 Avenue of the Americas.

Visitors had the chance to take advantage of cocoa, free ice skating and meet-and-greets with Ms. Bernstein.



*Inside Swarovski's holiday bus. Image credit: Swarovski*

Since the opening, Swarovski has brought the bus to Union Square. Other locations will be announced via the brand's Facebook page.

The bus also displays gifting collections including ornaments.

Swarovski often makes a cross channel push for the holidays. For instance, the brand engaged shoppers in the 2017 holiday season through environments that blended physical and digital experiences.

In Toronto and Milan, the brand digitized the store concept with spaces that feature activations such as virtual reality and digital walls. The physical store no longer needs to be tied to traditional formats, allowing brands to incorporate digital as a means of immersing consumers in their worlds ([see story](#)).