

EDUCATION

## Swarovski sponsors new Parsons School program for circular fashion design, materiality and sustainability

November 7, 2019



*Seen here: Students work during Parsons Festival 2017: BFA Fashion Design. Image credit: Parsons School of Design*

By STAFF REPORTS

Crystal and jewelry designer Swarovski will work with New York's Parsons School of Design to launch a new studio course that reimagines the future of fashion design, materiality and sustainability.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The course will be taught as part of Parsons' undergraduate "Fashion Design Systems & Society" and "Materiality" programs to develop the next generation of conscious fashion designers. Parsons is part of The New School.

"As a brand with longstanding commitments to sustainability and to supporting emerging creative talent, we are delighted to announce the latest evolution of our partnership with Parsons School of Design, which integrates with our responsible design learning within the Fashion Systems and Materiality programs," said Nadja Swarovski, member of the Swarovski executive board, in a statement.

"Aligned with the U.N. Sustainable Development Goals, this project provides an exciting pathway for future innovation in sustainable fashion," she said.

**Parsons** is one of the leading art and design schools worldwide.

Crystal clear on mission

A fifth-generation family-run firm, Austria-based **Swarovski** has supported design education dating to a partnership in 2001 with London's Central Saint Martins school. Its partnership with Parsons kicked off in 2013.

The 15-week core Fashion Systems/Materiality hybrid studio course will let Parsons students engage with Swarovski's Conscious Design principles, which aim to make designers more sustainable in their approach to fashion.

Students will investigate circular strategies through a deep exploration of Swarovski crystals, material production processes and real business challenges, Parsons said.

Via these explorations and collaboration with the Swarovski team, students will be expected to generate new types of models and outcomes for fashion with a positive impact.

PARSON SCHOOL undergraduate fashion design program co-directors Brendan McCarthy and Neil Gilks, Parsons professors Neil Grotzinger and Amanda Brown, and Swarovski foundation chief and company head of sustainability Lindsay Kordik will run the course.

"At Parsons, we are educating the next generation of conscious designers and critical thinkers to leverage the power of fashion design to affect positive social and environmental change," said Burak Cakmak, dean of fashion at Parsons School of Design, in a statement.

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.