

JEWELRY

# Swarovski releases limited-edition capsule with Skims

November 3, 2023



*The capsule draws upon Swarovski's Millenia jewelry collection, available in-store and online at [skims.com](https://www.skims.com) on Nov. 7. Image credit: Swarovski*

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By LUXURY DAILY NEWS SERVICE

Austrian crystal and jewelry designer Swarovski is collaborating with American shapewear and clothing brand Skims.

The pair are partnering on the launch of a limited-edition release, one in which the former company's crystals meet an assortment of apparel from a direct-to-consumer brand worth more than \$4 billion. The capsule draws upon Swarovski's Millenia jewelry collection and will be available in-store and online at [skims.com](https://www.skims.com) on Nov. 7.

"It's been a dream since I joined Swarovski to create a first-ever collaboration with Skims that furthers the art of self-expression," said Giovanna Engelbert, creative director at [Swarovski](https://www.swarovski.com), in a statement.

"Our collection is a celebration of the body, and of strong, independent women who value their individuality and embrace life with confidence and style."

## **Swarovski x Skims**

Swarovski is applying its signatures to pieces from American media personality and entrepreneur Kim Kardashian's bestselling disrupter brand which, launched four years ago, aims to serve all shapes, sizes and shades.

The upcoming selection includes intimates sets, bodysuits, and mesh dresses, many of which are encrusted with crystals. Body jewelry also joins the Swarovski x Skims drop.

A new campaign shot by Turkish fashion photographer Mert Ala features the Skims cofounder and creative director, centering the brand's studs alongside capsule selections.

"For this collaboration, we really wanted to celebrate individual creativity and bring more glamour into getting dressed every day," said Ms. Kardashian, in a statement.



*A new campaign shot by Turkish fashion photographer Mert Ala features the Skims cofounder and creative director, centering Swarovski studs alongside capsule selections. Image credit: Swarovski*

“The pieces are so dreamy, and we loved integrating the iconic crystal cuts into my favorite Skims pieces,” she said. “We can’t wait for everyone to love Swarovski x Skims as much as I do.”

Celebrating representation and personal confidence, the visuals capture the lineup that is said to evoke “glamorous self-empowerment.”

The ready-to-wear can be paired or worn alone, above or under clothing, and will sell at Swarovski stores, as well as through select luxury boutiques worldwide and on the Skims site.

Swarovski x Skims marks a major moment for both Ms. Engelbert the fashion model turned fashion editor who continues to evolve the house she has helmed for three years, counting marketing stints with American model Bella Hadid ([see story](#)) among efforts to modernize and the company, which veers outside of its usual business bounds following a corporate shift from a family-owned structure toward one now family-managed in 2022 ([see story](#)).

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