

JEWELRY

Swarovski goes down Disney rabbit hole for spring/summer 2024

February 29, 2024



Swarovski's 16-design collection brings the unique personality of the characters to life. Image credit: Swarovski/Disney

By EMILY IRIS DEGN

Austrian crystal and jewelry designer Swarovski's latest drop has a touch of magic to it.

For spring/summer 2024, the brand's **Alice in Wonderland collection** is themed after the namesake 1951 film adaptation of the celebrated novel. Often partnering with the beloved entertainment behemoth, the jewelry and home decor line extends Swarovski's play into the ever-lucrative world of Disney.

Carroll in crystal

Written by British author Lewis Carroll in 1865, *Alice's Adventures in Wonderland* includes some of the most recognizable characters to ever be published.



Details from the story appear in the collection, defined by aesthetic codes set by Disney's adaptation. Image credit: Swarovski/Disney

After Disney released its movie version 73 years ago, these figures adopted distinct looks. The Cheshire Cat, the White Rabbit, the Queen of Hearts and Alice herself can now be identified by many children, adults and, most importantly, paying consumers around the world.

Swarovski's 16-design collection draws on their unique personalities, crafting each of them in luxury crystal.

With a dash of savoir-faire, the jewelry and homewares capture the spirit of Disney's take on Carroll's characters. Bright colors

add to the effect, glinting light from every angle to create a sense of movement.



The jewelry glitters with bright colors and intricate crystalwork. Image credit: Swarovski/Disney

Asymmetric earrings evoke the famous singing peonies, the Cheshire Cat and the Unbirthday Party teapot. Meanwhile, pav necklaces and cocktail rings are decorated with the Caterpillar and his mushroom house, the Queen of Heart's cards and more flowers.

These pieces are technically complex, set in high-shine, rhodium-tone plating. According to Swarovski, this allowed for "limitless creativity."

There are also decorative sticker sets made from the maison's special Crystal Fabric.



Swarovski's latest creation with Disney focuses on the characters. Image credit: Swarovski/Disney

For the home array, figurines of Alice, the White Rabbit, the Cheshire Cat, the Caterpillar and the Mad Hatter are presented, each gesturing in familiar poses to those who have seen the Disney animated production.

Like the jewelry releases, a kaleidoscope of colors defines the bunch, glittering with vibrantly hued crystal.

Based on the iconic gathering in the story, the Tea Party collectible serves as the centerpiece of the collaboration. The White Rabbit, the Mad Hatter, Alice and the Caterpillar, who has now become a butterfly, are positioned around a teapot and teacup stack.



The most expensive item in the collection, Tea Party, is \$21,000. Image credit: Swarovski/Disney

Sparkling with more than 44,700 hand-set, precision-cut crystals, the Austrian house's signature "Pointiage" technique was used to achieve the look. The effort spotlights Swarovski's know-how and artisanal expertise within the context of a popular narrative.

It is also highly exclusive. Taking 277 hours to complete per unit, the Tea Party is limited to 200 pieces globally.

Luxury digs Disney

In a statement, Swarovski asserts that the Alice in Wonderland collection allows Disney fans to "express the spirit of adventure" through its lustrous craft and a timeless tale.



Swarovski has worked with Disney for decades. Image credit: Swarovski/Disney

The maison and the entertainment company have worked toward similar goals before.

For the Disney100 celebration last year, the crystal designer unveiled the Aurora Borealis footwear to the world. The item was a replica from the 2015 live-action *Cinderella* movie, combining both parties' engineering chops and love of storytelling.

Later in 2023, the brand launched the Disney100 x Swarovski jewelry and home collection, which featured Mickey Mouse, Donald Duck and Minnie Mouse in a continuation of the festivities ([see story](#)).

Valentino's creative director took part in Disney100

With a massive audience around the globe, Disney is no stranger to luxury partnerships such as this.

Other labels joined in for the anniversary observance ([see story](#)), from British department store Selfridges to French couture label Schiaparelli to Parisian fashion brand Margiela, among others.

Even before this milestone year, prestige names across sectors have been eager to engage with Disney's loyal fanbase.

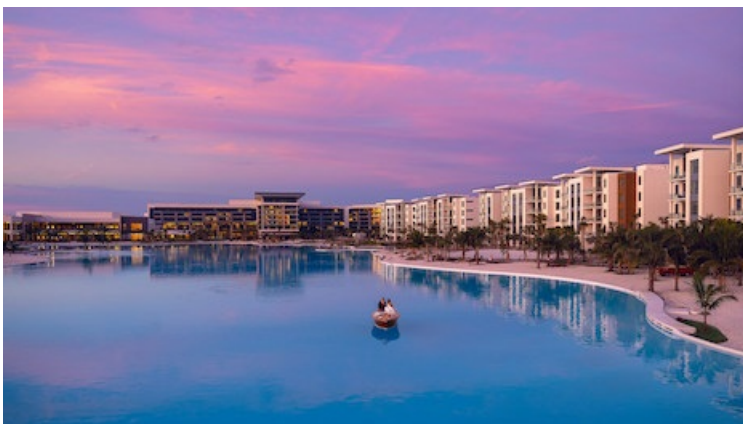


The Rescuers Down Under grounded Schiaparelli's celebration in gold for Disney100. Image credit: Schiaparelli

In 2022, French luxury fashion label Givenchy teamed up with the company for a Lunar New Year-themed capsule ([see story](#)). Before that, Tapestry-owned fashion house Stuart Weitzman offered a limited-edition selection of ready-to-wear pieces with Mickey and Minnie Mouse motifs ([see story](#)).

As Disney continues to expand its physical footprint as well, those in hospitality are likewise moving in.

At the start of 2024, a \$1.5 billion luxury mega-resort, Evermore Orlando, began welcoming high-paying guests. Located right beside the entertainment studio's famous Florida theme park, the stay joins the recently opened Waldorf Astoria Orlando.



Bordering Walt Disney World, Evermore Orlando spans 1,100 acres of diverse vacation rental and luxury hotel accommodations. Image credit: Evermore Orlando

It seems that across categories, Disney is good for business, a fact that Swarovski is particularly clued into as a longstanding collaborator.

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