

IN-STORE

Swarovski highlights precious stones with Bergdorf Goodman jewelry display

April 10, 2014



Atelier Swarovski sculpture by M.C.L.

By SARAH JONES

New York department store Bergdorf Goodman is hosting an exclusive two-day display of an Atelier Swarovski jewelry and sculpture collection.

[Sign up now](#)

Luxury Daily

Designer Matthew Campbell Laurenza, who works under the label M.C.L., created 15 sculptures and 15 fine jewelry pieces encrusted with Swarovski gemstones, which will be available for sale at Bergdorf. Swarovski does have an existing presence at Bergdorf, since designers incorporate its elements into their designs, but this gives the brand an outlet to showcase and spread awareness for the fine jewelry side of its Atelier Swarovski business.

"Swarovski has been creating a massive push in fashion for years now, following Nadja's repositioning of the brand from a commodity company, to a luxury creative power," said Rony Zeidan, president and creative director of [RO New York](#).

"Landing a presence at Bergdorf Goodman is the holy grail of luxury in the US, and perhaps in the world," he said. "If you've make it at Bergdorf, you can make it anywhere."

Mr. Zeidan is not affiliated with Swarovski but agreed to comment as an industry expert.

Swarovski did not respond by press deadline.

Flora and fauna

Three years ago, Swarovski enlisted Mr. Laurenza to create art that highlighted the natural beauty of Swarovski's gemstones. The project, titled "Jeweled Garden," took three years to complete, since it required several thousand hours of labor.

The garden-theme produced lifelike sculptures of flowers and insects as well as wearable jewelry pieces.

Mr. Laurenza crafted necklaces, bangles and rings using amethyst, topaz and ruby, among other gemstones. These mimic the theme in more subtle ways, placing a pair of dragonflies on the sides of a ring or creating a bib pendant for a necklace out of small multicolored flowers.



Swarovski Atelier necklace by M.C.L.

According to [WWD](#), the prices for the fine jewelry range from \$8,750 to \$118,000.

Swarovski let its U.S. audience know about the display through social media, including images of some of the pieces and giving a phone number for Bergdorf where consumers could inquire about purchasing the items.

Spring Awakening. #AtelierSwarovski by M.C.L by Matthew Campbell Laurenza Collection exclusively at Bergdorf Goodman 212-872-2518



Facebook post from Swarovski U.S.

The crystal maker also linked to the designer's Facebook page. M.C.L. created two Facebook events for each of the days of the show, which will run through April 10.

Viewings of the sculptures is by appointment only.

M.C.L. created a microsite for the project, where individual pieces can be viewed and the consumer can learn more about both the inspiration behind Jeweled Garden and the founding of Atelier Swarovski.



Jeweled Garden microsite

"The presence at Bergdorf is to showcase the creativity of the brand, its ongoing power of collaboration with refined designers, and most of all, its ability to generate a buzz and press behind its ventures," Mr. Zeidan said.

"Two days at Bergdorf might be a little tight of a timeframe to showcase the creations, thus the need to have a content filled microsite is essential to extend the life of these creations and reach a broader audience," he said.

Elements of design

Swarovski has also expanded its fashion presence by supporting designers during fashion weeks.

The brand hand-picked a number of fashion designers to show at Mercedes-Benz Fashion Week in New York as part of its Swarovski Collective.

In addition to providing financial support to the designers, the brand gave them crystals to use in their designs. Swarovski is able to showcase its own creativity through this ongoing project, as well as show its good citizenship within the fashion industry ([see story](#)).

Swarovski recently tied itself to the interior design sector with a Design Miami installation.

The crystal brand used Tumblr to generate awareness of its eleventh annual Crystal Palace think tank where a chosen creative visionary worked to reevaluate the use of crystal.

Swarovski's Tumblr built anticipation among design and brand enthusiasts through sneak peeks and teaser materials of the participating architect and designer Guilherme Torres. Mr. Torres' architectural installation, "Mangue Groove," was housed at Design Miami in Miami Beach, Florida, Dec. 4-8, where Swarovski has been a main sponsor since 2008 ([see story](#)).

As Swarovski ventures into elevated product categories, it needs to find a balance between its main crystal business and its Atelier Swarovski collections.

"The Swarovski jewelry brand has resided at the middle market level, so the Atelier brand was created along the lines of a haute couture versus ready to wear approach," Mr. Zeidan said.

"The goal, to showcase the most talented designers' creative talent utilizing the most precious and sought after crystals in the world," he said. "The payoff remains to be seen, as long as Swarovski does not confuse its audience with the multi category approach."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.