



## CRYSTALLIZED™ *becomes* SWAROVSKI ELEMENTS

SWAROVSKI ELEMENTS – THE PREMIUM BRAND FOR FINE LOOSE CUT CRYSTALS

### DEAR BUSINESS PARTNER,

Since 1895, Swarovski has based its reputation on the power of precision-cut crystal, creativity and innovation. To complete the vision of crystal perfection, the founder Daniel Swarovski established a demanding principle that still defines Swarovski today: “constantly improve on what is good.”

True to the founder’s spirit, the company is eager to further develop its brand communication for your benefit. Thus, the name of the crystal components brand will be optimised, granting a stronger emphasis on the Swarovski brand.

**From June 2010, CRYSTALLIZED™ – Swarovski Elements becomes SWAROVSKI ELEMENTS.**

### WHAT YOU GAIN

As our business partner, you profit from the bundled energy of one and thus all the more effective premium brand:

#### **The premium brand in Crystal and Lifestyle: Swarovski**

With SWAROVSKI ELEMENTS you benefit from the power of the umbrella brand Swarovski® – a trademark with unmatched international reputation. You profit from the strong global presence generated by all Swarovski initiatives, events, retail activities and concept stores in all important cities. This strong link to the Swarovski brand allows you to reach your customers more frequently and approach countless potential customers who are familiar with the brand through other areas.

#### **STRASS® Swarovski® Crystal under the same strong umbrella**

Within the brand optimisation, Swarovski’s components brand for lighting, design and manufacturing – STRASS® Swarovski® Crystal – will be brought under the same single strong umbrella. Just as CRYSTALLIZED™, STRASS® will be merged into SWAROVSKI ELEMENTS from June 2010. The product advantages remain unchanged: absolute purity, maximum-precision cut, individual quality control and unmatched brilliance.

### Greater creative potential

The position of SWAROVSKI ELEMENTS as THE premium brand for fine loose cut crystals gives you access to synergies across many different segments, boosting your efficiency through brand communication that spans the entire value chain. You endorse your products with the brand and finest choice of crystal ingredients. As a partner of SWAROVSKI ELEMENTS you have immediate access to a wide range of products. This abundance of colours, effects, cuts, sizes and application types opens the door to new creative possibilities.

### WHAT STAYS THE SAME

Under SWAROVSKI ELEMENTS you will enjoy all the benefits that you have come to appreciate through your prior partnership. In addition to the unchanged premium product quality, we maintain our high level of service for:



**Optimum communication support**

As a business partner of SWAROVSKI ELEMENTS, we will continue to supply you with a comprehensive communication package that is perfectly tailored to your needs and give you access to training.

**Well-proven visual identity**

The visual identity of SWAROVSKI ELEMENTS follows the well established standards of CRYSTALLIZED™ – *Swarovski Elements* – with regard to the shape of the brand tag, colour coding and typefaces. The appearance of brand and communication support tools remains unchanged. All that will change is the emphasis on the Swarovski brand.

**Segment-specific and trend-oriented product innovation**

We will continue to regularly introduce trend-oriented product innovations specially tailored to your area of business. To this end, Swarovski's trend experts collaborate closely with internal and external specialists and market researchers. We will naturally also continue to keep you thoroughly informed about upcoming trends.

**MUTUAL SUCCESS**

As with every important step forward, we can only make a successful transition to SWAROVSKI ELEMENTS as a team. We look forward to taking this step together with you and thank you in advance for your cooperation and trust!

We will gladly provide additional information and answer any questions you may have – just contact your Swarovski representative.

**SWAROVSKI ELEMENTS – A PORTRAIT**

SWAROVSKI ELEMENTS is the premium brand for fine loose cut crystals in fashion, accessories, jewellery, interior design, and the lighting business. The brand stands out by virtue of its creative and strong emotional appearance – it has long been an elemental part of modern luxury.

SWAROVSKI ELEMENTS is present around the world – through multifaceted communication initiatives, events, PR activities and collaborations. It is used by leading designers and creative people in many different areas.

SWAROVSKI ELEMENTS has been the ingredient of choice by leading designers since 1895.

The «MADE WITH SWAROVSKI ELEMENTS» label serves as a guarantee of quality, authenticity and integrity on design pieces.

More information about the world of SWAROVSKI ELEMENTS is available at [WWW.SWAROVSKI-ELEMENTS.COM/BUSINESS](http://WWW.SWAROVSKI-ELEMENTS.COM/BUSINESS).

# *elements*

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