



## SWAROVSKI WATCH COLLECTION 2018



The essential characteristics of Swarovski - innovation, craftsmanship, and modernity - infuse the 2018 watch collection. As Swarovski's Creative Director Nathalie Colin comments: *"The collection reflects how much the brand values its 'brilliance for all' philosophy, offering watches in a rich variety of styles from timeless to on-trend, and for all personalities and occasions. Once more, we demonstrate that style and technical expertise can join forces in the most brilliant ways."* Fashionable and versatile, the collection blends contemporary designs with Swarovski crystal mastery. Each and every woman can incorporate watches as a key accessory in her daily fashion routine to either enhance or subtly complement her look.

The highlight of the collection, CRYSTAL LAKE, puts the wrist in the spotlight. The eye-catching dial is a feat of Swarovski ingenuity. Housed in a sleek and minimalist case, and crafted from a single piece of sapphire crystal, the watch dial reflects light like the surface of a pristine lake, making this timepiece a must-have for any woman wanting to get noticed.

Guaranteed to add a dash of elegance both at work and at the weekend is OCTEA LUX. Its feminine lines feature flowing curves and a signature faceted crystal bezel; for a truly standout look it is also available in a rose gold-tone stainless steel case with a blue genuine leather strap.

Another new addition to the iconic Octea family is OCTEA NOVA, which offers the luxury feel of an on-trend metallic Milanese bracelet. The focal point is the luminous crystal bezel and glass crafted out of a single piece of sapphire crystal and adorned with 68 exquisitely crafted facets. The perfect combination of a sophisticated chronograph and sporty style, ERA JOURNEY receives a glamorous update for the season with a rose gold-tone coated stainless steel case set with Swarovski crystals and a ruby pink leather strap.

Perfect for the holiday season, CRYSTALLINE PURE now comes in a timeless champagne gold-tone case filled with around 850 rose gold-colored crystals, paired with a dark gray genuine leather strap.

With designs ranging from daring to effortlessly chic, the FW18 watch collection once again shows it can both enhance an outfit with an outstanding touch of glamour and flawlessly add a subtle final accent to ensure brilliance for all occasions.



## **Swarovski**

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, the company designs, manufactures and markets high-quality crystals, genuine gemstones and created stones as well as finished products such as jewelry, accessories and lighting. The Swarovski Crystal Business is run by the fifth generation of family members and has a global reach with approximately 3,000 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.7 billion euros in 2017.

Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2017, the Group generated revenue of about 3.5 billion euros and employed more than 32,000 people.

A responsible relationship with people and the planet has always been an integral part of Swarovski's heritage, and is embedded today in the company's well-established global sustainability agenda. In addition, global Swarovski Waterschool education program has reached 500,000 children on the world's greatest rivers, and the Swarovski Foundation, set up in 2013, works to support culture and creativity, promote the rights and wellbeing of women and children, and conserve natural resources to achieve positive social impact.

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