

## *press* INFORMATION

### **SWAROVSKI GEMS™ Premiers At JAA International Jewellery Fair, Sydney**

SWAROVSKI GEMS™, Swarovski's product brand for precision-cut genuine gemstones and created stones, is pleased to premier at the JAA International Jewellery Fair, the prestigious Australian industry showcase being held at the Sydney Exhibition Center from September 1 – 3, 2013. Known worldwide for its unrivaled consistency of cut, color and brilliance, SWAROVSKI GEMS™ has a long and treasured philosophy of inspirational and innovative excellence and has been offering its genuine gemstone and created stone palette to the worlds of fine and bridge jewelry, watches, eyewear and lifestyle electronics since 1965. The established brand is excited to showcase its products and service portfolio in Australia for the first time.

Fair visitors will be invited to experience the many facets and brilliance of the world of SWAROVSKI GEMS™ and discover why it is the international market leader in precision-cut genuine gemstones and created stones. They will be able to find out about the brand's innovative ways and the unique variety of services and products that are guaranteed to increase quality and value.

The Natural Brilliance cut, the brand's latest, revolutionary innovation for Swarovski Genuine Topaz will be debuting in Australia at JAA. The Swarovski master-craftsmen developed a cut that increases the brilliance of white topaz by 130% percent, making it the most brilliant topaz available on the market today.

Another highlight of the SWAROVSKI GEMS™ presence will be the Gem Visions 2014 presentation. Gem Visions, the brand's world-leading, inspirational trend and design service, will launch its inspirational publication exploring the 2014 megatrends and design directions in jewelry, watches, eyewear and lifestyle electronics, along with "Vienna Vibrations" and "Jogging Gems", two special themes set to make a creative impact around the world. The SWAROVSKI GEMS™ trend expert Birgit Rieder will exclusively present and give an insight into the creative expressions that underline craftsmanship and storytelling in jewelry design taking the audience from the early stages of design through to the point of sale at retail.

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*In 1895, Daniel Swarovski, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewelry stones. From this beginning that revolutionised the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal for fashion, jewelry and more recently lighting, architecture and interiors. Today, the company, still family-owned and run by 5th generation family members, has a global reach with some 26,100 employees, a presence in over 120 countries and a turnover in 2011 of 2.22 billion euros. Swarovski comprises two major businesses, one producing and selling loose elements to the industry and the other creating design-driven finished products. Swarovski crystals have become an essential ingredient of international design. Since 1965 the company has also catered to the fine jewelry industry with precision-cut genuine gemstones and created stones. Showing the creativity that lies at the heart of the company, Swarovski's own brand lines of accessories, jewelry and home décor items are sold through more than 2,200 retail outlets worldwide. The Swarovski Crystal Society has close to 300,000 members across the world, keen collectors of the celebrated crystal figurines. And in Wattens, Swarovski Kristallwelten, the multi-media crystal museum, was opened in 1995 as a celebration of Swarovski's universe of innovation and inspiration.*