

press INFORMATION

SWAROVSKI GEMS™ Premiers in Australia 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 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 are invited to the **stand H23** to experience the many facets and brilliance of the world of SWAROVSKI GEMS™ and find out about the brand's innovative ways and its unique variety of services and products that are guaranteed to increase quality and value. The latest product novelties, innovations and launches are especially highlighted: the Natural Brilliance cut for genuine topaz, the extended color portfolio of the Pure Brilliance Concept for Swarovski Zirconia and the 2014 edition of the Gem Visions trend and design initiative.*

THE SWAROVSKI GEMS™ BRAND

Over a century ago, Daniel Swarovski, inventor, entrepreneur and visionary, pioneered precision-cutting technology for jewelry stones and founded his enterprise based on a philosophy of uncompromising creativity, technological excellence and social values. It is the pursuance of these founding principles that have made Swarovski known worldwide for meticulous craftsmanship, quality, technical virtuosity and inspiring creativity. Starting in 1965, Swarovski has also offered a range of beautifully crafted **genuine gemstones and created stones** to the market. This service evolved into the SWAROVSKI GEMS™ brand, now synonymous for premium quality in gemstones that include genuine sapphire, rhodolite, peridot, amethyst, citrine, black spinel, genuine topaz, marcasite, zirconia and synthetic stones.

press INFORMATION

NATURAL BRILLIANCE SWAROVSKI GENUINE TOPAZ

The Natural Brilliance cut, the brand's latest, revolutionary innovation for **Swarovski Genuine Topaz** debuts in Australia at IJF. Conceived and executed according to the Gemological Institute of America's exacting parameters for insuring the maximum refracted light and fire, the impeccably calibrated precision-cut facets of the new cut unleash all of the stone's inner light and radiance. Swarovski Genuine Topaz now achieves a **130% higher brilliance** than any other topaz available on the market.

SWAROVSKI GEMS™ prides itself on the perfect symmetry and superb finish of all its stones, and its topaz possesses the same unerring consistency and uniformity of size, shape and dimension. Every Swarovski Genuine Topaz has perfect proportions, regardless of however extensive the order, guaranteeing a diameter tolerance of +/- 0.05 mm. These qualities make these exquisite stones simple to match and quick and easy to set, minimizing any possible pitfalls of chipping or wastage.

White topaz, the traditional expression of pure femininity and the color of choice for gala occasions achieves dazzling heights with the innovative Natural Brilliance cut. For contrasting looks, SWAROVSKI GEMS™ has made Swarovski Genuine Topaz also available in a **stunning range of vivid colors** created with the unique Thermal Color Fusion (TCF™) treatment. Unlike other processes, TCF™ creates a beautifully colored topaz containing absolutely no radiation. The TCF™ treatment, patented in both Austria and the United States, has been demonstrated to be both permanent and able to sustain cast-in-place production methods and cleaning processes.

SWAROVSKI ZIRCONIA PURE BRILLIANCE CONCEPT

SWAROVSKI GEMS™ created a sensation with its Pure Brilliance concept for zirconia when it first launched its revolutionary Round Pure Brilliance Cut. This was a stone of unparalleled craftsmanship that conformed to the GIA's extensive set of standards for grading diamond cut quality, making Swarovski Zirconia **as brilliant as a diamond**. SWAROVSKI GEMS™ then enhanced this visionary innovation with the creation of the stunning **Zirconia Diamond Colors**: Fancy Yellow, Fancy Pink, Fancy Blue and Fancy Brown. Each color equates to one of nature's most celebrated colored

press INFORMATION

diamonds – the Tiffany, the Agra, the Hope and the Golden Jubilee. Completing the trilogy of innovation that is the Pure Brilliance concept for zirconia, SWAROVSKI GEMS™ next introduced **Zirconia Fancy Diamond Cuts**. The five original cuts, the Square Princess, Marquise, Pear, Oval and Baguette Princess, exemplify the pinnacle of cutting technology, each with its own distinctly individual character.

New to IJF Sydney 2013 and the industry are three product novelties that additionally enhance the Pure Brilliance concept for Swarovski Zirconia. Further drawing on the company's expertise, Swarovski Zirconia is now also presented in **two new colors: Fancy Green and Fancy Purple**. Fancy Green is a color also found in natural diamonds and is modeled on the famous Dresden Green Diamond. Same as the amethyst-shaded Fancy Purple it offers unique design opportunities for new color combinations. As with the original Zirconia Diamond Colors, the color of every single stone is uniform, regardless of the size of the stone and the order.

Rounding out the group of product novelties is the **new Cushion Cut** – another classic cut in the jewelry industry, now precision-cut by SWAROVSKI GEMS™.

GEM VISIONS 2014

A highlight of the SWAROVSKI GEMS™ IJF 2013 presence are the Gem Visions 2014 presentations, held at the brand's booth for selected audiences during the whole duration of the fair. Gem Visions, the brand's world-leading, **inspirational trend and design publication** explores the **2014 megatrends and design directions** in jewelry, watches, eyewear and lifestyle electronics.

The 2014 trends center on a concept of dualities, which foster a dialogue between contrasted polarities that unite to forge a new visual vocabulary. There will also be a focus on the gemstone as work of art, a naturally occurring rarity that transcends its beginnings to become both an asset and an object of exceptional beauty. New to Gem Visions 2014 is the inclusion of two trend topics chosen by the SWAROVSKI GEMS™ experts for special focus and elaboration. These areas of interest, "Jogging Gems" and "Vienna Vibrations", were chosen as inspirations that are expected to have a

press INFORMATION

significant impact in 2014. They not only inspire creators but also unleash opportunities for storytelling, a concept still central to successful jewelry design.

With **Jogging Gems**, Gem Visions 2014 focuses on the evolution and growing sophistication of sports-wear – a direction that is in line with a new mood in fine jewelry. Jewels are shifting toward a more casual, confident preciousness and everyday opulence. Women increasingly choose jewelry not only for its visual impact but also pieces that feel sensual on the skin and move with the body. The publication is illustrated with a great number of creative pieces by international designers, who interpret the “Jogging Gems” theme in surprising ways.

Gem Visions’ second theme for 2014, **Vienna Vibrations**, focuses on the Austrian capital Vienna, the city that nurtured the dreams and aspirations of the young Daniel Swarovski, the company founder in the late 19th century. Today, Vienna, situated at the heart of a renewed Europe, is regaining its position as a major cultural and design powerhouse. Vienna revels in its art, music and pride of intellect. It is a magnet for talented individuals, who vibrate with inspiration and innovation, while fusing tradition with modernity. Gem Visions 2014 presents an up-to-the-minute celebration of the art, craft and design of Vienna, again incorporating incredible jewelry designs from talented individuals from around the world.

At IJF, The SWAROVSKI GEMS™ trend expert Birgit Rieder gives an exclusive 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. These presentations, the first of their kind in the history of the JAA International Jewellery Fair Sydney, are a great opportunity to go on a journey of discovery through the design directions that will shape the year 2014 and learn how to match colors, materials and gemstones. Furthermore, some of the dazzling jewelry creations made exclusively for Gem Visions are on display at the SWAROVSKI GEMS™ booth. One of these extraordinary pieces is the Beethoven-inspired “Für Elise” necklace by the renowned Australian brand Georgini, which is made of rhodium plated 925 silver set with a colorful array of Swarovski Pure Brilliance Zirconia and perfectly interprets the “Vienna Vibrations” theme.

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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.