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OUR STORY

Since 1895, Swarovski's unique crystal cutting expertise has defined the company. Enduring passion for innovation and design has made it the world's premier jewelry and accessory brand. Today, the family carries on the tradition of delivering extraordinary everyday style to multi-faceted women around the world.

CRAFTSMANSHIP & MASTERY

From inspiration brief to collection launch, Swarovski's creative process is driven by the will to create modern and versatile pieces carrying the brand's signature touch of sparkle. uniquely prolific. With a focus on trend curation, design and meaningful branding, every piece tells a story and stylishly embodies over 120 years of mastered craftsmanship.