PROSPECTING BROCHURE

SWAROVSKI
SWAROVSKI AT A GLANCE

WELCOME

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, Swarovski produces jewelry, accessories, decorative objects, lighting as well as high-quality crystals, genuine gemstones and created stones.

Swarovski’s crystal cutting technique is second to none. Facets and contours are crafted with the utmost precision to produce perfect light refraction, vivid color intensity and dazzling rainbow effects. Today, the signature swan logo graces an array of accessible luxury products and has enhanced countless designers’ collections. Ranging from unique watches, stunning jewelry and fashion accessories to beautifully crafted crystal creations and home décor, Swarovski captures and radiates the pure essence of impeccable quality.

We strive to kindle the spark of creative innovation in your interests, as we continue to explore the endless potential of crystal. Our points of sale are managed via a coherent diversity of own Stores, Multibrand and Partner Stores in more than 12,000 retail locations worldwide.

PARTNER CONCEPT

Swarovski Partner Store is a unique business model. You are independent and, at the same time, you represent the Swarovski brand, since your Swarovski Partner Store does not differ from a Swarovski Store, neither externally nor with regard to customer service. You are responsible for your Store, your range of products and your staff.

You stand out by virtue of a number of factors:
You have a business mind. You already have experience in retailing and are willing to align with the basic brand requirements. The Swarovski Partner Store concept appeals to you with its excellent combination of security and independence. And, naturally, you are enthusiastic about crystal, jewelry and decorative objects - as well as the Swarovski brand - and want to convey this to your customers.

Building on a sound financial basis, you aim to lay a solid foundation for success as a partner of Swarovski.
The Swarovski Group comprises Swarovski Optik, which produces optical instruments of the highest precision such as telescopes and binoculars; Tyrolit, a leading manufacturer of grinding, sawing, drilling, and dressing tools, as well as a supplier of tools and machines; and the Swarovski Crystal Business.

**Revenue:** EUR 3.37 billion  
**Number of employees:** approx. 31,000
SWAROVSKI CRYSTAL BUSINESS (SCB)

Swarovski designs, manufactures, and sells crystal, genuine gemstones, created stones, and finished products such as accessories and lighting solutions. What started in 1895 as a small crystal manufacturing business in Wattens, Austria, has grown to be a global company making every day extraordinary. With a rich history and a culture of creativity, Swarovski is committed to growth and to maintaining its place at the forefront of design, creativity, and technological innovation.

Swarovski’s products are sold in approx. 170 countries.

Production locations: Austria, India, Thailand, Vietnam, Serbia, and the US.

Revenue: EUR 2.6 billion
Number of employees: approx. 26,000

Total number of Stores worldwide: approx. 2,680
Number of Stores operated by Swarovski: approx. 1,380
Number of partner-operated Stores: approx. 1,300

Number of Stores by region:
Asia/ Pacific: approx. 830
North/South America: approx. 595
Europe: approx. 1,240
MANAGEMENT (SCB)
Swarovski is run by the Executive Board of five fifth-generation family members.

ROBERT BUCHBAUER
Robert has been a member of the Executive Board since 2002 and is Chairman of the Board. He is based in Männedorf, Switzerland, and is Head of the Swarovski Consumer Goods Business (CGB).

NADJA SWAROVSKI
Nadja has been a member of the Executive Board since 2011 and is based in London, UK. She is Head of Corporate Branding & Communication.

MATHIAS MARGREITER
Mathias has been a member of the Executive Board since 2002. He is based in Männedorf, Switzerland, and is Head of Finance and Administration.

DANIEL J. COHEN
Daniel has been a member of the Executive Board since 2002 and is based in Cranston, USA. He is responsible for the Swarovski Gemstones Business, Swarflex, and the Swarovski Lighting Business.

MARKUS LANGES-SWAROVSKI
Markus has been a member of the Executive Board since 2002 and is the Spokesperson of the Board. He is based in Wattens, Austria, and is Head of the Swarovski Professional Business.
SWAROVSKI CONSUMER GOODS BUSINESS (CGB)

The Consumer Goods Business (CGB) accounts for almost 75% of Swarovski Crystal Business (SCB) Net Sales and 57.5% of Swarovski Group Net Sales.

PRODUCT CATEGORIES

JEWELRY

WACHES

FASHION ACCESSORIES

JEWELRY, WATCHES AND FASHION ACCESSORIES (JWA)

Today, JWA accounts for almost 64% of SCB Net Sales. Swarovski’s finely crafted jewelry, watches, and fashion accessories provide the modern and multifaceted woman with a unique touch of sparkle, glamour, and elegance.

In 1977, the first jewelry collection was launched and in 2009, the first watch collection was introduced.

Each of Swarovski’s eye-catching designs is infused with technical expertise and a passion for detail that has characterized the brand since its inception in 1895.
CRYSTAL CREATIONS, HOME & DÉCOR AND WRITING INSTRUMENTS

Since the creation of the original mouse in 1976, Swarovski has become famous around the world for its collections of crystal creations and home décor objects (including vases and picture frames), and writing instruments. The business unit Crystal Living (CL) now accounts for almost 10.5% of SCB Net Sales.

EYEWEAR

In 2011 the first Swarovski eyewear collections were launched globally. They offer a wide range of sunglasses and optical styles with attractive designs and sophisticated detail. These include a multitude of shapes, materials and colors, varying from traditional tones to more modern shades. The line of contemporary and carefully designed accessories enhanced with exclusive workmanship, result in brilliant, fashionable and distinctive collections that perfectly complement the Swarovski jewelry, watches and fashion accessories.
RETAIL DISTRIBUTION FORMAT

MONOBRAND RETAIL

Monobrand Retail refers to any POS / POP which sells Swarovski goods exclusively within an approved and compliant Swarovski architecture environment.

MULTIBRAND RETAIL

Multibrand Retail (MUB) refers to any POS / POP which sells Swarovski goods among other brands, with or without Swarovski architecture elements.
MONOBRAND FORMATS

PARTNER STORE
Size: ~35-50 m²
Product range: Full range

MULTIBRAND FORMATS

SHOP IN SHOP – CONCEPT

SIGNATURE
Size: > 15 sqm
Min. sell in: 75K€/year
Product range: Selected product range

CLASSIC
Size: > 1 sqm (showcase)
Min. sell in: 15K€/year
Product range: Selected product range

CRystal
Size: > 9 sqm
Min. sell in: 45K€/year
Product range: Selected product range

DISPLAYS ONLY

PARTNER STORE
Size: Display(s) only
Product range: Selected product range
YOUR BENEFITS & OUR SUPPORT

PR & MARKETING

In order to ensure a strong and continual presence in the media, Swarovski keeps nurturing close relationships with the global fashion press. As a result, Swarovski’s products and news regularly shine in all key publications, such as Vogue, Grazia, Glamour Cosmopolitan, Elle, In Style or Marie Claire to name but a few.

Collaborations with celebrities and influencers were extensively developed to enhance the brand desirability online and offline.

Swarovski’s brilliant campaigns can be discovered in Stores and also across Social Media platforms such as Instagram, Facebook and Youtube. Swarovski.com has been upgraded to feature all of the latest collections and more inspiring fashion related content in the newly launched Style Edit section. These key actions are designed to drive brand consideration online and entice consumers to fall in love with Swarovski.

Swarovski’s finely crafted jewelry, watches, and fashion accessories provide modern and multifaceted women with a unique touch of sparkle, glamour and elegance. Swarovski products are considered to be premium for everyday wear, yet still accessible in terms of price point.

To transfer this brand attraction into business opportunities, Swarovski offers strong promotional tools to all of our Retail Partners.
VISUAL MERCHANDISING

Swarovski launches a new product collection each Spring/Summer and Fall/Winter. Fashion category collections are based on the latest fashion trends and all product categories are developed to deliver continuous best sellers and reinforce our iconic pieces. These seasonal collections are put together with impactful window and in-Store animations to attract the consumer. Effective visual merchandising tools are provided to support seasonal and key trading occasions for our Retail Partners and come with the appropriate visual merchandising guidelines.
DISCOVER THE
NEW FALL COLLECTION
TRAINING

In order to support Multibrand Retail Partners, Swarovski offers a blend of eLearning, classroom training, and self-learning tools.

Conducted by our training experts, a package of high quality tools supports you in building an in-depth understanding of the Swarovski brand and its product categories.

We are committed to providing you with rich, relevant, and engaging content that enables you to become an active ambassador of the Swarovski brand, and to meet your customer’s expectations.
MEMBERSHIPS

“JOIN A WORLD OF BRILLIANCE

- SCS

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SWAROVSKI CRYSTAL SOCIETY (SCS)

The Swarovski Crystal Society (SCS) is a paid VIP membership club which unites crystal enthusiasts of all ages from all over the world.

The personalized SCS card with a unique membership number guarantees access to the following SCS privileges:

EXCLUSIVE PRODUCTS

• The option to purchase exclusive SCS products, including the coveted SCS Annual Editions and other complementary crystal creations.

• An exclusive annual crystal gift not otherwise for sale.

• Special offers and additional surprises. From time to time Swarovski will announce special offers available exclusively to SCS members.

EXCLUSIVE NEWS AND INSIDER INFORMATION

• Complimentary copies of the Swarovski Magazine. A quarterly, award-winning, crystal life-style publication, catering specifically to the interests of our crystal lovers worldwide, including beautiful product features and special society section.

• SCS Newsletters with novelties and more.

• Access to the members-only area on the Swarovski website with privileged and pre-access information.

Might not be available under certain circumstances
EXCLUSIVE EXPERIENCE

- Invitations to SCS events. Local, district or national SCS events may be held in your country and are announced in advance.

- One free admission to the Swarovski Kristallwelten in Wattens, Tyrol per year with unlimited access to the Swarovski VIP Lounge.

- Direct engagement in the Swarovski Waterschool via the purchase of their membership, exclusive crystal products and bids for rare limited editions, SCS members are key contributors to all of our Swarovski Waterschool projects which teach the principles of sustainable water management and promote responsible water consumption.

- Competitions

You as a Swarovski Partner can strongly benefit from the SCS. Swarovski helps you to acquire and continuously engage SCS members in order to build a successful and sustainable Crystal Living business for your Store.

We provide you with the following tools:

- Guidance and props for a strong POS display of SCS exclusive products within the visual merchandising context of the unique Crystal Living product assortments.

- Effective SCS promotional literature for member acquisition and a straightforward registration process.

- Access to premium and engaging SCS collaterals to be able to host SCS events at your Store and to deepen the relationship with your SCS members and stimulate sales.

Might not be available under certain circumstances
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BE BRILLIANT.
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Be Swarovski is a loyalty program that rewards members with dazzling gifts and exclusives. The members will receive sparkling fashion news and event invitations, priority access to special offers and promotions, and gift vouchers upon spending a certain amount. They can make their purchase count at any of the participating Be Swarovski Stores or online.

Exclusive rewards for Be Swarovski members only:

- 20% Voucher*
- Loyalty Gift Voucher*
- Birthday Surprise*
- Fashion News
- Invitations
- Priority Access

We provide you with the following tools:

- POS display showing the Be Swarovski benefits.
- Be Swarovski promotional material for member acquisition and membership registration (Welcome Brochure and Registration Form).
- Targeted Marketing and loyalty concept to build a strong relationship between the customer and our brand.

*Varies by country and currency. Might not be available under certain circumstances
CONTACT

If you can see yourself operating a Swarovski Partner Store or a Swarovski Multibrand Store, get in touch with us:

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