

## ATELIER SWAROVSKI LAUNCHES LUXURIOUS DEBUT EYEWEAR COLLECTION

**Longarone (Italy), October 3, 2017 - Atelier Swarovski is delighted to launch its debut eyewear collection, inspired by the creativity, craftsmanship and innovation embodied by its successful jewelry and home décor lines.**

The collection is expertly crafted and distributed by Marcolin Group, one of the worldwide leading companies in the eyewear industry, and features styles that celebrate cutting-edge design and the innovative and opulent use of crystal.

Atelier Swarovski's entry into the eyewear market builds on ten years of extraordinary jewelry and home décor collections that have marked the brand as the ultimate creative expression of Swarovski crystal. Nadja Swarovski, Member of the Swarovski Executive Board, commented: *"We are thrilled to extend our product offering for Atelier Swarovski with our debut eyewear collection, expertly made in Italy. The designs are a luxurious celebration of our crystal and the cutting-edge design and craftsmanship at the heart of the brand."*

Giovanni Zoppas, CEO Marcolin Group, added: *"We are pleased to unveil Atelier Swarovski eyewear, a brand new sunglasses collection faithfully crafted according to the brand's unmistakable style. Using high-quality materials, precision crystal cuts, innovative techniques and detailed finishing, it enhances our feminine product offering in the luxury segment."*

The Atelier Swarovski eyewear collection will be available worldwide from January 2018.

**For more information, please contact:**

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**Atelier Swarovski**

Atelier Swarovski offers cutting edge jewelry, accessories and home décor items which are the ultimate expression of Swarovski crystal. Pushing the boundaries of creativity, it collaborates with the finest talents in the world across fashion, jewelry, architecture and design. Atelier Swarovski presents seasonal jewelry and accessories collaborations twice a year during New York, London and Paris fashion weeks alongside its constantly evolving Core Collection. Atelier Swarovski Home, launched at Milan Design Week in April 2016, consists of functional and decorative objects for the home. Atelier Swarovski was founded by Nadja Swarovski in 2007 as a showcase for creativity, craftsmanship and the art of crystal cutting and crystal innovations. Past collaborators include Jean Paul Gaultier, Viktor&Rolf, Christopher Kane, Maison Margiela and Mary Katrantzou for jewelry, and Zaha Hadid, Daniel Libeskind and Ron Arad for home décor.

[www.atelierswarovski.com](http://www.atelierswarovski.com)

**Marcolin Group**

Marcolin Group, among the worldwide leading companies in the eyewear industry, stands out for the pursuit of excellence, the continuous innovation and the unique ability to faithfully combine design and Italian craftsmanship with the core values of each brand.

The brand portfolio includes: Tom Ford, Balenciaga, Moncler, Ermenegildo Zegna, Montblanc, Roberto Cavalli, Tod's, Emilio Pucci, Swarovski, Dsquared2, Diesel, Just Cavalli, Covergirl, Kenneth Cole, Timberland, Guess, Gant, Harley-Davidson, Marciano, Catherine Deneuve, Skechers, Bongo, Candie's, Rampage, Viva, Marcolin and Web.

In 2016, the company sold about 14 million eyeglasses.

[www.marcolin.com](http://www.marcolin.com)