

## **CRYSTALIZE THE HOLIDAYS**

*Swarovski's 2005 Holiday Collection Brings the Holidays to Life*

**CRANSTON, R.I., July 20, 2005**— Say “winter holidays” and iconic images come to life: trees, ice skates, reindeers, sleighs, and more. Swarovski has captured them all in their new 2005 holiday collection.

The Rockefeller Center collection -- aptly named for the world-famous tree, where a Swarovski star reigns on top -- includes festive jewelry, ornaments and a greeting card that brings precious holiday moments to life and benefits a worthy cause, Starlight Starbright Children's Foundation (SLSB).

### ***Classic Icons: Ornaments***

The cornerstone of the Rockefeller Center collection is the annual edition ornament, a replica of the Swarovski Star that sits upon Rockefeller Center tree. This special piece is adorned by a small silver tag dated 2005. Priced at \$60, the ornament makes a great commemorative gift or a new addition for anyone's holiday collection. A smaller version of the star called the “Little Star Ornament” is available for \$37.50.

Additionally, there are other holiday ornaments in the shape of reindeer, sleighs, stars, angels, snowmen and Santa himself. Other décor pieces include Christmas trees, created entirely of crystal that serve as great symbols of the holidays for desk or table tops—without the mess and fuss of an actual tree.

### ***Mini Icons Put Jingle In Your Accessories***

The Rockefeller Center jewelry collection includes a five-charm bracelet that represents the holiday season's best: a star, ice skate, angel, tree and bell. The bracelet can also be personalized with a special charm featuring “NY,” as a prized memento for New Yorkers and visitors alike. Also featured in the collection is a tree pin and a stunning star pin pendant with twelve points tipped with rounded or baguette-cut crystals.

Other holiday jewelry items such as pins are also available in the shapes of trees, wreaths, snowflakes, ice skates and snowmen. In clear and colored crystal they make a whimsical and fun accessory. There are also sparkling pendants, such as an oval pave and pave cross—priced under \$100.

Prices for the collection range from \$30 to \$495 -- something for everyone on a holiday gift-giving list.

### ***Crystalize Your Holiday Greetings***

Another bright addition to the collection will be a special “Rockefeller Center” holiday card. The unique card captures the Swarovski Star crystallized on the front of the card.

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***Give A Gift That Keeps On Giving***

Swarovski is donating \$115,000 from the sales of its 2005 Rockefeller Center Collection, to Starlight Starbright – a nonprofit organization dedicated to transforming the lives of seriously ill children and their families through imaginative programs that educate, uplift their spirits, foster a sense of community and help alleviate the pain and fear of prolonged illness.

“Swarovski is excited to bring the spirit of the holiday season and especially New York City to life,” said Melissa Carden, Swarovski public relations manager.

“We’re also especially happy to be giving back through this collection to the Starlight Starbright Children’s Foundation which is a representation of what the holidays are all about—giving.”

Swarovski's Rockefeller Center Holiday Collection is available at Swarovski Gallery stores nationwide throughout the holidays and at [www.swarovski.com](http://www.swarovski.com). For local stores, consumers can call 1-800-426-3088. Learn more about Starlight Starbright at [www.starlight.org](http://www.starlight.org).

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## **ABOUT SWAROVSKI**

For more than a 100 years, Swarovski, the Austrian family company based in Wattens in the Tyrol, has been the world's leading brand for cut crystal. Crystal jewelry stones and crystalline semi-finished goods for the fashion, jewelry and lighting industries are as much a part of the company's product range as gift articles, home accessories, and collectibles fashioned from faceted crystal. Swarovski's artistic and design abilities are evident in Daniel Swarovski Paris and Swarovski Jewelry, the company's accessory and jewelry ranges. Since 1995 visitors have been able to enjoy the ultimate crystal experience at the Swarovski Crystal Worlds. The Swarovski group also includes Tyrolit, which produces grinding tools and abrasives, and Swarovski Optik, the company's optics division, with its precision optics for hunting and nature observation. In 2004 Swarovski achieved group sales of Euro 1.83 billion with a total of 16,000 employees.

For more information about Swarovski, visit the company's Web site at [www.swarovski.com](http://www.swarovski.com)

## **ABOUT STARLIGHT STARBRIGHT CHILDREN'S FOUNDATION**

Starlight Starbright Children's Foundation is an international non-profit organization dedicated to brightening the lives of seriously ill children and their families through innovative programs that empower, educate, entertain and inspire.

Seeking to address the many challenges seriously ill children and their families face, Starlight Starbright offers an impressive array of in-hospital, outpatient, school and home-based programs and services free of charge to children, families and healthcare professionals. To learn more about the organization, visit their Web site at [www.slsb.org](http://www.slsb.org)

For more information about Swarovski's Rockefeller Center Holiday Collection or to request product samples/digital images, please contact:

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