

# SWAROVSKI

## NEW YORK FASHION WEEK

### THE SWAROVSKI COLLECTIVE

#### SPRING/SUMMER 2015



From left to right: Wes Gordon, Misha Nonoo, Tim Coppens, Creatures of the Wind, Rodarte, Prabal Gurung

**NEW YORK, 9<sup>th</sup> September 2014:** This season **Misha Nonoo** and **Tim Coppens** joined existing Swarovski Collective members **Prabal Gurung**, **Rodarte**, **Creatures of the Wind** and **Wes Gordon** in showcasing groundbreaking craftsmanship with crystal during New York Fashion Week.

Founded in 1999 following Nadja Swarovski's collaboration with a young Alexander McQueen and Isabella Blow, the Swarovski Collective encourages emerging and established designers to explore the creative boundaries of crystal use and craftsmanship. Swarovski has enhanced the Swarovski Collective support program, which spans New York, London and Paris Fashion Weeks, by offering the designers year-long financial and crystal product support, plus the chance to win the €25,000 Swarovski Collective Prize for Innovation.

Showing as part of London Fashion Week, are Swarovski Collective newcomers **Peter Pilotto**, **Ashley Williams**, **Marques Almeida** and **Huishan Zhang**. The line-up also includes designer **Mary Katrantzou** who will be presenting their Spring/Summer 2015 collections as part of the London schedule over the next four days.

#### **Creatures of the Wind September 4th, 12pm – Pace Gallery**

*"We're really looking forward to working with Swarovski for the Spring 2015 season. Swarovski materials are such an important part of our collection development and always brings a special dimension to the collection that we couldn't achieve any other way".*

#### **Wes Gordon September 5th, 11am – Highline Stages**

*"Choosing the crystals to incorporate into my collection is one of the most exciting parts of partnering with Swarovski. Each season, I work with new and different crystal shapes, sizes, and colors, thus already ensuring fresh and new applications. Each crystal has its own story and, if you listen closely enough, it will tell you how it wants to be used."*

#### **Misha Nonoo September 5th, 4pm – Industria Studios**

*"I am deeply honored and humbled to be part of the Swarovski Collective. I am delighted to be working with the finest crystals available to design pieces using innovative technologies whilst maintaining the romance of my own collection."*

**Prabal Gurung September 6th, 12pm – Skylight at Moynihan Station**

*“Swarovski has indeed been a huge support and Spring 2015 will mark our eighth season working with them. We always incorporate the crystals in a way that allows them to become more than just an embellishment, and use a variety of techniques to really bring our silhouettes and print designs to life.”*

**Tim Coppens September 7th, 4pm – Milk Studios**

*“Innovation has always been very important to design each collection. I am really excited to implement the craftsmanship and incredible technical know that is part of Swarovski to add an extra dimension to the designs.”*

**Rodarte September 9th, 12pm – 548 West 22<sup>nd</sup> Street**

*“We are so honored to be a part of the collective as Swarovski’s commitment to artistic design is unparalleled”*

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