

SWAROVSKI

US – Prabal Gurung, Rodarte, Creatures of the Wind, Wes Gordon, Misha Nonoo, Tim Coppens

LONDON- Mary Katrantzou, Marques Almeida, Huishan Zhang, Peter Pilotto, Ashley Williams

PARIS – Iris Van Herpen, MashaMa, Christian Wijnants

Fall/Winter 2015 marks the second season of a year-long support program launched in celebration of the Swarovski Collective's 15th Anniversary. This season's New York based designers, Prabal Gurung, Rodarte, Creatures of the Wind, Wes Gordon, Misha Nonoo, will also compete for the inaugural Swarovski Collective Prize for Innovation, with the chance to win €25,000 for their brand.

For the first time, the initiative will offer a €25,000 Prize for Innovation that will be rewarded to one of the Swarovski Collective designers, based on their unique use of crystal in their SS15 and FW15 collections. To celebrate the close of the year-long support program, Swarovski has teamed up with Dazed and Confused and will host a celebratory event and pop-up exhibition in London, on March 25th.

Link to download hi-res FW 15' Collective sketches:

<https://swarovski.sharefile.com/d/sde305c09edd4499a>

Creatures of the Wind:

"The Creatures of the Wind Fall 2015 "Americana" collection is an exploration of definitive moments in American psychedelic culture. The collection is always a play on texture, pattern, and material. Working with Swarovski gives us an opportunity to add another dimension to this. Texturally, the crystal, when used densely, creates such beautiful surfaces."

Wes Gordon:

"This season's inspiration was a confident femininity inspired by the colors and textures of artist Grillo Demo. You have to make sure that the 'marriage' between fabric and crystal is a good match. Generally, lighter fabrics work best with smaller crystals- but sometimes breaking the rules can create beautiful results."

Prabal Gurung:

"Swarovski epitomizes both luxury and timeless design - incorporating their crystals really allows us to speak to these ideals. Secondly we use the crystal in unexpected ways that play a role in our movement to compound traditional tailoring with contemporary elements, something that always elevates the collection overall."

Misha Nonoo:

"This season's inspiration is the complexity of the woman as seen in Tracey Emin's "The Last Great Adventure is You". I am obsessed with light forms and I applied the Swarovski crystals to ensure a beautiful runway moment. There is a clever sexiness of sheer versus shine thanks to Swarovski."

Tim Coppens:

“I like working with Swarovski crystals when they are integrated in the cut of the garment, almost engineered. By incorporating the crystals we’ve been able to add a depth and richness in texture to the fabrics.”

Rodarte:

“Swarovski’s beautiful and innovative crystals are essential in creating texture and dimension in our most special pieces. Each crystal reflects light and highlights our silhouettes, creating a poignant visual impact.”

Nadja Swarovski, Member of the Swarovski Executive Board, commented: “Ever since we first collaborated with Alexander McQueen, the past 15 years have seen Swarovski support some of world’s finest emerging and established fashion talents. We’re honored to work with this current group of international designers for a second season running, and excited to see the evolutions in store for Fall/Winter 2015 after their innovative Spring/Summer collections. I’m also hugely proud to announce the Prize for Innovation which will reward one of the Collective members for their forward thinking use of crystal with a €25,000 prize. We can’t wait to see the final collections and pick a winner.”

#SWAROVSKICOLLECTIVE

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