

# SWAROVSKI

## COLLECTIVE

### FIVE SWAROVSKI COLLECTIVE DESIGNERS SHOW SHIMMERING CRYSTAL LOOKS AT LONDON FASHION WEEK



Mary Katrantzou A/W 15, Peter Pilotto A/W 15,  
Marques' Almeida A/W 15, Ashley Williams A/W 15  
Photographer: Jason Lloyd-Evans

## AUTUMN/WINTER 2015

**Mary Katrantzou, Peter Pilotto,  
Marques' Almeida, Ashley Williams and Huishan Zhang**

**London, February 26, 2015** – This season the five London-based members of this year's Swarovski Collective experimented with the crystal house's treasure trove of sparkling embellishments to add lustre, glamour, colour and shine to their diverse womenswear looks.

Swarovski products seen on the catwalks included hand-embroidered fancy stones and round stones (Peter Pilotto and Mary Katrantzou), custom motifs (Marques' Almeida and Huishan Zhang), jewellery components including Swarovski crystal cupchain (Ashley Williams), and rondelles and filigrees (Marques' Almeida).

**Mary Katrantzou** presented rounded, Victorian-influenced shapes embellished with Swarovski crystals which were embroidered into paisley motifs. The patterned stones appeared on skirts and the backs of dresses, and were played off against folded PVC, leather, classic damasks, rose prints, and organza pleats. Katrantzou also won the 'Red Carpet Designer' award at the 2015 ELLE Style Awards, which took place on Tuesday evening.

**Huishan Zhang** reinterpreted Chinese heritage influences with a custom-made crystal cable motif based on the lucky number 8, which embellished evening dresses and ran down the lengths of arms and across cut-out details. Swarovski studs and buttons also appeared on silk prints and tailored coats.

**Peter Pilotto** presented icy Nordic, crystal flower motifs, which decorated the design duo's woollen dresses. Swarovski crystals were also clustered into counters decorating skirts and tops. The shimmering colours enlivened a bevy of further board games-inspired embellishment, from shiny chrome buttons to needle-punched patterns.

**Ashley Williams** was inspired by girl gangs and cults for Autumn/Winter 2015, and used strands of Swarovski crystal cupchain to eye-catching effect. Named 'Best Emerging Designer' at the ELLE Style Awards 2015, Williams playfully mixed the metal and crystal trim details with PVC, candy pink shearling, cartoon prints, and sheer fabrics.

# SWAROVSKI

## COLLECTIVE

**Marques'Almeida** explored new dimensions with Swarovski. Marta Marques and Paulo Almeida applied *ton-sur-ton* Swarovski crystal transfers onto coloured denim and layered sheer silks. They also embellished their luxurious metallic brocades with multicolored stones from the crystal house.

**Nadja Swarovski, who founded the Collective in 1999 following a collaboration with the young Alexander McQueen, commented:** "This season our five London-based Collective members showcased the cutting-edge creativity that has become this city's hallmark with a series of innovative crystal looks that came alive on the catwalk.

"Over the past 15 years we are proud to have collaborated with 150 of the most stellar design talents showing in London, New York, Milan and Paris. Helping the Collective members realise their creative visions has been a hugely pleasurable journey of exploration - as well as an important source of inspiration for Swarovski's own product design and innovation – and we look forward to crowning this anniversary year with the first ever Swarovski Collective Prize, which will be awarded to one of the fourteen outstanding global talents for their work with crystal."

**To celebrate the 15<sup>th</sup> anniversary of the Swarovski Collective project, the crystal house will reward one of this season's fourteen designers for their innovative use of crystal with the inaugural €25,000 Designer Collective Prize.**

**The award is set to be announced at a special celebratory event next month held in collaboration with Dazed which will follow the final Swarovski Collective fashion shows in Paris.**

**For more information, please contact**

Swarovski  
Katherine Innes  
Email: [katherine.innes@swarovski.com](mailto:katherine.innes@swarovski.com)  
Tel: +44 (0) 207 255 8458

Karla Otto  
Jade Taylor  
Email: [jade.taylor@karlaotto.com](mailto:jade.taylor@karlaotto.com)  
Tel: +44 (0) 207 287 9890

 [facebook.com/swarovski](https://facebook.com/swarovski)

 [twitter.com/swarovski](https://twitter.com/swarovski)

 [youtube.com/swarovski](https://youtube.com/swarovski)

 [weibo.com/swarovskichina](https://weibo.com/swarovskichina)

 [instagram.com/@official\\_swarovski](https://instagram.com/@official_swarovski)

 [pinterest.com/swarovski](https://pinterest.com/swarovski)

#SwarovskiCollective

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

### About Swarovski

The Swarovski story began in 1895 when Daniel Swarovski invented a machine for cutting and polishing crystal. This machine not only revolutionized jewellery manufacturing, it has inspired the worlds of art, design, fashion and cinema for over a hundred years. Today Swarovski is the world's leading producer of precision-cut crystal and gemstones and operates over 2,350 retail outlets in about 170 countries. The company has a rich history of working with internationally acclaimed designers including Coco Chanel, Yves Saint Laurent and Christian Dior. Since joining the family business in 1995, Nadja Swarovski has built on this heritage by implementing a series of visionary design initiatives which have transformed the company's image, turning crystal into a much desired component in the creative industries. Nadja Swarovski is committed to supporting and celebrating design and the arts by collaborating with both new and established and designers - including Karl Lagerfeld, Christian Lacroix, Shaun Leane, Tom Dixon, John Pawson, Zaha Hadid, Mary Katrantzou, Erdem, Jason Wu, Rodarte and Anthony Vaccarello - challenging them to push the boundaries of crystal across fashion, jewellery, stage and screen, art, architecture and design.