

Swarovski Debuts New Retail Design Concept in New York City – Fashion Jewelry Company Announces Opening of Two Boutiques

NEW YORK, N.Y., April 9 (SEND2PRESS NEWSWIRE) – Swarovski, the leading designer and producer of fashion jewelry, will soon feature its new retail design concept at two locations in Times Square and Penn Plaza in New York City. The Times Square boutique will open in mid May while the Penn Plaza location will open in early June. The 950 square foot Times Square space will be located at 1540 Broadway and its exterior will feature a large LED screen.

The 1,500 square foot Penn Plaza boutique will be located at 200 West 34th Street, in a space previously occupied by Tourneau. The Penn Plaza exterior will incorporate two newly refurbished digital clocks, a familiar sight to commuters in the area. Both boutiques will offer Swarovski's full range of fashion jewelry and watches, as well as home accessories and decor objects.

Both spaces will boast Swarovski's new "Crystal Forest" retail design concept, which was created in collaboration with Tokujin Yoshioka, Design Miami Designer of the Year award winner.

"Swarovski's Crystal Forest retail design concept creates an environment that accentuates the beauty and fine craftsmanship of our product offering," said Kevin Coen, Executive Vice President of Swarovski North America Limited's Consumer Goods Business. "Swarovski's new boutiques in Time Squares and Penn Plaza will further strengthen Swarovski's positioning as a luxury fashion brand by creating a consumer experience that embodies Swarovski's brand values of innovation and modernity."

The Crystal Forest design concept made its global debut in Tokyo's prestigious Ginza district in March 2008. In November 2009, Swarovski opened its first Crystal Forest store in the USA on the prestigious Magnificent Mile of Chicago's Michigan Avenue.

The retail design highlights Swarovski's crystal-cutting expertise, unique craftsmanship, creativity and innovation. Key elements of the new retail concept are:

- Stainless steel prism exterior elements that catch light and reflections from outside the store.
- Two eight foot high crystal panels, each made up of 17 crystal strands.
- Textured walls featuring reflective white prisms envelop the space to create the illusion of an organic crystal forest.
- White lacquer and mirror stainless steel finishes.
- A combination of horizontal and vertical showcases featuring LED lighting from various directions.
- Play of light on different materials enhancing the sparkle of the store.

- Floating window boxes that allow for unique, eye-catching displays of Swarovski's crystal accessories.

Swarovski has more than 230 boutiques in the United States. Swarovski already has six boutiques in New York City located at: The Shops at Columbus Circle, the MetLife Building, Rockefeller Center, Fifth Avenue, Lexington Avenue and Madison Avenue. Swarovski has more than 1,700 boutiques in 120 countries. Find locations at: www.swarovski.com.

About Swarovski:

In 1895, Daniel Swarovski I, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewelry stones. From this beginning that revolutionized the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal, for fashion, jewelry and more recently lighting, architecture and interiors. Today, the company, still based in Wattens, family-owned and run by 4th and 5th generation family members, has a global reach, with some 26,000 employees, a presence in over 120 countries and a turnover in 2008 of 2.52 billion Euros.

Swarovski comprises two major businesses, one producing and selling loose elements to the industry and the other creating design-driven finished products. Swarovski crystal components, known by their product brand names CRYSTALLIZED™ – Swarovski Elements for fashion and STRASS® Swarovski® Crystal for architecture and light, have become an essential ingredient of international design. Since 1965 the company has also catered to the fine jewelry industry with precision-cut genuine and created gemstones, and from April 2008 has strengthened this relationship by revitalizing and renaming the product brand ENLIGHTENED™ – Swarovski Elements. Showing the creativity that lies at the heart of the company, Swarovski's own-brand lines of accessories, jewelry and home decor are sold through more than 1,600 retail outlets in all major fashion capitals.

The exclusive Daniel Swarovski accessories collection has meanwhile become the company's couture signature. The Swarovski Crystal Society has close to 350,000 members worldwide, keen collectors of the celebrated crystal figurines. And in Wattens, Swarovski Kristallwelten, the multi-media crystal museum, was opened in 1995, as a celebration of Swarovski's universe of innovation and inspiration. The Swarovski corporation also includes Tyrolit®, manufacturing grinding tools, Swareflex, for road safety reflectors and Swarovski Optik, producing precision optical instruments.

For more information, visit: www.swarovski.com.

News issued by: Swarovski North America Limited



Send2Press® Newswire

Original Image: https://www.send2press.com/wire/images/10-0409-swarovski_72dpi.jpg

#

Original Story ID: (5842) :: 2010-04-0409-001

Original Keywords: swarovski Crystal Forest boutique, Times Square, Penn Plaza in New York City, designer and producer of fashion jewelry, Tokujin Yoshioka, Kevin Coen, Swarovski North America Limited Consumer Goods Business, CRYSTALLIZED, ENLIGHTENED, elements for fashion, retail business, couture Swarovski North America Limited New York New York NEW YORK, N.Y.

Alternate Headline: Fashion Jewelry Company Announces Swarovski Opening of Two Boutiques

NEWS ARCHIVE NOTE: this archival news content, issued by the news source via Send2Press Newswire, was originally located in the Send2Press® 2004-2015 2.0 news platform and has been permanently converted/moved (and redirected) into our 3.0 platform. Also note the story "reads" counter (bottom of page) does not include any data prior to Oct. 30, 2016. This press release was originally published/issued: Fri, 09 Apr 2010 12:35:49 +0000