

NEW *packaging*

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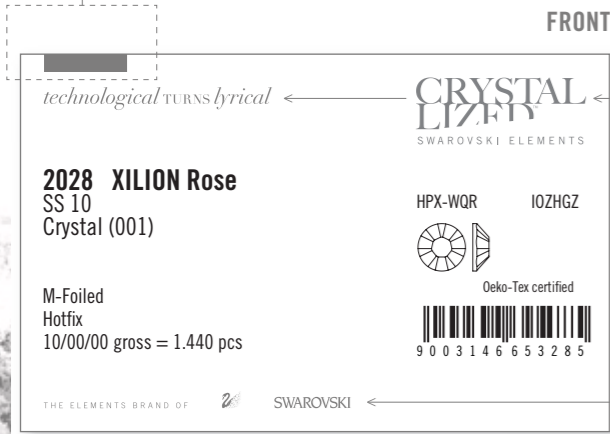


CRYSTAL LIZED™
SWAROVSKI ELEMENTS



The marking on the upper border of the packaging immediately indicates contents:

-  No bar for all products in crystal or colour without coating (except Hotfix)
-  Silver bar for all Hotfix products (coated and uncoated)
-  Silver striped bar for all coated products (except Hotfix)



Brand statement and CRYSTALLIZED™ logo in silver foil finish

Distinguishes CRYSTALLIZED™ – *Swarovski Elements* as a Swarovski product brand

BACK



Detail from CRYSTALLIZED™ key visual, partly in silver foil finish

CRYSTALLIZED™ logo in silver foil finish

IMPROVED FEATURE: thin tear strip facilitates easy opening

Brand statement in silver foil finish

Indicates place of origin and website address

INSIDE

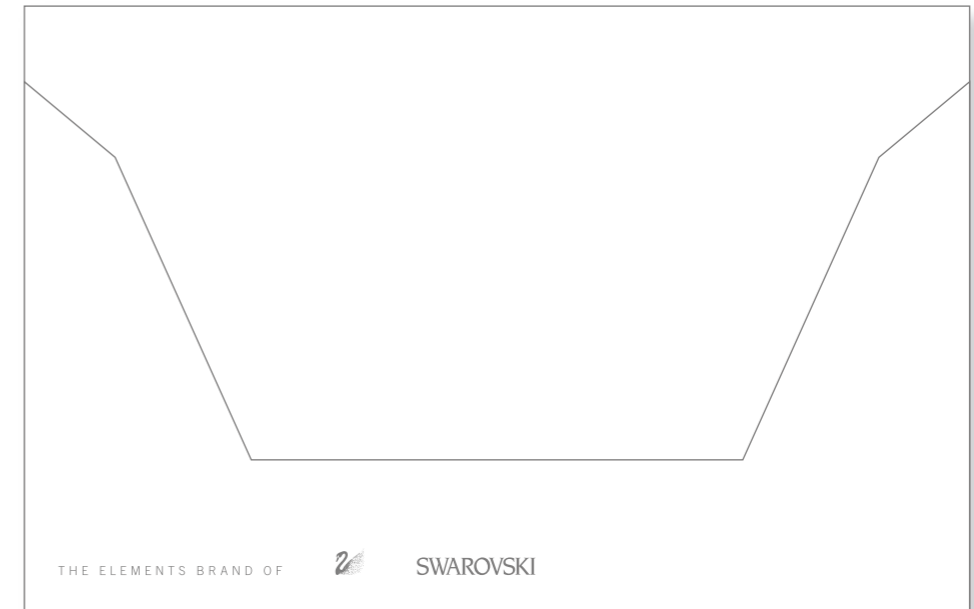


NEW FEATURE: adhesive strip for secure resealing

Fine silk paper lining provides additional protection of elements

Unfolding of packaging reveals additional brand statements

Copy protection via repetition of logo in light grey on white



THE METAMORPHOSIS OF THE PACKAGING

To enchant reality and everyday life with the poetry of crystal – this is Swarovski's vision, and also the goal it has set for the new product brand CRYSTALLIZED™ – *Swarovski Elements*: every single crystal transforms fashion, jewellery and accessory items into something special and serves creators and designers worldwide as an inexhaustible source of inspiration for new ideas. From now on, the packaging for CRYSTALLIZED™ – *Swarovski Elements* will make its own contribution to realising this vision.

With the new product brand – the packaging has now changed as well. Optically, the new packaging is in perfect alignment with the appearance of the brand, and the elegant and environmentally friendly paper was specially developed for Swarovski. The high degree of functionality and reliability of the former packaging, of course, has been carefully maintained, as have the quality and brilliance of the products. In this way, you can identify CRYSTALLIZED™ – *Swarovski Elements* at first sight.