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SWAROVSKI'S GRAND OPENING EVENT IN THE GLATTZENTRUM

On the 8th of September 2011, the time had come at last: More than 200 specially invited guests accepted the exclusive invitation to attend the grand reopening of the Swarovski Boutique in the Glattzentrum shopping centre. Among the guests were Murat Yakin, Thomas Buchwalder, Isabel Florido, Amanda Ammann and many more. The music programme at the event also gathered together several big names in the music business: Liz Schneider on her white cello, Swiss Music Award winner Caroline Chevin as well as superstar and ex-Spice Girl Mel C.



The highlight of the evening was superstar and ex-Spice Girl Mel C, who together with Dörthe Huscheck, the business director responsible for the Swiss market, dropped the magic curtain to officially open the boutique amidst thunderous applause. When the boutique was declared open, all the guests could go on a shopping spree where they discovered not only the new white Crystal Forest architecture, but also a unique shopping experience beneath an open roof. Furthermore, special product highlights were on offer, including the Swarovski sunglasses collection and the first perfume.



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“We are very pleased to have the opportunity to be represented in the largest and most important shopping centre in Switzerland with this new, sparkling crystal boutique and to give our customers a positive shopping experience,” said Dörthe Huscheck.



The Crystal Art Piece, which appears to float into the boutique from above, is unique throughout Switzerland. More than 33,000 crystals were suspended on more than 700 metal cables with a total length of 1.7 km. The special aurora borealis effect plays with the incoming light and conjures up a unique crystal sky above the roofs of the boutique.





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'Crystal Forest' is the motto of the exclusive retail design

The enchanting retail architecture was created in close collaboration with renowned designer **Tokuji Yoshioka**, who provided the inspiration for the concept. The **'Crystal Forest'** theme illuminates the boundless possibilities of crystal while at the same time underscoring the company's affinity with nature.

'Crystal Forest' is an experience to excite all the senses. Here, visitors can immerse themselves in crystal's beguiling brilliance and infinite depth. "Swarovski boutiques are magical places. The new retail architecture turns the brand into an experience in crystal that appeals to all the senses," Swarovski family member and Member of the Executive Board Robert Buchbauer emphasises.

Swarovski Schweiz AG

Swarovski Schweiz AG operates with 18 own boutiques, 4 partner boutiques and a further approximately 150 sales points with wholesale partners on the Liechtenstein and Swiss markets. With more than 30 office employees and a further 108 staff in its own boutiques, the sales company has experienced continued positive growth in recent years.

This year, Swarovski Schweiz AG was selected as one of the **TOP 25 Swiss** Employers in the Swiss Employer Awards and is the third most frequently googled luxury brand in Switzerland.

