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SWAROVSKI CELEBRATES THE BOND 50TH ANNIVERSARY COLLECTION

Swarovski and James Bond have been inextricably linked through creative collaborations for 35 years. To celebrate the 50th Anniversary of the James Bond franchise, Swarovski has created a modern and timeless collection as a tribute to the world of ultimate sophistication of Bond, with eye-catching references to memorable scenes and props.

The **Shell** theme draws on inspiration from *Dr. No*. Playful, feminine, and iconic – the rhodium-plated pendant and charm are inspired by the legendary scene in the film, where Ursula Andress emerges from the sea holding a shell in her hand. Sparkling in clear crystal pavé, the shell pendant comes on a chain embellished with a light grey crystal pearl.

The **All the Time In the World** pendant evokes Bond's declaration of love to his wife, played respectively by George Lazenby and Diana Rigg in *On Her Majesty's Secret Service*, with a re-interpretation of their engagement ring. Like its name, the circular shape dear to Swarovski is a perfect symbol of eternity.

The **Golden Gun** is a replica of the iconic weapon wielded against Roger Moore's Bond in *The Man with the Golden Gun*. This iconic object has been ingeniously transformed into both masculine cufflinks and edgy feminine jewelry and bag charm, making Golden Gun a gift suitable for him or her.

Octopussy provides the inspiration for an intriguing pendant and earrings. In the movie, leading Bond girl Maud Adams plays the character 'Octopussy' opposite Roger Moore's Bond. The octopus design is inspired by Octopussy's iconic logo. Stylish and on-trend, the **Octopussy** theme has a sparkling appeal that is certain to attract the eye of fashionistas.

The **Gun Barrel** jewelry theme is an artful, graphic interpretation of the emblematic Bond artwork, prominent throughout the Bond series and especially in the movie poster for *The Living Daylights*, starring Timothy Dalton as 007. Pure and strong, its lines make it both sophisticated and yet casually wearable.

Swarovski's **Ice Palace** theme, with its fascinating geometric shape, recreates cinema magic in a striking pendant and bracelet, a playful take on the Ice Palace in *Die Another Day* which featured Pierce Brosnan as 007. The hive-like architectural design has a cutting-edge twist that exemplifies Swarovski's expertise.

The sultry glow of the **Casino** theme is based on the spade-shaped design found on the deck of playing cards featured in *Casino Royale*, which was also Daniel Craig's début as James Bond. Available as both pendant and matching earrings, Casino's design reveals intricate details of high craftsmanship.

The iconic Aston Martin DB5 has been miniaturized in a bag charm and cufflinks with utmost attention to detail. Additional charms from the Bond legacy, such as Baron Samedi, Spectre and 007, are also set to be favorites for Bond fans.

The Bond 50th Anniversary collection is Swarovski's fitting tribute to the style and refinement that are synonymous with the James Bond brand. Inspired by the many unforgettable images created by the films' makers, Swarovski has tapped into the essence of these motifs to re-invent them as fashion accessories bound to delight jewelry lovers and Bond fans alike.

Collection available in a selection of 1000 Swarovski stores worldwide as of mid-October 2012.



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In 1895, Daniel Swarovski, 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 revolutionised 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 family-owned and run by 5th generation family members, has a global reach with some 26,100 employees, a presence in over 120 countries and a turnover in 2011 of 2.22 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 crystals have become an essential ingredient of international design. Since 1965 the company has also catered to the fine jewelry industry with precision-cut genuine gemstones and created stones. Showing the creativity that lies at the heart of the company, Swarovski's own brand lines of accessories, jewelry and home décor items are sold through more than 2,200 retail outlets worldwide. The Swarovski Crystal Society has close to 300,000 members across the world, 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.

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About Albert R. Broccoli's Eon Productions

EON Productions Limited and Danjaq LLC are wholly owned and controlled by the Broccoli/Wilson family. Danjaq is the US based company that co-owns, with MGM, the copyright in the existing James Bond films and controls the right to produce future James Bond films as well as all worldwide merchandising. EON Productions, an affiliate of Danjaq, is the UK based production company which makes the James Bond films. The 007 franchise is the longest running in film history with twenty-two films produced since 1962. Michael G Wilson and Barbara Broccoli took over the franchise from Albert R 'Cubby' Broccoli in 1995 and have produced some of the most successful Bond films ever including CASINO ROYALE and QUANTUM OF SOLACE. They are currently producing the 23rd film, SKYFALL.