

Sparks of love inspire Swarovski's SS20 Valentine's Day collection

By **Laura Shirk** on February, 7 2020 | Fashion, Bags & Accessories



Marking Valentine's Day this year, Swarovski celebrates love stories in all their forms and communicates the message: #InfiniteSpark

At this romantic time of the year, Swarovski celebrates love stories in all their forms and communicates the message: #InfiniteSpark. It all begins with a spark of energy: it's exciting, all-consuming & unforgettable. This Valentine's Day, the jewelry brand will celebrate how this extraordinary spark blossoms into a journey of never-ending love, from the very first moment eyes meet and sparks fly, to the ways we fuel that spark and keep it burning.

This story of infinite love comes to life through a digital-first campaign, where the spiral staircase of a lighthouse becomes the emblem to celebrate an enduring love story. The collection shines a new light on romantic symbols and is full of meaningful gifts showcasing new colorways & silhouettes. Like as in the campaign, the collection brings to life the signature symbols of love with a modern twist. True to 1

Swarovski's innovative spirit, the new collection re-imagines the iconic and eternal motifs of the infinity symbol and the shimmering heart and adds a touch of sparkle to any outfit.

The Valentine's Day campaign kick-starts the story of the Swarovski 2020 season, which sees the brand tell stories that reflect the transformative power of energy.

Nathalie Colin, Creative Director, Swarovski, says: "Love is the energy of life. During the most romantic time of the year, we wanted to show how illuminating this energy can be, making people feel more brilliant, brighter and loved. We've transformed iconic symbols into stylish pieces designed to capture hearts around the world."



As an emblem of enduring love, the digital-first campaign features the spiral staircase of a lighthouse

Collection Highlights

Love renews itself again and again with the infinity symbol, seen in many different forms & sizes throughout the collection, while the heart represents love in its purest expression. Fitting for the modern woman, the Infinity and Lifelong Heart collections feature these universal symbols of love polished in tones and intricate Swarovski crystal and pavé embellishment.

Romantic Symbols Re-Imagined for the Modern Woman

- Infinity Cuff: in polished golden metal tones and shimmering Swarovski crystal pavé, the Infinity Cuff creates a standout style this Valentine's Day
- Lifelong Heart Pierced Earrings: the versatile dual-toned pair features cleverly designed

interlocking hoops for a range of styling options

Bright and Playful Symbols to Fall in Love With

- Swarovski Sparkling Dance Collection: new additions to the collection such as a ladybird in flight are bright, playful and full of meaning; necklaces, bracelets and earrings feature shimmering elements that catch the light and appear to dance with every move

Romantic Styles that Celebrate Love and Togetherness

- Attract Soulmates: the brand extends its popular line with designs centered on the concept of “you and me”



Presenting two closely positioned Swarovski crystals, each piece of the collection symbolizes the eternal bond between soulmates

A Brilliant New Twist to the Love Heart

- Bella Earrings: this season, Swarovski introduces two new, on-trend colors – the silk crystal and the clear crystal – to its popular heart-shaped Bella Earring line



As a styling tip, the special-heart shaped cut of the crystal is perfect for an everyday look; wear the piece on its own to let the sparkle stand out

Unique Gifts that Shine

- Swarovski Remix Collection: with its innovative clasp system, each piece can be transformed into a new look by connecting with other Swarovski Remix Collection strands

Romantic Re-coloring

- Crystal Frost Timepiece: this season, Swarovski channels the romantic energy of the special occasion by re-introducing the Crystal Frost Timepiece in a new rose color; with the floral detailing on its dial, this piece celebrates femininity and style