

Swarovski adopts a sunshine state of mind in new collection



Swarovski's Spring/Summer 2019 jewelry and accessories collection is inspired by a journey across the Mediterranean

Sunshine is the theme of Swarovski's Spring/Summer 2019 jewelry and accessories collection, consisting of four programs: Spring, Mother's Day, Valentine's Day and Summer.

Inspired by a journey across the Mediterranean, the collection channels a vacation mood and celebrates the radiance and sparkle as seen throughout Swarovski's 120-year history.

Through this versatile collection, Creative Director Nathalie Colin explores the interplay of light and crystal, as well as the way sunlight creates joy and illuminates a woman's inner and outer beauty.

"Sunshine induces happiness," said Colin. "I love the way it transforms crystal as well as our mood. This collection is about escape, joy and looking at life in a positive way. We invite women to disconnect from the urban craze and reconnect with life and sunshine-filled moments inspired by the Mediterranean. From Tangiers to Thessaloniki, Capri to Corfu, Santorini to Sicily, our designs reimagine treasures found during our journey; amulets and talismans, sea life, ice creams and colorful cocktails."

Playful, bold, feminine and uplifting jewelry and accessories seek to offer something new and exciting for modern women.

The vibrant, sunny palette consists of strawberry red, candy pink, mint green, golden yellow and intense blue.

Valentine's Day offers a fresh take on symbols inspired by love and the idyllic destinations of Formentera, Capri, Portofino and Stromboli.

Origins channels a bustling Moroccan market with intricate amulets in warm golden tones.

“You are my sunshine” is the message for Mother’s Day, comprising delicate and ultra-feminine designs such as Oxygen, bringing understated sparkle to everyday looks.

Retro-inspired resort fashion with a hint of Italian dolce vita and Riviera style is the theme of the summer, while No Regrets is a fresh and fun depiction of ice cream and fruit in vibrant Swarovski Pointiage.

New styles in the versatile Swarovski Remix Collection offer women endless ways to express themselves, the company said.