

## TRADEMARKS



The illustrations shown are registered trademarks of *Swarovski*. The retired phrase, "*Silver Crystal*" is a registered trademark and may only be used by *Swarovski*. All current *Swarovski Crystal* products are listed on the official *Swarovski Crystal Living* product listing, may be found at authorized *Swarovski* retailers worldwide. The new introductions and retirements published in the *Swarovski* magazine *SCS* members receive.

The crystal stones used in *Swarovski Crystal* issues are not available to other manufacturers. Other companies may market their products as having *Swarovski* crystal stones. The crystal *Swarovski* makes available to other companies, is not those stones designed for items in the *Swarovski Crystal* line. If you look closely, you may see the chandelier holes in the crystals used in the products of other companies. You will find either the SC logo  or the Swan logo , etched on almost all *Swarovski Crystal* issues. Usually the symbol for copyright (©) will also be etched near the  trademark.

Under the  or the , you may also find the name *Swarovski*. The addition of the word *Swarovski* does not seem to follow any given rule, other than the crystal stone must be large enough to accommodate the word. We have also noted that the Swan may be facing right , instead of the familiar left direction.

If you own an early *Swarovski Crystal* issue the mark may have been hidden from view during the assembly process, or perhaps it is very faint. Using this book of information, you will be better able to accurately identify your *Swarovski Crystal* collection.

# THE WARNER'S BLUE RIBBON BOOK ON SWAROVSKI CRYSTAL

A publication of Warner Photography, is independent of and not associated with the *Daniel Swarovski Co.*, *Swarovski Consumer Goods of North America* or the *Swarovski Crystal Society* and/or any other organizations connected with the above-mentioned companies.

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The terms *SC* logo, the *Swan*, and *Crystal Society* logos are the sole property of *Swarovski* and their affiliated enterprises and are used by our publication for informational and illustration purposes only.

We welcome your questions and suggestions. We also welcome photographs of unusual or rare finds. We are *not* responsible for unsolicited shipments of crystal. If we can make your collecting more enjoyable, or if you just want to say "Hello", please feel free to call or write:

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## ABOUT THE AUTHORS

Our collection began in 1984 with a pair of "Lovebirds", as an anniversary gift from our children. Time passed, our knowledge grew, we learned we really had received was a pair of mini chickens. The collection grew in size as birthdays and special occasions passed. In 1987, we joined the SCS, as charter members and added the Lovebirds Annual Edition to our collection. By then, we were avid collectors. Little did we realize just what this collection was destined to become.

With family finances being drained into the children's college educations, we did a lot of window shopping and admiring the growing number of new additions *Swarovski Crystal* collection. When the last diploma was received, and with a bit more time, we began to add the newer pieces to our collection. Our son's job assignment was some distance from our home, giving us the perfect excuse to travel. We checked retailer displays discovering older pieces we had never before seen in person. We began to realize, although new issues were being made, the older ones were unique. The decision was made to attempt to acquire the issues listed in the retired section of the price guide. This took several years of searching, but in 1993 we added the last missing piece, the Rhodium Hummingbird. This completed the known retirements listed on the *Swarovski Silver Crystal* consumer price guide with retirements starting in 1981.

In our search, we discovered it difficult to obtain information about the retirements and the small line drawings to describe the issue were difficult to visualize. We also located pieces not listed on *Swarovski Silver Crystal* literature.

Thus began the quest for documentation. As photographers, the first step was photographing each piece. We assembled a book of color photographs, with part numbers, and were off to 1993 Gala in Disney World. This project was well received, but cost prohibitive, except for the most dedicated collectors. After constant requests to put a project such as this book together, we began our research in earnest and in 1994 and published our first black and white edition. So now we have been adding to our knowledge over 25 years!!

Computer technology made it possible for us to offer our first color edition in 2001. The years 2016 - 2019 have reflected another rebuilding of the economy and collectibles in the ERV. It is our hope that the information you have gained was worth the many countless hours researching the text, capturing the photographs, editing, and printing.

We want to thank *Swarovski* collectors who supported our early editions, and hope you enjoy this, our 2020 edition also.

## DANIEL SWAROVSKI CORPORATION, AG

*Swarovski* was established in the Austrian Tyrol in 1895 by Daniel Swarovski I. Mr. Swarovski's goal was to set up a factory to the industrial production of cut crystal jewelry stones. He could not have foreseen that he was laying the foundation of a corporation which produces *billions* of stones annually . Daniel Swarovski Corporation AG manufactures and markets crystalline products. The company offers bonded grinding, cut-off, sawing, drilling, and dressing tools, as well as machines for the construction and stone industry; reflectors for road marking, electronic guidance devices, and warning systems; precision-cut gemstones and synthetic stones; and binoculars, telescopes, rifle scopes, range finders, image intensifier, and optomic devices. The company also provides crystal components and elements for industries in the fashion, lighting, and interior businesses; home decor products, such as from stemware to vases and decorative objects, and desk accessories; figurines and collectibles; miniatures and treasures; and jewelry and accessories, such as collection and couture, jewelry, bags and accessories, and watches. In addition, the company offers figurines and collectibles, such as silver crystal products, miniatures and treasures, and SCS society products; and bridal jewelry, present ideas, and table accessories. The company sells its products through worldwide network of stores.

. In 1976 *Swarovski* launched a few souvenir items of the 1976 Olympics in Innsbruck, Austria, and the year of the introduction of *Silver Crystal* figurines, which was retired in 2012. The first pieces were the mouse and hedgehog, quickly followed by a swan. The early editions may have carried no mark, but the company began the production of collectible figurines which changed this family business. The  was soon applied to most new pieces of *Silver Crystal* and in 1988 it was changed to the .

In 1979 *Swarovski* established a division in the United States. This division is *Swarovski Consumer Goods of North America* and serves collectors and retailers in North America. The "*Lovebirds*" from the Caring and Sharing series was the very first annual limited edition for the *Swarovski Crystal Society*, which began in 1987. *SCS* is the world's largest collector society with an international following in more than 125 countries.

The *SCS* members are a passionate group of people, worldwide. The size of a personal collection does not affect the passion collectors have for their beautiful *Swarovski Crystal* pieces. When collectors gather, you can always listen to stories of how the collection started, what the first piece was, and what the favorite piece is. The personal stories are interesting to hear, and we just about predict how they will end. After the first piece, they were bitten by the "Crystal Bug", as we have named it, and never again can they go to the shopping mall or *Swarovski* retailer and not stop in to see what is new, or check for a long-wanted retired piece!



## BOXES

We collect crystal, but the box issue must be discussed. It is important when purchasing current *Swarovski Crystal* to make sure that you have the correct, labeled box and *Swarovski Crystal* informational literature for your *new* purchases. All *Swarovski Crystal* pieces are packed in a marked *Swarovski* box, and may include a generic certificate of authenticity. When purchasing *new Annual Edition*, it is important you receive the original packaging and certificate, if available. We recommend you put your original receipt in a safe place as well. When making purchases on the secondary market, it will be a personal decision whether you want to spend the extra money for the original packaging. If you decide to spend the extra money, be certain that you know what the original box looks like and what should be included. The *Swarovski* company does not sell boxes or certificates.

We have included illustrations and text on boxes, certificates, display stands and any other item available for the *Annual Editions*. The ERV continues to reflect the crystal issue, box and certificate on the *Annual Editions*.

On the *Swarovski Crystal* pieces were usually accompanied by a generic piece of product literature before 2012, please note that the crystal mark, literature mark, and box mark may not match. For example, it is possible to have a piece of crystal with the old mark , the square literature (with the new mark) and a box with the new mark . This was most likely happened around 1988-1989 when the marks and certificates were changing. This (mismatching) does not seem to affect the replacement value. Additionally, condition of boxes does not affect the replacement value. In contrast, boxes are *extremely* important to the value of Annual, Limited Edition, Numbered Limited and Designer Limited Edition pieces, as they are specific to the crystal piece.

All new *Swarovski Crystal* items are packed in packaging easily identified as a *Swarovski* product. Please read section on certificates for additional information.

The packaging changed in 2001 from the familiar gray with a Swan to a dark blue and red combination. In 2020, the color combination is dark blue & silver.



## PRODUCT LITERATURE AND CERTIFICATES

The ten certificates, which are generic *Swarovski* product literature, are illustrated above. Check the dates under the illustrations for year of issue. On *Swarovski Crystal* pieces, please note that the crystal mark, certificate mark, and box mark may not match. It is possible to have a piece of crystal with the old mark , the square certificate (with the new mark) and a box with the mark . This was most likely to happen around 1988-1989 when the marks and literature were changing. This (mismatching) does not seem to affect the replacement value. The physical condition of the product literature does not seem affect the replacement value. Original certificates are important to the value of *SCS Annual*, *Numbered Limited Edition*, *Commemorative Edition*, and *SCS Commemorative Edition* pieces, as they are specific to the crystal piece.

For retired pieces, secondary sellers do not report significant price ranges with or without the product literature, as they are generic and can be swapped from other pieces.

The year 2011 has brought a change in how certificates are included, for online purchases, one certificate per purchase, in the stores you may not receive one. In 2017 Swarovski is advising collectors to keep your receipt to document your purchases, as certificates are no longer included with the product.

## CARE, CLEANING AND REPAIR

Cleaning your *Swarovski* is important to retain the original sparkle. Pieces on display may need dusting on a regular basis with a soft, non-fluffy cloth. If the crystal needs washing, it is advisable to line the sink with a layer of towels as padding to prevent the crystal from touching any hard surface. Use warm water and gentle liquid soap, dip the piece in the water for a quick wash. Rinse the piece with clear water and polish dry with a soft cloth.

The *Swarovski* cleaning kit is available at *Swarovski Crystal* dealers. This kit has a cloth, white cloth gloves, a dusting brush, a book of instructions, and a box of loose small crystal stones for decorating purposes. This kit has been discontinued, updated 2017.

Repairs on current items may be made in case of an accident. If you accidentally damage a current piece, or a *SCS Annual Edition* less than three years old of your *Swarovski Crystal* collection, contact *Swarovski* at 1.800.426.3088. Self repairs may damage and devalue the crystal, as special adhesives are used to assemble the crystal stones. **Always** contact *Swarovski* by phone before sending an item for repair and instructions on packing the damaged pieces for return.

In the US, collectors are advised to contact their local Swarovski dealer, and they will assist you in having your crystal repaired by Swarovski.

## E. R. V.

The Estimated Replacement Value (**E.R.V.**) we have established results from the study of multiple sources on actual secondary market offerings. These are *not* prices the collector would recover when selling the item. In October 2019, we attempted to locate the retired Swarovski items for sale from numerous sources. When the research is complete, the **E.R.V.** is put on each retired piece.

Secondary prices varied greatly in areas of the United States. The **E.R.V.** we have listed, includes the correct original packaging on the Annual Editions, and also the *Swarovski* certificate of authenticity, and is the result of extensive research. As with other collectibles during the past months, prices may vary from those in 2018. We recommend having your collection professionally appraised when placing the value on your collection for insurance purposes. Our **E.R.V.** reflects a mint issue, and on Annual and Special editions in original box with label, and certificate. The **E.R.V.** does not include applicable taxes, shipping, or import duties. Physical condition of label, certificate or box is less significant.

Methods used to obtain a retired item and your location are prime contributing factors in placing a value on an item. If you use the services of a retailer with retired items on display, ready for purchase and to be taken home immediately, the cost of retired *Swarovski Crystal* items may be higher than if you find a piece using your own resources. The retailer in this situation, has done a lot of research and legwork in locating the retired items. Time spent by retailer will add to the cost of the *Swarovski Crystal* pieces he has for sale in his case. Nothing can equal the thrill of walking into a retired *Swarovski Crystal* secondary retailer and finding a long sought after item. The retailer having retired items on display allows the purchaser to make the inspection before a decision to purchase is made. This is preferable to many, including insurance replacement specialists.

One alternative is a secondary collectible broker, who matches buyers and sellers. Brokers have no inventory, and secondary prices tend to be lower. Inspection, when allowed, of pieces purchased on the secondary market should be thorough. Make certain you know how all of the policies of the broker you are working with *before* the transaction begins.

Another alternative is the use of internet auction sites. Our research included internet store offerings, but this source is very fluid and subject to quick change. Also there is no inspection, or product authenticity, so it is important to know the seller and return conditions. As a buyer or seller on an internet auction, you are assuming the liability stated on the various auction sites. **Please read all the information** for buyers and sellers located in each auction site before using any auction service.

**Remember, E.R.V. is assuming you have owned the piece, by misfortune it is damaged or stolen. Now, you deal with cost of replacing the item you once owned.**

The long held pearl of wisdom of appraisers and knowledgeable collectors is, '**The physical condition of the item drastically effects its value**'. As an internet auction buyer, you never see the physical condition until the transaction is complete and you have the item in your hands. The ability to change your mind about a purchase may not be an option on items listed on an auction site, once the piece is in your possession. Many collectors are not trained to examine a piece for nicks or chips nor recognize the proper box and certificate, and how this information effects the replacement value. Collectors who use the auction sites may add to the physical size of their collection, without adding any real dollar value.

*Swarovski* no longer is able to repair many retired items. So, purchasing a damaged item should only be done with forethought. It takes time for the collector to feel confident to make the judgement call of the physical condition and rarity, entirely on his own.

When selecting a secondary exchange, or auction site, be sure you understand the policies **before** you place your order.

Please remember this **E.R.V.** information is to help determine replacement for insurance, or adding an item to your collection, **not when selling an item.**

## **MAKING USE OF THE E.R.V. INFORMATION**

The information was gathered for use in establishing values for insurance replacement in case of loss, but requires input from the individual collector as well, on a scheduled basis. The **E.R.V.** may vary depending on geographical location, and our information is to be used as a guide book for the collector when insuring their collection. Some collectors believe that each piece will sell for the **E.R.V.**, should they decide to liquidate their collection. **This is a misconception.** Please remember **E.R.V.** is the *value placed for insurance replacement purposes* in our book. The, **E.R.V.** is assuming you have owned the piece, and by misfortune it is damaged or stolen. Now you deal with cost of replacing the item you once owned. Usually somewhere between the seller's hands and the new buyer, there is a broker or secondary retailer. The percentage the broker or secondary retailer can be as little as 10% to over 80%. We believe that brokers and secondary retailers earn this percentage for their services. Most of the online auctions, are acting as brokers. We list **E.R.V.** to help collectors to determine a value when insuring collections in case of loss. Insurance companies need to replace the piece as soon as possible, or give you a settlement so you can find the replacement. **Please understand that insurance replacement values are not the values you realize, when forced to liquidate your collection.**

## **E.R.V. INFORMATION**

The information was researched and compiled during October 2019, and is subject to change without notice due to market trends. **E.R.V.** reflects unsigned, mint pieces in USD.

## INSURANCE COVERAGE

Insurance coverage for your *Swarovski* collection is available from most major insurance companies. The most practical way is to contact the carrier of your homeowner's policy or renter's insurance company. There are also companies that will insure just your collectible, if other coverage is not available.

You may be responsible for placing the value of each item in your collection with your insurance and reviewing it on a regular basis. Collectors may be required by your insurance company to have your collection professionally appraised, or they may accept your researched values. Remember, your insurance company will be using reputable sources to replace an insured item in your collection, so it is important to research the replacement value of your collection. In case of loss you will want to be covered, and able to replace the item using a favorite retailer and/or a reputable secondary broker.

Inform the agent that you are requesting an insurance rider for *Fine Art* or *Personal Articles*. If you state "crystal", the agent may be led to believe *Swarovski Crystal* is similar to crystal stem ware you would put on the dining room table. There are several types of insurance available. The best protection available will cover your collection in case of damage, even if you break a piece yourself. The name for this, is usually called "all risk". It may be more expensive than some of the other types, but most damage is done during routine cleaning by crystal collectors. Another important fact is that, you will want to request insurance that will replace the item at current market value, not original price. Insurance companies are most concerned about the *Swarovski* collectible, than condition of box and certificate when procuring a replacement. Some companies are going to replace the collectible when broken, and are not obligated to also supply box/and or certificate. You may want to ask about your insurance company's policy in case you experience loss of the collectible, certificate and box. Insurance companies policies vary on this point, so contact your insurance carrier and find out how your insurance covers replacement.

For your protection, it is important that you photograph your collection in your display cabinet for documentation, and then store the photographs in a secure place. You should photograph the entire display cabinet, then individual groupings or shelf by shelf. Your insurance may *require* additional photos, so make certain that you conform to their requirements.

If the agent that carries your home owner's policy does not require you to list your collection separately, it may be wise to further investigate to be certain that you have the coverage that you were led to believe you have. It is much better to be safe than sorry.

Our books are published regularly, and it is important to review your insurance coverage and keep it up to date as well. Only you can be responsible for properly keeping your collection insured.

**GENERAL CRYSTAL INFORMATION**--*Swarovski Crystal* is man made and more color brilliant than natural rock crystal. *Swarovski* used the term "*Silver Crystal*" to describe the finest quality of full lead crystal containing greater than 30% lead oxide--which produces a crystal with a deep color spectrum. "Rock Crystal", a mineral quartz, is a semiprecious stone that naturally occurs. Man-made crystal is produced combining a variety of minerals including quartz sand and lead oxide. **Updated in 2012.....** Now *Swarovski Crystal* is Advanced Crystal. In the context of the EU Crystal Directive it is "Category 3; Crystal Glass" · Advanced Crystal is a new and patented Formula of *Swarovski*. Advanced Crystal has the same optical and visual properties than "Full Lead Crystal" but it is lead free in order to be compliant with the strictest laws and regulations worldwide. Advanced Crystal is harder and therefore more durable than "Full Lead Crystal". Crystal glass and all other materials containing 0.009% lead or less. Advanced Crystal is a new and innovative crystal composition that has been patented by *Swarovski* in the US, Japan and 16 European countries. These crystals continue to have the radiance, joy and sparkling abundance that *Swarovski* is famous for throughout the world. They are made using the same high quality standards that we always use.

The change to Advanced Crystal formula has not affected any difference in **E.R.V.** from the original "*Silver Crystal*" Formula. When this change was made in 2012, it was thought the change would affect replacement value. Now we are over 6 years since the change, and very little notice from collectors, nor unwillingness to accept the change. Thus, we have eliminated the repetition of product entries, and added these part numbers to before the 10 digit number. Hopefully, this will eliminate confusion. These part numbers may have the letter P in them.

**ANNUAL EDITIONS (AE)**--Special *Swarovski* designs available only to *SCS* members, limited to one year. Some were issued in three year series. The first piece was the Lovebirds in 1987. **E.R.V.** listed assume the collector has both the original box and certificate on the annual pieces.

**CHARTER MEMBERSHIP**--was granted to *Swarovski Collector Society* members who joined the first year of its existence in 1987, in the United States and other English speaking countries. Other countries added *SCS* membership programs in 1988. The name changed to *Swarovski Crystal Society* in 2005.

**CLOSED** - - this term used when an annual or limited edition is no longer produced.

**CURRENT** - - the issue is an item which may be purchased from your authorized *Swarovski* retailer at the **M.S.R.** price.

**DISCONTINUED** - - *Swarovski* has continued to make this item, but with a modification or change from the original and still uses the same part number as the original.

**THEME GROUPS**--*Swarovski* assigned current pieces to different themes, for example "In the Secret Garden". We have attempted to list those known with each piece. All current items have been placed into the *Swarovski* theme groupings. The items issued with no theme listed were in retired before *Swarovski* divided their issues into theme groups. The Theme Groups were updated in 2006. Product categories were completely updated 2013 and, are always being updated

**LIMITED EDITIONS** - - those items manufactured under limitations. The limitations vary on different items, but must be announced by manufacturer at time of initial release as a *Limited Edition*. Some issues are limited to a single year of production, or other time frame, and some limited to quantities produced for sale. Other limitations, may be available only sold from a single distributor.

**NUMBERED LIMITED EDITIONS** - - the Eagle, the Peacock, Wild Horses, the Bull, the Designer Black Bull, Elephant and Rhinoceros, 2011 Eagle, and Black Stallion were limited to only 10,000 or less, items worldwide from authorized *Swarovski* retailers. These pieces have laser etched or etched numbers in the crystal, as well as numbered certificates.

**MANUFACTURER'S SUGGESTED RETAIL** - - *Swarovski's* suggested retail price is listed at time of retirement and on current items as of October 1, 2019. We use the initials **M.S.R.** in our book to list this information. This may change anytime the company increases the prices on current items.

**MEASUREMENTS**-- may vary from piece to piece. We list the *crystal* in its largest dimension, high, wide, or diameter. Items are first listed in inches, then in millimeters.

**MINT IN BOX**-- or "Never Removed From Box" is not a reliable term regarding *Swarovski* items. It is important to inspect each new piece as you add it to your collection. All items passed the *Swarovski* inspection standard at the time of original manufacture. Manufacturing and inspection standards have changed since *Swarovski* first entered the collectible manufacturing business in 1976...Thus some items may have passed a different standard than today's. Even in later years, as they began applying newer manufacturing technology, irregularities still may appear in the crystal. *Swarovski* originally inspected the quality of each item at the factory and deemed it 'perfect' for sale. We are not responsible for the original inspection at *Swarovski*, but do stand behind their judgement in these instances. If you plan to purchase from brokers, letting them know your criteria of standards may save buyers, sellers, and brokers from confusion and disappointment in this type of transaction.

**NEW FORMULA CRYSTAL**-- *Swarovski* changed their formula for crystal in 2012. There was an increasing concern about the amount of lead in the crystal. The new formula is called **Advanced Crystal** and contains 0.009% lead or less. As nearly eight years have passed, collectors seem unconcerned about how this change is reflected on the secondary market items. Thus today, the **E.R.V.** of the **Advanced Crystal** and old formula have the same price. These pieces are noted in the product number, as older designs reintroduced using the new formula are noted with the letters "**P**" or "**FO**".

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**RENEWAL GIFTS**-- are items *Swarovski* sends to members renewing membership in the *Swarovski Crystal Society*. This is a fee based membership and these gifts are the tokens *Swarovski* selects for this purpose. Beginning in 2005, the renewal and new member gift were the same item.

**RETIRED** - - *Swarovski* is no longer producing an item as of the date listed. *Swarovski* will not produce or ship to the retailer any item after the official retirement date. Collectors may find such items in retailers *Swarovski* cases at the retired price, however, authorized *Swarovski* retailers are permitted to sell them at a higher price or lower than the last suggested **M.S.R.**

**SCS** - - The initials stand for *Swarovski Crystal Society*. This worldwide society of approximately 300,000 members, with benefits of membership include, the membership kit upon joining, quarterly copies of the "Swarovski" magazine, invitations to special events sponsored by *Swarovski*, and the privilege of purchasing selected items designed for SCS Members only.

**SCS MEMBERSHIP** - - Members of the *Swarovski Crystal Society* receive certain membership privileges. There are selected crystal pieces that only *SCS* members may purchase. Your local *Swarovski* retailer has the form you need to join. You may also join in the USA by calling 800.556.6478, please have your credit card handy if you use this option. *SCS* is the world's largest collector society with an international following in more than 170 countries.

You are only able to join a *SCS* in the country in which you live. A new membership in the *SCS* gives you receive a beautiful chaton paperweight, in addition to the other benefits. The *SCS* began in 1987 in the English speaking countries, and expanded to other countries in 1988.

**SWAROVSKI**--*Swarovski* is the Austrian family name of a family owned company. A very easy pronunciation was explained to us. Simply divide it into three sections. Start with *Swore*, the past tense of swear, then add *Off*, the opposite of "on", and the last part *Ski*, just like the familiar snow or water "ski". Say the three words quickly, *Sworeoffski*, and you have actually pronounced *Swarovski* correctly.

**CERTIFICATES OF AUTHENTICITY AND PRODUCT LITERATURE**-*Swarovski* includes certificates specific to the Annual Edition, Limited, Numbered Limited and selected other anniversary items. *Swarovski* product lines may come with a small piece of product certificate that is generic. These small pieces of literature are the same for all *Swarovski* products. *Swarovski* does update these occasionally, so please check page six for additional information. **Update...**in 2012 *Swarovski* stopped including certificates for unlimited pieces, so please keep your receipt to document your purchases.

**SIGNED** - - *Swarovski* collectibles that have been hand signed by the designer. It does not mean the mark of the block, , or swan, , on the *Swarovski* item. At selected *Swarovski* events, it may be possible for the designers to etch their name, initials, and or date on their designs and accompanying certificates.

The actual value added for signatures varies. It is necessary to consult a professional in secondary market transactions to determine individual added values. The value of a signature on an unlimited edition is usually less than on an annual or anniversary edition.

Some collectors feel the signature etching changes the light reflections and prefer unsigned pieces. Collectors may choose to have the designer sign the certificate.

 - - A series, which originated in Europe in the early 1980's, and in existence a short time. The  is etched on each piece before leaving the *Swarovski* manufacturing facilities. This  series include the Giant Owl, Giant Turtle, Giant Rhodium Pineapple, and Giant Gold Pineapple. The special  needs to be on the piece for it to be a part of this very special series. The pieces also had paper certificates with a number assigned to each individual piece. There are other giants of these pieces made with the mark  or , but they were not part of this *special* collection.

**STANDARDIZING SWAROVSKI PART NUMBERS** - - process of standardizing *Swarovski Crystal* part numbers began 1997, when *Swarovski of America Limited* changed names to *Swarovski Consumer Goods of North America* and merged with *Swarovski Canada*. Our 2009 edition changed to the seven digit number to be first, as *Swarovski* is putting more emphasis on this information.

In the U.S., part numbers included an **NR**. All part numbers, including retired pieces, are a 10 digit number. A sample previous number of 7404NR40 is now 7404 040 000.

**TRADEMARK INFORMATION**--*Swarovski* swan mark was officially introduced worldwide in 1988, not 1989. Although it was officially changed in 1988, some introductions still were marked with the old mark, , as it took time to sell items already marked worldwide with the old logo. This explains why some items introduced in 1988 bear the  mark, including *1988 SCS Members Woodpeckers. Silver Crystal* is a trademarked phrase. The old criteria used to apply this term is “the item must be designed and marketed by *Swarovski* in authorized *Swarovski Silver Crystal* retailers worldwide”.

In more recent years, *Swarovski* has added the  to many *Swarovski* manufactured products that are marketed through other companies.

**VARIATIONS**--While we attempted to show some variations, there are many more, especially on items having molded pieces. The mold may vary slightly, creating a new variation. The discovery in the change of facet cut also creates new variations. This information is mentioned only to remind collectors *Swarovski* collectibles are hand assembled by employees, and this assembly process allows for differences in the final placement of stones on the pieces.

**IMITATIONS** - -To ensure against imitations, *Swarovski* applies their Swan trademark to all current *Swarovski* issues. However, in their early years, they did not always trademark all of the paperweights. In some cases the trademark may have been hidden upon assembly. It is important to note that almost all *Swarovski* issues do not have holes in their crystal components that are not useful. The candleholder 7600 000 112 is the only *Swarovski* candleholder issue we have ever seen with holes that were nonfunctional. **In 2019, we have seen many imitations on internet auction sites, some even showing the foreign language on fake certificates. This is especially common on Ornaments. Therefore, it is more important to proceed with caution when purchasing from online auction sites, or anywhere, offering very low prices on what is presented to be genuine Swarovski product.**

**INTRODUCTION OF COLOR** - - The Panda introduction in 1994 was the first time other than clear crystal was used for other than eyes or noses. The introduction of the Orchids and Baby Lovebirds in 1996 was the first color crystal was used, for other than eyes. Pierrot was the first Annual Edition to use color adornment. Although the crystal paperweights look colored, they are actually clear, with the color applied only to the base. The color reflects up through the crystal. *Harmony 2005*, is the first *Annual Edition* to use color as a major part of the design. Today in 2019, color has become a very important part of *Swarovski* pieces.

**SWAROVSKI CHANDELIER PIECES**- - *Swarovski* chandelier pieces are currently being marked with the Strass trademark. It looks like a small tiered pyramid, with the top and the bottom tier being frosted. This assures it is authentic *Swarovski* crystal. However, a word of caution must be noted. We are now seeing old repaired *Swarovski Silver Crystal* items appearing with this frosted *Strass* trademark. This trademark , is illustrated in our *Swarovski* Book. This should alert the prospective buyer the item has been repaired, and not by *Swarovski*. Their repair policy varies on the Numbered Limited Editions and Annual Editions, versus items from the regular *Swarovski* product lines.

## SWAROVSKI *CRYSTAL* DESIGNERS

**Elisabeth Adamer** - After completing the 4-year vocational school for arts and crafts in Innsbruck, she started a higher education at the Glasfachschule Kramsach, and graduated from this specialized glass arts school with a degree in design in 2002. In November 2004, Ms. Adamer started work at Swarovski as a designer. She has perfected her skills and taken up some new challenges since. In 2006, her bear family – *Mother Bear, Brother Bear* and *Sister Bear* – enthralled animal lovers and collectors alike. The *Sister Bear* was exclusively available to SCS Members. She is the designer of the 2010 AE Tiger and 2013 Elephant.

**Juan Ignacio Aliena** - This Spanish designer loves the small town of Wattens. He was drawn here by a passion for crystal, a material that had always impressed him. Crystal is a beautiful material, when the light passes through it a wonderful colorful colors are created. Its aesthetic characterize are unique and provide great potential for magnificent designs. The family man has already channeled this potential into many brilliant masterpieces. The family man has already channeled this potential into many brilliant masterpieces. All of his designs captivate with their refined facets and exceptional color combinations. My main motivation is to think about the customer who will buy these designs and the affection with which they will put one of my creations in their home. It's wonderful to know thousands of people will have something from you forever. From daily life to bookstores and museums, the artist whose hobbies include traveling, movies and music constantly finds inspiration wherever he goes.

**Tord Boontje** - Graduated from the Design Academy Eindhoven in 1991 and earned a master's degree from the Royal College of Art (RCA) in London in 1994. After graduation, he founded his eponymous design company, Studio Tord Boontje. In 2006, he created a special holiday collection for Target Department stores.[2] In 2009, he was appointed professor and head of Design Products at RCA and stepped down in 2013 after opening a store in London in 2012.

**Keiko Arai** - Has been with Swarovski since 1997. Since October 2001, she has been a member of the design team. Her designs include the flowers (Tulips, Sunflower, Heart Flower), the Good Luck! Magnet set, the Chick and the Rabbit. Born in Tokyo, Keiko qualified there in fine arts at the Tokiwamatsugakuen Art College in Yokohama.

**Verena Castelein** - Having studied both glassmaking and design, it was only natural that Verena started working for Swarovski. The fact that Swarovski is a global player made it even more interesting for her to join the company in 2006. Having grown up in a very small village in the mountains, she spent her childhood surrounded by nature. To go out and peacefully observe nature is something she needs to gain inspiration in her working life. Verena Castelein has produced designs for Happy Ducks, Kris Bears, Hearts as well as the annual Christmas collection and she is looking forward to creating new crystal treasures in the future.

**Helle Damkjaer** - Is a Danish designer that also works as a graphic artist. Her signature designs are elegant, sensual and artistic. She brings together organic forms and pure functionalism in a delightful way. She currently lives and works in southern France.

**Marco Dilitz** - first *Silver Crystal* issue was Mother Sea Lion in 2005, and the magnificent Sculpture *Iluliac* in 2005. Update...Mr. Dilitz no longer works at Swarovski.

**Thomas Feichtner** - Born in Brazil and raised in Austria, studied industrial design. He has been honored with numerous international awards. He believes that good design should be surprising, refined and witty, but never tiring.

**Arran Gregory** - This proved to be an interesting point of joint fascination when Arran Gregory came to Wattens for three intensive weeks to work closely with the Design Development department. As the artist uses line and plane to render complex form and, at Swarovski, the placing of facets is fastidiously executed on every sculpture, both parties were astonished and interested to learn of each other's digital approaches and working methods. Both are on the quest for striking, dramatic effects that reflect both light and image. Not surprisingly, every crystal part on these sculptures is completely faceted – not one natural surface.

**Peter Heidegger** - For Swarovski designer Peter Heidegger, whose father also worked for the company, this tradition has special meaning. Peter began working for Swarovski in 1990 to help finance his studies. He was initially responsible for the product and presentation displays and was later appointed as head of packaging. Since May 2006, this talented designer is part of the innovative Design team.

**Anton Hirzinger** As a child, Anton Hirzinger dreamed of one day becoming a stonemason. During his teenage years, he discovered crystal design and went to study at the world-renowned College of Glassmaking in Kramsach. Upon completion of his College education, he took his first steps in the glass-making business in a small Tyrolean glass factory, where he perfected his technique. In 1986 his passion for crystal led him to Swarovski, where today he is still constantly exploring new approaches to "his" material. After spending several years demonstrating the art of glass-cutting and engraving for visitors to the Crystal Shop in Wattens, he moved on to join Swarovski's own team of designers in 1991. Anton Hirzinger made a name for himself in 1995 with the Centenary Swan, created to celebrate the 100th anniversary of the company, and his Silver Crystal Maxi Swan. These were followed by a number of crystal animal figurines and special editions. Further highlights of his career as a designer are The Crystal Planet Millennium Edition and The Squirrel – issued in celebration of the 10th anniversary of the Swarovski Collectors Society. Anton Hirzinger has two children and likes to spend what little leisure time he has with his family in the mountains of his Tyrolean home. His hobbies include hiking and skiing, but also his childhood dream of sculpting and his extensive collection of crystal objects. He seeks cultural inspiration for his work in neighboring Italy. Designer of the 2009 AE, Gorillas and Gorilla Cub, the 2014 ESPERANZA, CRIOLLO and foal.

**Anton Hirzinger** - Dreams can come true. Nobody knows this better than Anton Hirzinger, who even as a teenager wished that he might one day become involved in the crystal design. In 1986, he accomplished this goal by starting his career at Swarovski, following studies at the College of Glassmaking in Kramsach, Austria. Anton Hirzinger finally became part of the design team in 1990. The unique nature of crystal as a material playing with facets, and possibility to form shapes, all bring great fulfillment to the designer, who also sculpts as a hobby. Hirzinger made his break through with the AE in 2001, his first crystal creation to depict a person. Further highlights of his design career have come in the form of his first fully colored artwork in 2009. In his spare time, the father of two, enjoys hiking, skiing and traveling. Nature and distant lands are, after all, usually his source of inspiration for new crystal creations.

**Viktoria Holznecht** - When Viktoria Holznecht sees the fascination in the eyes of customers as they look at crystal creations in a Swarovski store, the designer knows that she and her colleagues have done everything right. This is an aspect of her work that she really cherishes. It's wonderful to see the smiles on cherishes. It's wonderful to see the smiles on customers' faces as they admire our products. Born in Otztal Valley in Austria, Holznecht completed vocational training in art and graphics at the higher Technical School of Construction and Design in Innsbruck. She has been expressing her creativity on behalf of the Swarovski brand since 2013. The thing the designer likes most about working with crystal is the brilliant sparkle and the way it shimmers in the light - and the fact that the material never fails to captivate people with its radiance. Her designs are characterized by their dynamism. The designer considers achieving this the biggest challenge of her work, and yet it is a task that she revels in.

**Elke Huber** - A passion for crystal and exquisite craftsmanship lies in the Austrian's genes. Her ancestors spent decades working for Swarovski. It will therefore come as no surprise that in 1999, following her graduation from a College of Applied Arts and Glass design, Elke Huber was welcomed into the design team of this tradition filled company with open arms. Right from her start at Swarovski, the crystal expert was involved in the search for new product groups and given the opportunity to demonstrate her artistic abilities, bringing to life a wide and array of crystalline creations. From enchanting Lovlots to festive decorations and Crystal Nature products, a quest for masterful aesthetics and technical challenges had always been Huber's top priority. Elke Huber predominately draws inspiration for her creations from nature and her expeditions around the world. For 2019 Annual ornament, her inspiration was from paper origami designs.

**Edith Mair** - When this native Tyrolean, who has been with Swarovski since 1990, is not working on her crystalline designs, you might find her biking, hiking or mountaineering in the great outdoors. Surrounded by absolute silence, this is where the passionate designer finds inspiration for her glistening creations. Swarovski has the nature lover to thank for an array of distinctive creations that have been designed by her. Even after decades of work, the creative phase where we explore possibilities and shapes still brings me great pleasure. With her boundless fascination for the sparkling material, Mair finds it impossible to decide on a favorite product. Instead, the artist considers every creation a highlight in its own right. The brilliance and diversity of crystal and the development processes behind each

**Stefanie Nederegger** - Nature is full of wonder. Wherever you look there are extraordinary creatures to discover. And, time and time again, these provide fresh inspiration for new creations. This is the case, at least, for designer Stefanie Nederegger. She loves playing with colors and shapes and capturing wide-ranging motifs in crystal. Since she started working at Swarovski in 2004, the Austrian has designed a number of crystal creations from the animal kingdom. The artist, who as part of her apprenticeship undertook four years of training at Innsbruck's School of Sculpture, is also famous for her many Christmas creations. Being able to play with countless facets and purposefully manipulate colored accents means that crystal is an enduring exciting material. And not only that since crystal is ultimately the master to which the designer must submit, consideration of technical feasibility also remains an exhilarating challenge. Having the opportunity to concentrate on every subject in detail and import each individual creation with its own soul is an aspect of my work that I particularly enjoy. Her design of the Christmas Ball Ornament AE 2019 will conjure up a winter wonderland scene and romantic atmosphere in your home.

**Max Schreck** - was the designer of the "*Together*" --the Lovebirds in 1987. He can be credited with the classic designs of the mouse, turtle and swan in 1976. Mr. Schreck was called out of retirement to create the Lovebirds, but as a lover of animals, it was a special pleasure to work on the very first *SCS* annual edition. Mr. Schreck passed away in 1997.

**Claudia Schneiderbauer** - is no longer with *Swarovski* and no information could be obtained on this designer.

**Domonic Schöpf** - joined the company in December 2005, after finishing his studies in construction and arts. Born in Rum, close to Innsbruck, he grew up in the Tyrolean Oberland.

**Gabriele Stamey** - her passion for crystal reaches right back to the early days of her childhood. It was this love, combined with her artistic talent, which led her to follow her calling and make it her profession. A graduate of the famous College of Glassmaking in Kramsach, she was one of the first women to join Swarovski's design team. The success of her designs and her great popularity are due, to a large extent, to her sensitivity and essentially feminine approach. After gaining initial experience as a designer for a renowned Tyrolean glass manufacturer (Riedl), Gabriele Stamey went on to join Swarovski. Crystal, with all its contradictory aspects, presents her with a unique challenge. This gleaming, translucent material, which reflects the play of light by sparkling in all the colors of the rainbow, appeals to her imagination and creativity and presents a new challenge in every new design. Motherhood has inspired Gabriele Stamey to create crystal objects which evoke deep emotions and childhood memories. She loves to take time for others as well as for herself. Meeting people and socializing are equally important to her as is solitary relaxation such as listening to music, reading a good book or going for long walks.

**Michael Stamey** - after completing his education at the renowned Technical College of Glassmaking in Kramsach, Michael Stamey went on to study marine biology. Though he grew up in Austria, he also experienced the "American way of life". He settled down to found his own glass studio in the Tyrol after extensive travel in Southern Europe and North Africa. In the course of more than 25 successful years, Michael Stamey has contributed substantially to the success of the SCS. His fascination with the ocean and his great love of nature are the red thread in all of his designs. "If you observe an object of great beauty and complexity long enough, sooner or later you are bound to find parallels in nature" – with this philosophy, paired with creativity and expertise, he succeeds in producing amazingly natural-looking animal portraits in crystal. His *Dolphins* (1990), *Seals* (1991) and *Whales* (1992) set new standards for the interpretation of animal figures in crystal and won the hearts of crystal collectors. The 1994 Annual Edition *The Kudu* was also an absolute innovation in the art of crystal design. Further creations include the *Rose*, the *Maritime Trio* and a number of other pieces for the Silver Crystal South Sea theme. One of his absolute creative highlights was a chandelier for the Palace of Versailles. For Michael Stamey the actual creative process takes place in a direct confrontation with the material crystal. This often means drawing on all of his craftsman's expertise, and literally battling with the material until his vision is finally born in crystal. In 1995, Michael Stamey moved back to the United States. In 2008, Mr. Stamey left *Swarovski* to pursue other opportunities.

**Adi Stocker** - loves his native Tyrol, nature and mountains. However, this has not affected his passion for travelling far afield in search of new impressions and inspiration. After completing his education at the renowned College of Glassmaking in Kramsach, Tyrol, he moved to the USA, where he worked at the P. Hermann glass studio in New Hampshire. A subsequent year spent travelling around the world took him to India, Nepal, Thailand, China and Japan. It was a year packed with impressions, and an extremely valuable personal experience for the young designer. Since his return to the Tyrol in 1983, Adi Stocker has contributed greatly to the success of the Swarovski design team. Crystal, like no other material, holds an enormous fascination for him, and working with crystal presents him with a constant challenge. Adi Stocker has created designs for a number of different Swarovski product lines. His SCS Annual Editions, *The Turtledoves* (1989), *The Lion* (1995) and *The Pegasus* (1998), have earned him the esteem of many SCS members. Further highlights include the Numbered Limited Editions *The Eagle* (1995) and *The Peacock* (1998). The mountains of Tyrol have had a significant formative influence on Adi Stocker. They provide him with both a challenge and a source of energy and concentration. In 1992 he and his wife Johanna returned to his place of birth, St. Ulrich am Pillersee in the Tyrol, to start a family. Creativity and expertise, perceptiveness and sensitivity, communion with nature and experience of foreign cultures – all these are an integral part of Adi Stocker's work, which give it its own unique character and make him one of Swarovski's top designers.

**Heinz Tabertshofer** - The list of Heinz Tabertshofer's designs is lengthy. This is in no small part due to the fact that the native Tyrolean has been working at Swarovski for 40 years. Tabertshofer is also renowned for his many SCS Annual Editions. With so many works of art and after so many years, one might wonder how the trained machine fitter and passionate sculptor manages to keep coming with ideas and setting new benchmark in design. If you enjoy your work, you gladly accept every challenge. When, I then see and hear that people are finding their own joy in my creations, and they share that enthusiasm with me, that for me is the greatest motivation of all. The purity of crystal is another aspect of the Swarovski designer's work that continues to motivate him after all these decades.

**Mian Wu** - A 29 year old Chinese designer from the Central Academy of Fine Arts. The elegance and exclusivity of which reflect those of their live counterparts in the animal kingdom. She designed The Double Carps. The elegance and exclusivity of which fully reflect those of their live counterparts in the animal kingdom.

**Hiroshi Yoshii** - A digital artist. Japanese artist Hiroshi Yoshii creates 3D illustrations so lively they seem real. Inspired by Japanese comics and television and dedicating hours of painstaking and precise digital labor to each character he invents, Hiroshi is driven by excitement for his creative process and by pure love for his 3D creatures. His ideas start with an initial pencil sketch and he draws a great deal of inspiration from animals and birds. Just one of the reasons why Swarovski chose to approach him in the first place. In 2015, Swarovski conducted a contest with its customers including some SCS members. Designs of characters shown had been created by internal and external designers. Hiroshi Yoshii's owl was voted as the winning concept and named "Hoot", a humorous take on the unmistakable cry of this mysterious, wise and characterful bird. Seeing the movie Star Wars when he was in high school made him want to become an illustrator or graphic designer and he admits "... it was definitely Star Wars that really turned me into the artist I am today". We hope Mr. Yoshii feels his Swarovski Characters are in good company now that Swarovski has just launched a crystal member of the Star Wars galaxy!

**Martin Zendron** - This Tyrolean designer has been enriching the *Swarovski* brand since 1988. "For me, constant improvement is on one hand a challenge and on the other a source of motivation driving me to keep creating something new". Zendron is particularly admired for his exclusive SCS editions. Zendron's many designs have a few common features: emotionality, dynamism and movement characterize all of his creations. This visionary regularly draws inspiration from expeditions in different countries and cultures. Each of the family-oriented creations therefore tells its own unique story. When Martin Zendron is not working on his crystalline creations, he likes to spend his time deep-sea diving in crystal clear waters. Surrounded by perfect silence, it is the ideal way to replenish his energy in preparation for finding new creative inspiration. The population of Atlantic Puffins is declining significantly, thus I hope to draw attention to this species and contribute to preservation of their habitat.

*Crystal Living* 2019 Content

**Crystal Nature**

Aquatic Worlds  
Feathered Beauties  
In the Secret Garden  
Rare Encounters  
The Peaceful Countryside

**Colored Nature**

Crystal Paradise  
Crystal Ocean  
Crystal Flowers

**Sculptures**

Mirror Nature collection  
Brilliant Sculptures  
Soulmates

**Seasonal Symbols**

Annual Editions  
Classic Ornaments  
Classic Figurines  
Joyful Figurines  
Joyful Ornaments  
Winter Sparkle  
Nativity Scene

**Asian Symbols**

Asian Icons  
Asian Ornaments  
Chinese Zodiac

**Crystal Moments**

With Love  
First Steps  
Flower Dreams  
Dancers  
Travel Memories

**Characters**

Limited Edition Mos  
Hoot the Owl  
Mythical Characters  
Kris Bears  
Kittens & Puppies  
Asian Icons  
Zodiac

**Disney**

Mickey & Friends  
Star Wars  
Beauty & the Beast  
Tinker Bell  
Frozen  
Winnie the Pooh  
Snow White & Dwarfs  
Toy Story

**Sanrio**

Hello Kitty

**Home Decor**

Light  
Crystalline  
Minera  
Shimmer  
Waterlily

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## TERMS USED TO DESCRIBE FINISHES

**Gold**, the metal used is when yellow in color.

**Rhodium**, the metal used when silver in color.

**Nickel**, a metal used that is also silver in color

**Clear**, these items are transparent and you have the ability to look clear through them.

**Frosted**, these components have received special treatment to the crystal that makes it translucent, and no longer transparent.

**Transparent color**, the crystal has only color added, and remains transparent.

**Translucent color**, the color is in the crystal, but the finish appears to be frosted, giving it a translucent appearance.

**Smooth leaves**, this is a term used when describing leaves on the Pineapple where the leaves are very smooth to the touch and shiny to the eye.

**Hammered leaves**, a term used to describe leaves on the Pineapple that are heavily textured and less shiny in appearance.

**Flocked base**, on paperweights that have color fused to the crystal, there is a small piece of felt on the bottom to protect the color on the paperweight.

**Opal**, Swarovski does *not* use natural gemstones in their figurines. Opal crystal, Fire Opal crystal, White Opal crystal, Rose Water Opal crystal, Air Blue crystal, Pacific Opal crystal, Caribbean Blue Opal crystal, Palace Green Opal crystal, Sand Opal crystal, Light Grey Opal crystal, White Opal Sky Blue crystal, are merely crystal colors and effects.

**Aurora Borealis (AB)** [also known as the Northern Lights] When charged particles combine in the atmosphere the rainbow effect is visible.

Aurora Borealis is Swarovski's best-known surface effect.

**Mirror effect** - renowned for his mirrored animal pieces. Minimal and graphic, the design features a light chrome finishing, which allows the crystal's natural brilliance to be united with Arran Gregory's signature mirror effect,