

## SWAROVSKI LAUNCHES 125<sup>TH</sup> ANNIVERSARY CELEBRATIONS AT 2020 WORLD ECONOMIC FORUM IN DAVOS



**Davos-Klosters, January 2020 – Swarovski launches its 125<sup>th</sup> anniversary celebrations during the 2020 World Economic Forum, following the ‘Action For Nature’ panel talk.**

Marking its 125<sup>th</sup> anniversary in 2020, Swarovski is present at the World Economic Forum to celebrate a commitment to sustainability and creating positive impact which goes back five generations to Daniel Swarovski, who established his family business in 1895 with a strong and lasting awareness of its responsibility towards people and planet.

To commence its 125<sup>th</sup> anniversary year, Swarovski brings experts from various fields to explore ‘Action For Nature’ in a major panel discussion at Davos. Across Swarovski and wider society, 2020 will see a major push for Nature, aiming to reverse nature loss and restore the planet’s vital natural systems on which economies, wellbeing and prosperity depend.

Panelists at the event included: **Suzy Amis Cameron**, Founder, Red Carpet Green Dress and Author of One Meal A Day; **Professor Jonathan Baillie**, Executive Vice President and Chief Scientist, National Geographic Society; **Marco Lambertini**, General Director, WWF; and **Nadja Swarovski**, Member of the Executive Board, Swarovski and Chairperson of the Swarovski Foundation.

The panelists were moderated by CNBC’s **Tania Bryer**, and discussed solutions to help restore habitats and bring us closer to nature through awareness and behavioral change, from an institutional and macro perspective to an individual and micro view.

The panel discussion was broadcast live on Facebook – <https://facebook.com/DACH.Swarovski>

## **Notes to editors:**

### **Sparking delight since 1895**

Swarovski creates a more sparkling world and delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, the company designs, manufactures and sells the world's highest quality crystal, genuine gemstones, Swarovski Created Diamonds and zirconia, finished products such as jewelry and accessories, as well as interior design and lighting solutions. Now celebrating its 125<sup>th</sup> anniversary and run by the fifth generation of family members, the Swarovski Crystal Business has a global reach with approximately 3,000 stores in around 170 countries, more than 29,000 employees, and revenue of about 2.7 billion euros in 2018. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2018, the Group generated revenue of about 3.5 billion euros and employed more than 34,500 people. In 2019, Swarovski UK Limited received a Royal Warrant as manufacturer and supplier of crystals to HRH Queen Elizabeth II. A responsible relationship with people and the planet has always been an integral part of Swarovski's heritage, and is embedded today in the company's well-established sustainability agenda. In addition, the global Swarovski Waterschool education program has reached 500,000 children on the world's greatest rivers. The Swarovski Foundation was set up in 2013 to honor the philanthropic spirit of company founder Daniel Swarovski, and works to support culture and creativity, promote human empowerment and conserve natural resources to achieve positive social impact.

[www.swarovskigroup.com](http://www.swarovskigroup.com)

### **WEF Davos**

The World Economic Forum Annual Meeting in Davos-Klosters is the foremost creative force for engaging the world's top leaders in collaborative activities to shape global, regional and industry agendas at the beginning of each year. The theme of the 2020 meeting is Stakeholders for a Cohesive and Sustainable World.

### **Sustainability at Swarovski**

Swarovski has a 125-year heritage of responsibility – we think in generations, not quarters. We are committed to Conscious Luxury, a new way of doing business that respects people and nature to produce goods of the finest quality, responsibly sourced and crafted with care. We aim to be a leader in sustainability, performing in greener and fairer ways to ensure we create a positive impact in society and thrive long into the future.

Our priorities are:

- Water Stewardship – managing local water challenges around our production sites.
- Women's Empowerment – championing gender equality across the business.
- Fair Partnerships – treating our workforce, our suppliers and their communities well.
- Conscious Design – using responsible materials and promoting responsible fashion.
- Sustainable Innovation – pursuing new uses and applications for our crystals in ways that support people and planet.

We align our efforts with the UN Sustainable Development Goals, commit to the UN Global Compact and the Women's Empowerment Principles, and are signatories of the World Economic Forum's Compact for Responsive and Responsible Leadership.