

April 2026

Proper Use

Brand Guide

SWAROVSKI

Definitions

Client means any direct or indirect purchaser of Swarovski components.

Client produces finished goods embellished with Swarovski components.

Reseller means any third party that resells products purchased from a Client.

Client's Logo - word, sign; registered or unregistered brand

Swarovski Trademark means the word "Swarovski", used in any font or size, whether used alone or in combination with other elements, in text, or as part of any logo.

For the avoidance of doubt, these guidelines apply to all Swarovski-branded components, including crystals, Zirconia, Ceramics, and any other Swarovski branded elements, irrespective of the specific component purchased.

Golden Rules

01 100% RULE

Refer to Swarovski only when talking about Swarovski products or products adorned with 100% Swarovski Crystals.

02 NO LOGO OR STYLIZED WORDMARK USAGE

Please do not use any logo unless specifically approved by Swarovski.

03 BRAND HIERARCHY & PROMINENCE

It must be clear WHO the producer and/or marketer of the finished product is. Do not evoke the impression that the product is a Swarovski product. Swarovski must not be the only visible brand on the internet page, packaging, etc. Your name or brand must be more prominent.

04 USE SWAROVSKI ONLY AS AN INGREDIENT BRAND

Do not refer to your product (e.g. bag) with Crystals by Swarovski® as "Swarovski® bag." Do not use Swarovski in headlines, banners, or as a category name or product. Use wording like "embellished with Crystals by Swarovski®" to clarify the role of Swarovski as crystals provider and not product owner.

05 CORRECT USE OF THE WORD SWAROVSKI

Use the word Swarovski in the same font type and size as the other text. The word Swarovski must not be altered and may not be abbreviated or spelled in any other way.

06 NO PARTNERSHIP, ENDORSEMENT, OR AFFILIATION

Any use of the Swarovski name must not suggest or imply that: Swarovski endorses, sponsors, approves, or authorizes you, your business / products; or any partnership, joint venture, or corporate relationship exists with Swarovski.

07 USE THE SWAROVSKI TRADEMARK AS AN ADJECTIVE AND THE COMPANY NAME AS A NOUN

Trademark: "... embellished with outstanding Crystals by Swarovski®."
Company name: "Swarovski ignites dreams since 1895 with outstanding embellishments."

08 INTEGRITY OF THE SWAROVSKI NAME AND BRAND

Do not incorporate the name Swarovski into logos, company names, company cards, internet page names, domain / account names, names of the finished product collections, etc.

09 NO SWAROVSKI "LOOK & FEEL"

Do not copy or imitate any copyrighted material developed by Swarovski, e.g. visuals, videos, images.

10 RESPONSIBILITY FOR CLIENTS AND RESELLERS

Where products are sold through third parties, it is your responsibility to ensure that all marketing and promotional activities are fair, honest, not misleading, and fully compliant with these guidelines and applicable laws and regulations.

Proper Use General Rules

The Proper Use statement should only be used:

1. In context with a specific finished product embellished with 100% Swarovski branded Crystals.

2. Together with the client logo
(Your brand must always be shown together with the Proper Use statement. The Proper Use statement should never appear alone.)

3. With the same frequency as the client logo
(The Proper Use statement should not be shown more often than your brand).

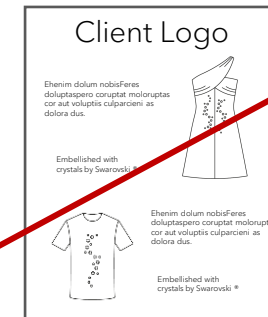
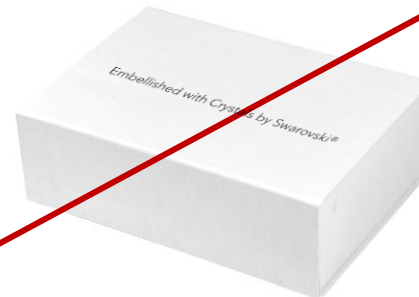
'Our outstanding new capsule collection is embellished with Crystals by Swarovski®.'

Example with product reference



~~'Client Brand embellished with Crystals by Swarovski®.'~~

~~*Example without product reference*~~



Proper Use Text References

If you write and talk about products with Crystals by Swarovski® please use the following expression:

'Embellished with Crystals by Swarovski®'

- The word „crystals“ should always be used in plural
- The first letter of „Swarovski“ should be capitalized
- The Swarovski trademark needs to be marked with the ® symbol at least once per contiguous document, or in the case of online usage, once per separate webpage
- Brand in copy should be adapted to the existing text (same size and font, not highlighted: e.g. not bold or capitalized)
- Prominence of your name and/or brand (it must be clear that you are the producer and marketer of the finished product)

DOs

Examples for alternative expressions:
The design piece is ...
... embellished with Swarovski® Crystals
... dazzling with Crystals by Swarovski®
... dazzling with Swarovski® Crystals
... adorned with Crystals by Swarovski®
... adorned with Swarovski® Crystals
... decorated with Crystals by Swarovski®
... decorated with Swarovski® Crystals
... enriched with Crystals by Swarovski®
... enriched with Swarovski® Crystals
... created with Crystals by Swarovski®
... created with Swarovski® Crystals

**Please do not use the expressions
'designed with' or 'made with'.**

DONTs

'in partnership with Swarovski® / Crystals by Swarovski® / Swarovski® Crystals'
'in cooperation with Swarovski® / Crystals by Swarovski® / Swarovski® Crystals'
'in collaboration with Swarovski® / Crystals by Swarovski® / Swarovski® Crystals'
'Exclusively produced / designed / made etc. by Swarovski®'
'designed with / made with Crystals by Swarovski® / Swarovski® Crystals'
'Swarovski for 'xyz''
'Swarovski x client' / 'client x Swarovski'
'Swarovski® Crystals x client' / 'client x Swarovski® Crystals'
'client by Swarovski'
Crystals by Swarovski® (without verb or any product or brand reference)

Swarovski Text References for B2B clients

WHY SWAROVSKI

Since 1895, Swarovski has stood for visionary craftsmanship and unmatched creative excellence. Drawing on over a century of technical mastery, the brand transforms precision-cut crystals, Zirconia, and Ceramics into inspiring solutions that elevate design across fashion, jewelry, and beyond. Recognized for its pioneering spirit and long history of collaborations with leading designers and luxury houses, Swarovski continues to set industry standards in innovation and artistry.

CRYSTALS MADE IN AUSTRIA

Short version:

The combination of innovation with sustainability in mind and respect for individual wellbeing means that quality is always assured.

Long version:

Austria has become synonymous with quality. With a highly skilled workforce, supported by fair working conditions in accord with high environmental standards, it has built a reputation for technical expertise, precision engineering, and reliability. It was the country's natural abundance of water that prompted Daniel Swarovski, in 1895, to establish his company in Wattens, high in the Austrian Alps. It was here that sustainable hydroelectric power could be used to drive his machinery - and his vision. Swarovski continues to invest in the future, leading this culture of innovation, sustainability, and respect for individual wellbeing that underpins Austria's success.

Swarovski Text References for B2B clients

HOW TO TALK ABOUT SWAROVSKI

Masters of Light Since 1895

Swarovski creates beautiful products of impeccable quality and craftsmanship, celebrating joyful extravagance and self-expression.

Founded in 1895 in Austria by Daniel Swarovski, Swarovski creates the world's finest crystals, Swarovski Created Diamonds, Swarovski Crystal Pearls and Swarovski Zirconia, jewelry, and accessories, as well as home décor and crystals for the automotive industry.

PRECISION AND RESPONSIBILITY

Swarovski has always championed fairness and sustainability, giving our partners complete confidence in the integrity of every creation. Every one of our crystals reflects our commitment to quality, ethical standards, and environmental responsibility, with our long-term sustainability strategy part of the very fabric of our business. We guarantee:

- Oekotext 100 standard certification for direct skin contact across the assortment* of crystals
- Broad legal protection of product innovations, including lead-free** Advanced Crystal formula
- Chrome VI-free crystals ***
- Arsenic-free crystals ****
- ISO 9001, ISO 14001, ISO 45001, ISO 50001 & SMETA Certifications in Wattens, Austria, where all of Swarovski crystals (transparent and colored) are produced.

* Excludes Siam, Light Siam, Hyacinth1, Fireopal1, Yellow Opal1, and Citrine1 (1 not in standard anymore)

**No intentionally added lead. Lead content 40ppm or lower

***No intentionally added ChromeVI, Chrome content 100ppm or lower

****No intentionally added Arsenic.

CONSCIOUSLY CRAFTED

The intent, care and longstanding craftsmanship which is taken to create Swarovski's mesmerizing crystals as well as the attention to sustainability and environmentally minded process and methods in the production processes and the materials are making the unparalleled, high-quality crystal* components unique. Swarovski commits to constantly improving the sustainability level of their products, including responsibly sourced and recycled raw materials. The company not only fulfills high standards along a clean supply chain, but also assists in anticipating market regulations.

**The material manufactured by Swarovski is considered as "crystal glass", category 3, in accordance with European Council Directive 69/493 on the approximation of the laws of the Member States relating to crystal glass. Whenever referring to "crystal" in this document, Swarovski either refers to a singular component or product made of crystal glass, or the material crystal glass.*

NO use of Swarovski Logos

The Swarovski Wordmark Logo

The Swarovski Wordmark Logo consists of the word "SWAROVSKI" in a classic, all-caps serif font.

Do not use the Swarovski Wordmark Logo (pictured above). The Swarovski Logo must never be used in connection with end products made with Swarovski® branded components.

The Swarovski Swan Logo



Do not use the current or historic Swarovski Swan Logos (pictured above), or any variation thereof.

The Swarovski Swan Logos are reserved exclusively for use in connection with finished and semi-finished goods produced and marketed by Swarovski, including Swarovski jewelry, accessories, eyewear, lighting, figurines, and home décor products.

The Swarovski Swan Logos must never be used in connection with Swarovski® branded loose components, or end products made with such products, as any such use would be confusing to customers and misleading as to the source of the goods in question, potentially subjecting you to liability for trademark infringement, false advertising, and unfair competition.

Only Swarovski and its authorized independent retailers may use the Swarovski Swan Logo.

Other Swarovski Trademarks and Logos



Do not use any other Swarovski trademarks or logos, including those trademarks previously used for our Swarovski Crystals product lines.

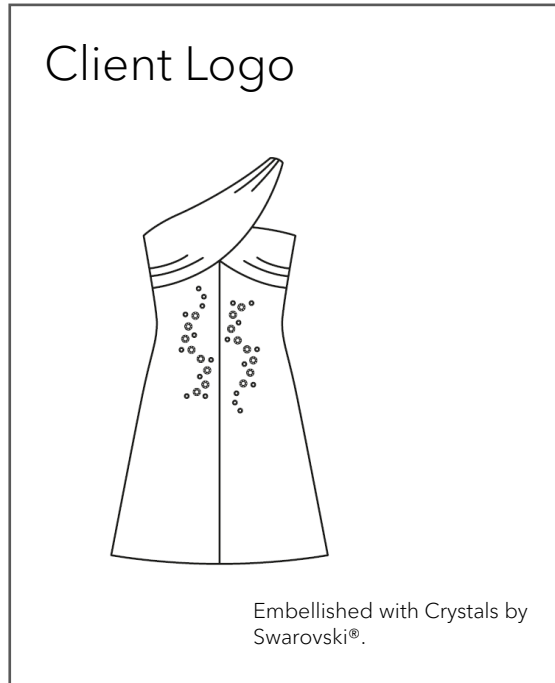
The trademarks (pictured above) are examples of trademarks that have been retired or are exclusively reserved for Swarovski Ingredient Branding partners. These logos or imitations of these logos must not be used.

Usage Cases

The following pages illustrate the various usage possibilities.

Offline

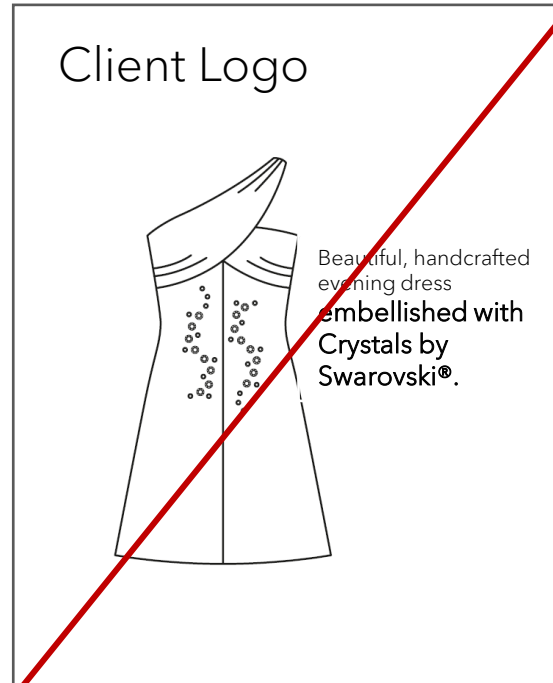
Printed Tools - Catalog



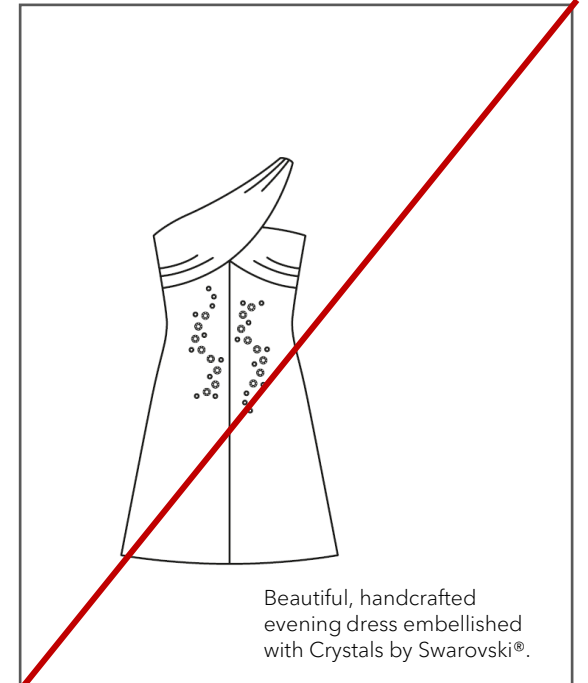
Example: correct text reference, no body text



Example: correct text reference to Swarovski as an Ingredient Brand



Example: text reference highlighted and not adapted to the surrounding text



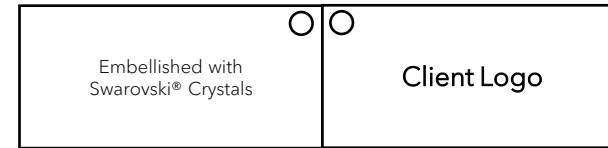
Example: No client logo - your brand must be always be shown together with the Swarovski text reference

Offline

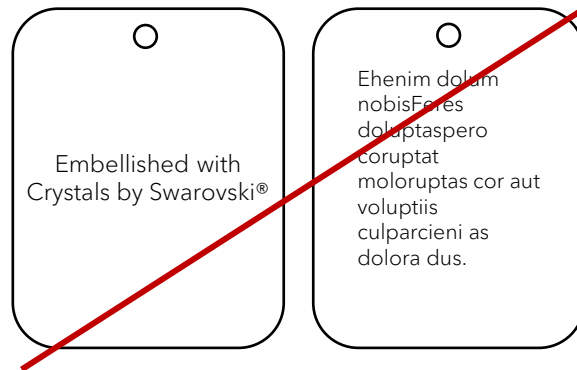
Printed Tools - Tags/Labels



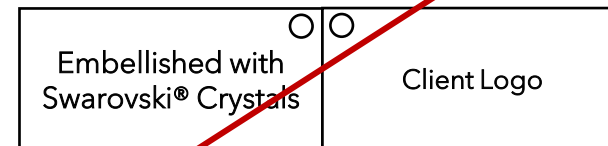
Example: customer tag with Proper Use version on the same page



Example: customer tag with Proper Use version on the backside of the tag



Example: No client logo - your logo must be shown together with the Swarovski text reference



Example: Swarovski text reference more prominent than your logo

Offline

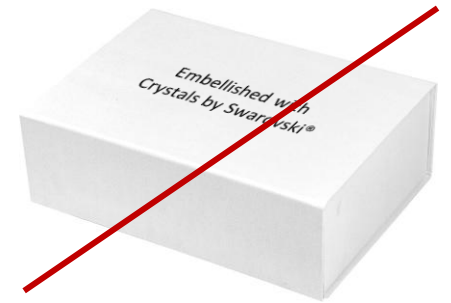
Printed Tools - Packaging



Example: correct use of the Proper Use statement



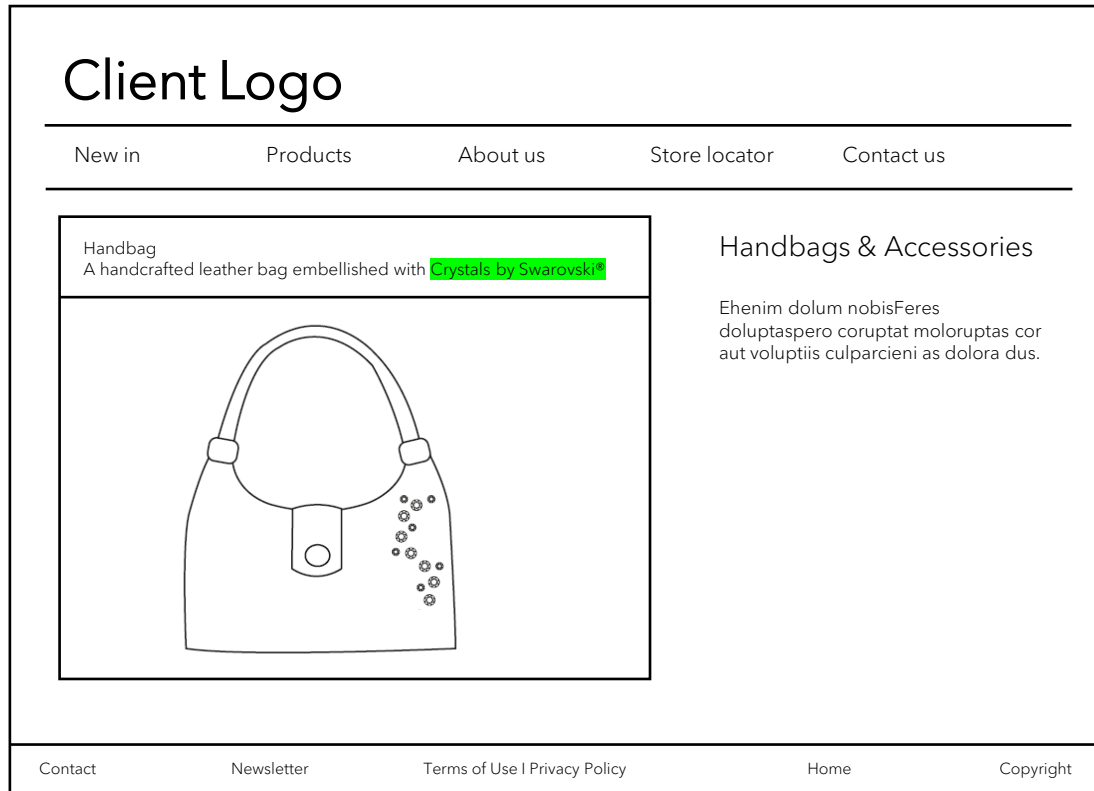
Example: Do not use „X“ SWAROVSKI / embellished with Swarovski / Swarovski Crystals



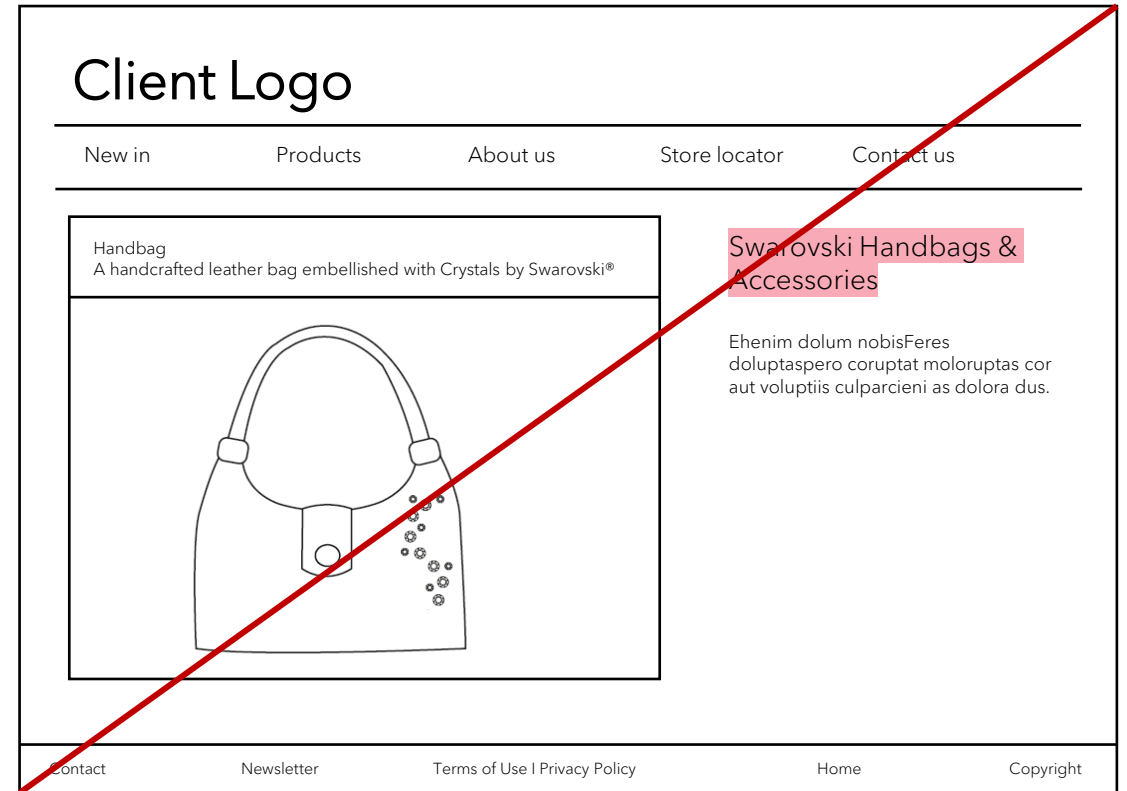
Example: no client logo - your logo must be shown together with the Swarovski text reference

Online

Customer Website



Example: client website, correct text reference to Swarovski as an Ingredient Brand



Example: don't incorporate Swarovski name into product name

Online

Customer Website

Client Logo

Women
New in
Dresses
Jackets
Tops
Bottoms
Accessories
Shoes



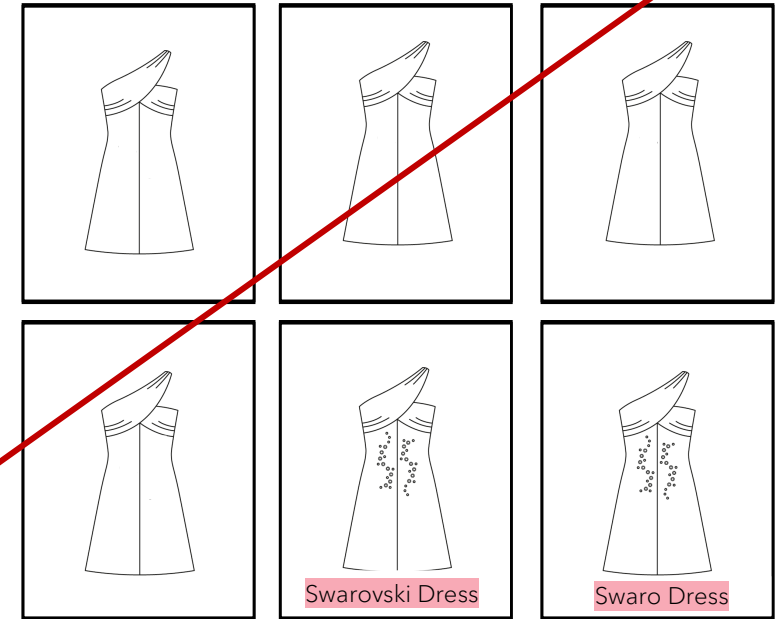
Men
New in
Jackets
Tops
Bottoms
Accessories
Shoes

Example: unacceptable text references, Swarovski is used as a product name / Swarovski is abbreviated

< > www.swarovskidresses.com

Client Logo

Women
New in
Dresses
Jackets
Tops
Bottoms
Accessories
Shoes

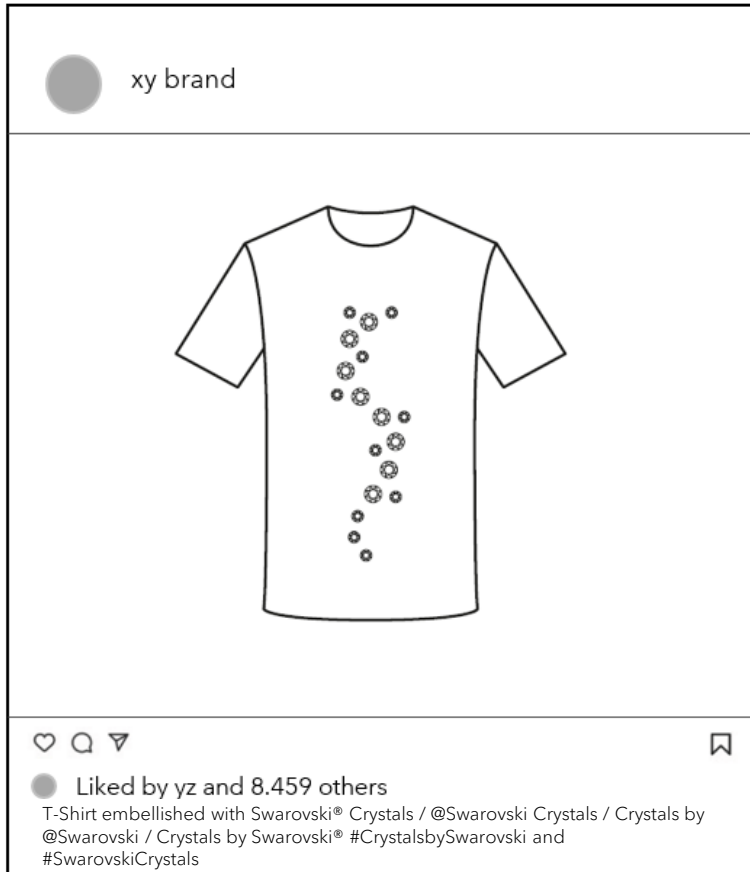


Men
New in
Jackets
Tops
Bottoms
Accessories
Shoes

Example: do not use the Swarovski name in internet domain names

Online

Social Media



Example: Social Media post, you are permitted to communicate the Proper Use statement in the product description, the hashtags #CrystalsbySwarovski and #SwarovskiCrystals are permitted, please see above for tagging options

IMPRINT

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VAT number: ATU 67146625

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