

SWAROVSKI CRYSTALS SPARKLE AT THE SALZBURG FESTIVAL



Gowns for Anna Netrebko in Adriana Lecouvreur (© Swarovski/Thomas Steinlechner)

For the seventh year in a row, Swarovski brings its signature sparkle to the Salzburg Festival (July 20 - August 31). Francesco Cilea's opera *Adriana Lecouvreur* sees Anna Netrebko in the titular role, delighting audiences with her inimitable voice. Netrebko will perform in three extravagant gowns shimmering with 140,000 Swarovski crystals. Opera singer Anita Rachvelishvili will also sparkle in a glamorous outfit embellished with Swarovski crystals.

The Salzburg Festival premiere of the opera *Adriana Lecouvreur* will take place on July 28, 2019. First performed in 1902, composer Francesco Cilea combined comedy and drama in his love story set in the 18th century. The leading role of Adriana Lecouvreur will be played by one of the world's most famous opera singers, Anna Netrebko.

Four glittering costumes have been created for the opera production, adorning both Netrebko and Anita Rachvelishvili, who plays the opera's villain. The creations are the work of Jan Meier, head of the costume department at the Salzburg Festival. Meier was inspired by Paris couture eveningwear, in the style of Dior. 121,000 Xirius Rose crystals adorn a magnificent coral ballgown, and 3,000 Sew-on Stones and Flat Backs in brilliant shades of blue and green add sparkle to a striking emerald-green kaftan. The highlight of the opera is a radiant black dress embellished with 17,000 Diamond Shape crystals. Rachvelishvili, in the role of the Princess of Bouillon, shimmers in a sash adorned with Swarovski crystals. The costuming team spent over 100 hours sewing and 150 hour applying crystals to the four costumes. Hundreds of meters of the finest silk and tulle were used throughout the dazzling creations.

Renowned costume designer Jan Meier commented: “Each dress is a highlight in itself in terms of the combination of materials and the application of various types of crystals. It is thanks to the crystals from Swarovski that this uniqueness really comes to the fore. To have the chance to design the dresses for Anna Netrebko and Anita Rachvelishvili was an extraordinary honor for me.”

Nadja Swarovski, Member of the Swarovski Executive Board, commented: “We are very proud to be able to turn the Salzburg Festival into a sparkling experience for a seventh year. The radiance of the crystals and the extravagant costumes form a magical pairing on stage.”

Helga Rabl-Stadler, President of the Salzburg Festival, commented: “Both the Salzburg Festival and Swarovski enjoy a global reputation; the combination of high quality, unmistakable creativity, and Austrian tradition at the heart of both brands is what unites them. I am therefore immensely happy with this wonderful collaboration once again this year.”

Alongside *Adriana Lecouvreur*, Swarovski will light up six further opera productions at the Salzburg Festival 2019. Audiences can expect sparkling moments in *Orphée aux enfers*, *Alcina*, *Idomeneo*, *Medea*, *Jedermann*, and the opera for children *Der Gesang der Zauberinsel*.

Every summer, hundreds of thousands of visitors flock from all over the world to the Salzburg Festival to be captivated by the stunning performances. Since the company was founded by Daniel Swarovski almost 125 years ago, supporting culture, art, and creativity has been firmly embedded in Swarovski's DNA.

Through its partnership with the Salzburg Festival, Swarovski continues this celebratory and important tradition and is proud to have the opportunity to provide creative input at this prominent international festival of culture once more in 2019. Swarovski crystals transform costumes into unique works of art and embody poetry, passion, love, and drama in all their nuances. Through the exchange of knowledge, innovation, and inspiration, Swarovski supports the imagination and wealth of ideas of the designers and artists, thereby setting new standards.

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Swarovski

Swarovski sparks delight 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. The Swarovski Crystal Business is run by the fifth generation of family members and 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.

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 Daniel Swarovski, and works to support culture and creativity, promote human empowerment and conserve natural resources to achieve positive social impact.

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