

Swarovski's History (Continued)

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In the mid 1950's, Swarovski created a finish that really made the crystal glitter with the help of a man named Christian Dior. This coating took Swarovski crystal to a whole new level of sparkle that was perfect for creating hanging chandelier components, which were fit for royalty. Some of these chandelier components continue to hang today in the Palace of Versailles.....Read more please click on the article

In 1976, the Swarovski crystal mouse became their first product placed on the consumer market. Shortly thereafter they launched their first collection. Then they began applying the knowledge they had collected over the years in stone cutting to cutting genuine and synthetic gemstones-one of which was cubic zirconia-opening up new possibilities for their jewelry recognize the name of Swarovski crystal in jewelry because it is so unique. New coatings are developed all the time, creating popular signature bead collections. The new beads, colors, and designs are constantly being created, which would leave the older creations to be discontinued.

Even over a hundred years of their company's success, they still continue to be held in the highest regard for their more intricate designs in crystal pieces and jewelries. Swarovski maintains emphasis on a high quality product. Miraculously, they still find the way to make their crystal sparkle and shine even more for anyone who wears Swarovski crystal to be a true standout.

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