Swarovski: Building a Global Jewellery Business Through Innovation

Swarovski was founded in 1895 by Daniel Swarovski. It was founded after the founder created a crystal cutting machine in the Tyrolean Alps. From then on, Swarovski's mission was to “craft precision cut crystals that radiate light, redefine luxury by bringing opulence to the everyday, and push the boundaries of innovation and creation.”

Swarovski’s savoir-faire is the ultimate legacy of the brand, and is passed from generations since the year 1895. It is the way the artistry with which their jewellery is made and each of their jewellery pieces is crafted with utmost care.

Another vital part of Swarovski since its founding in 1895, is sustainability. And their dedication towards sustainability is a fundamental pillar of their business strategy, LUXignite. LUXignite is the global business transformation and brand repositioning strategy. It was launched by Swarovski under its first outside CEO, Alexis Nasard, and Creative Director Giovanna Engelbert.

Swarovski ReCreatedTM crystals are their most sustainable crystals to date. They come in a wide variety of colors and star in over 50 jewelry products. Also, the entire process of growing, cutting and polishing the Swarovski Created Diamonds in their Eternity and Galaxy collections use only 100% renewable energy. On top of this, recycled base metals now make up 97% of those used at our own jewelry manufacturing sites. And Swarovski continues to champion inclusion and self-expression, leaning into the power of diverse perspectives to spark genuine creativity.

Key figures of Swarovski’s business:
In 2024, Swarovski generated around €1,906m, and provides employment to 18567 individuals across the globe. It also has 2,300 stores across 140 countries. These statistics indicated that Swarovski continues to cement its status as an international power of style and innovation.

Swarovski competes in the global jewellery market through a combination of distinctive crystal expertise, innovative design and strong brand positioning. Its competitors range from accessible jewellery brands such as Pandora to luxury houses such as Tiffany & Co., Cartier and Gucci. To stand out, Swarovski focuses on strategies such as product innovation, cultural relevance and distinctive retail experiences. Its expansion into fine jewellery, including lab-grown diamonds, also allows the company to compete in higher-value segments while at the same time build on its existing crystal expertise.

CITATIONS:

https://www.swarovski.com/en_GB-GB/

https://asset.swarovski.com/raw/upload/v1765880097/SWA_2024_Report_Final_V1.pdf?