

What is Swarovski Crystal?



Swarovski Crystals are not natural crystals found in caves, but are man-made gems manufactured in Austria. In the late 1800's, Daniel Swarovski discovered a formula for making beautiful, high quality lead glass crystals. Since then, the Swarovski family has continued the tradition of making the most recognized crystals in the world out of their factory in Wattens, a market community in Austria.

Swarovski AG (/swor' ofski/ sworr-off-skee) is an Austrian producer of luxury cut lead glass ('crystal'), headquartered in Wattens. The company is split into two major industry areas, the Swarovski Kristall business unit that primarily works with luxury items and fashion design crystals, and the Tyrolit business unit that manufactures bonded abrasives as well as concrete sawing and drilling machinery.

Products:

The Swarovski Crystal range includes crystal glass sculptures and miniatures, jewelry and couture, home decor, and chandeliers.

All sculptures are marked with a logo. The original Swarovski logo was an edelweiss flower, which was replaced by an S.A.L. logo, which was finally replaced with the current swan logo in 1988.[7]

To create crystal glass that lets light refract in a rainbow spectrum, Swarovski coats some of its products with special metallic chemical coatings. For example, Aurora Borealis, or "AB", gives the surface a rainbow appearance.[8] Other coatings are named by the company, including Crystal Transmission, Volcano, Aurum, and Dorado. Coatings may be applied to only part of an object; others are coated twice, and thus are designated AB 2X, Dorado 2X etc.

In 2004 Swarovski released Xilion, a copyrighted cut designed to optimize the brilliance of Roses (components with flat backs) and Chatons (diamond cut).

The Swarovski Group also includes Tyrolit (makers of abrasive and cutting tools); Swareflex (reflective and luminous road markings); Signity (synthetic and natural gemstones); and Swarovski Optik (optical instruments such as binoculars and rifle scopes).

The company runs a crystal-themed museum, Swarovski Kristallwelten (Crystal Worlds) at its original Wattens site (near Innsbruck, Tyrol, Austria). The Crystal Worlds centre is fronted by a glass-covered head, the mouth of which is a fountain. The glass-covered Crystal Worlds houses exhibitions related to, or inspired by, the crystals – but do not include explanations of how the famous designs are made, produced or finished.