

Swarovski Shimmer Effect for Dance Sport



More Vibrant Colors that Accentuate Every Move!

Introducing *The new Shimmer Effect*

Why a new product?

The Dance World asked and Swarovski listened

What is it?

The Shimmer Effect

Why is it special?

- Dynamic colors with unique light refractions
- Softer, more elegant shimmer that accentuates every move
- 3 shades of a single color
- Available in 15 colors and 5 sizes
- Unmatched quality, durability, and glamour to ensure the highest level of performance is achieved



Features & Benefits

Why the Shimmer Effect gives an edge on the competition!



The Shimmer Effect Product Information

Features / Benefits

Multicolor shimmer effect over colored crystals

A lighter AB effect shows color more vibrantly

Colors are consistent across the entire collection

Garments are always brilliant and consistent in appearance

Softer light refraction

3 shades of a single color enable costume designs to look softer and more elegant

Lead free* and compliant with applicable laws and regulations

Complete confidence when crystals are in contact with skin, hair, and nails

Wash resistant and durable foiling

Crystals and effects remain sparkling and intact after machine washing or chemical cleaning

*Crystal glass and all other materials containing 0.009% lead or less

Shimmer Effect

15 colors available in SS12, SS16, SS20, SS30 and SS40



Siam Shimmer



Cobalt Shimmer



Erinite Shimmer



Blue Zircon Shimmer



Lt. Siam Shimmer



Black Diamond Shimmer



Lt. Colorado Topaz Shimmer



Hyacinth Shimmer



Fuchia Shimmer



Lt. Sapphire Shimmer



Citrine Shimmer



Peridot Shimmer



Silk Shimmer



Topaz Shimmer



Tangerine Shimmer

ABOUT

PRODUCT

MARKETING