

Gem Of An Idea

Pretty Kitty

(NAPSA)—A global icon for the past four decades now has a “purrfectly” new opportunity to shine.

Instantly recognizable all over the world, Hello Kitty is known for her iconic features and the signature bow over her left ear. Now, her well-known features will also be seen in a collection of Swarovski jewelry, accessories and figurines.

The playful collection is the result of collaboration between Sanrio, the company that created her, and Swarovski, designer of fashion jewelry and crystal décor. Under the artistic direction of Nathalie Colin, an enthusiastic design team created fresh and unique interpretations through jewelry pieces, charms, accessories and figurines.

“As a fan from day one, I saw an obvious connection between the magical sparkle of crystal and the bright, playful world of Hello Kitty,” said Colin.

The collection includes seven necklaces and pendants, many of the pieces featuring delicate entwined chains. Hello Kitty’s face appears on each creation, either alone or with other icons from her world such as bows, flowers, stars and apples.

One crystal pendant is made entirely of elegantly faceted crystal. To produce the piece, Swarovski developed a new type of faceting for an exclusive crystal stone, with the character’s head and pink bow. The colors of her features perfectly complement the simplicity of the piece.

Extending the jewelry offering are three bracelets with delicate and playful details. There’s a pink crystal pearl bracelet with a colored bow in Pointiage®, accented with fuchsia crystal pearls and movable symbols. A Swarovski classic item is the linked bracelet



This linked bracelet with interchangeable charms is a fun and fashionable item.

that features interchangeable charms. The bow in pink faceted crystal, is created entirely in Pointiage® or colored pavé crystal. This delicate chain is brought to life in clear, red and pink crystal.

Two rings add to this enchanting jewelry collection. One is a set made up of three rings, which include Hello Kitty’s face, bow and apple. These can be worn individually or together. Delicate earrings present her bow in mini pink crystals, with two sets of clear and fuchsia crystal hearts suspended from them.

A range of leather goods is also included in the collection. Hello Kitty’s features are applied through embroidery, stamped leather and colored embroidered crystals to an evening bag, a coin purse, a cardholder and a bag charm.

The collection also includes three figurines. For dedicated fans, a Limited Edition piece produced entirely in Pointiage® will also be available. Only 88 pieces are available worldwide.

The collection will be available at Swarovski’s 240 boutiques nationwide beginning in late August. For more information, please visit www.swarovski.com.