

NADJA SWAROVSKI



Member of the Swarovski Executive Board

Nadja Swarovski is a Member of the Swarovski Executive Board, the world's leading crystal manufacturer founded by her great-great-grandfather Daniel Swarovski in 1895 in Austria. As a global patron of design for the company, Nadja is committed to building ongoing relationships in the fashion, jewellery, architecture, design, film and art industries and commissioning innovative products celebrating crystal, while continually positioning Swarovski at the forefront of design and consumer trends.

Born in Germany, Nadja is an Austrian citizen educated in Europe and the US. Obtaining degrees in Art History, Foreign Languages and Latin American studies from the Southern Methodist University in Dallas in 1992, she completed a graduate course in Fine and Decorative Arts at Sotheby's in New York, and in Gemology at the Gemological Institute of America in New York. She is currently based in London.

Nadja's career began with Larry Gagosian, the New York gallerist, followed by a time at Eleanor Lambert, the legendary New York fashion publicist. Nadja joined the family business in 1995, working for Swarovski in Hong Kong and travelling extensively in Asia on behalf of the company to gain an international perspective before returning to New York. Since her early years in the family business, Nadja has implemented a series of groundbreaking initiatives including The Swarovski Collective conceived in 1999 and Runway Rocks in 2003 that reinforce Swarovski's commitment to support and celebrate both established and emerging designers in fashion and jewellery.

In 2002 Nadja developed Swarovski Crystal Palace, a visionary design project which pushes the boundaries of lighting and design through creative collaborations with designers using the medium of crystal. Nadja is Chairperson of Swarovski Entertainment Ltd, a division that invests in the production of movies. Nadja has also introduced Swarovski crystals to the music industry, adorning costumes of performers. Since 2012 Nadja has overseen Swarovski's Global Corporate Responsibility efforts. Consolidating Swarovski's long-term commitment to philanthropy, the Swarovski Foundation was introduced in 2013. Its mission is to support charitable initiatives and organizations.

Nadja speaks English and German and is a passionate and charming speaker, captivating her audience with the passion for her topics.

Topics (Selection):

- Globalisation
- Innovation/Creativity
- Arts and Design