



## Presse-Information • press release • communiqué de presse • comunicato stampa

No. 4 e

September 2009

### Swarovski returns to inhorgenta europe

#### Traditional crystal jewelry brand returns to Munich in 2010

Messe München GmbH welcomes back a well-known jewelry company to inhorgenta europe 2010: Swarovski, the world's leading manufacturer of crystal jewelry will return as an exhibitor at the Munich-based trade fair. The Austrian family business was founded in 1895, and has a global reputation due to its crystal creations.

“inhorgenta europe is considered the leading trade exposition for our industry. We want to present the versatility of our jewelry collection to a broad audience of industry professionals at inhorgenta europe 2010,” emphasizes Holger Beckers, responsible for PR and Communications at Swarovski Germany. “Swarovski is synonymous for innovative yet also classic design as well as the highest level of quality. The bandwidth of our new collection ‘Spring / Summer 2010’ perfectly complements jewelers’ product selections with extravagant design pieces as well as timeless crystal jewelry. We offer premium-price products as well as pieces in the mid-range price segment. Swarovski embodies affordable luxury; and we want to make our jewelry accessible to an even wider ranging target group with the help of new distribution partners.”

“We are pleased to welcome back this renowned company, which had been an exhibitor for several years. Swarovski perfectly complements the brand portfolio represented at inhorgenta europe,” says Armin Wittmann, Exhibition Director inhorgenta europe.

Image material and additional information on inhorgenta europe is available at

[www.inhorgenta.com](http://www.inhorgenta.com)

#### Contact:

Messe München GmbH  
Marketing & Communications inhorgenta europe  
Maud von Hoff  
Messegelände  
D-81823 München  
Tel.: +49 (0) 89 949 -20 610  
Fax: +49 (0) 89 949- 97 20 610  
[Maud.Hoff@messe-muenchen.de](mailto:Maud.Hoff@messe-muenchen.de)

Talk of Town. Wächter & Wächter

Nikola Hägele  
Grimmstraße 3  
D-80336 München  
Tel. +49 (0) 89 74 72 42 -36  
Fax +49 (0) 89 74 72 42 -40  
[n.haegele@waechter-waechter.de](mailto:n.haegele@waechter-waechter.de)

Messe München GmbH  
Marketing & Kommunikation  
Konsumgüter  
Messegelände  
81823 München  
Deutschland

Tel (+ 49 89) 9 49 - 2 06 10  
Fax (+ 49 89) 9 49 – 97 2 06 10  
[Maud.Hoff@messe-muenchen.de](mailto:Maud.Hoff@messe-muenchen.de)  
[www.inhorgenta.com](http://www.inhorgenta.com)

MK/vH

