

## Luxury of Swarovski crystals.

Objects decorated with crystals Swarovski famous for over 100 years and become successful. Mainly for one reason - to luxury for everyone. Only question whether the luxury available to the masses remains a luxury?

The history of these unusual stones began in 1895. Then the grinder with a young Czech, Daniel Swarovski, founded their own company in the Tyrol, in which he used the new invention, which was an automatic machine for grinding the crystals, which had high-quality stones. Almost from the beginning of the company, with stones Swarovski the first principle of everything, which only wanted the clients - chandeliers, clothing, figurines, and even items of furniture made entirely from products Swarovski. In 1994, even a zipper crystals decorated by the famous, and at the end of the last century - crystal tattoos. Today, Swarovski is almost everywhere, are popular both with the earrings crystals, as well as headphones, pendrive and even pens. Crystals are gadgets to make these will be perceived as luxury items. On the basis of furniture designers create a new image of the seats and tables with crystal legs, are Facetted glass dish and women's heels. Here the inspiration for designers is not stone, but its form. A crystal chandeliers hanging not only in the interiors of the palace, but also in industrial areas, shopping centers and our houses. The popularity of these stones is primarily derivative of our way of life. A change in a way to express the past few years. Therefore, we can see the crystal attached the dresses, the jewelry mounted in gold or silver, mobile phone, pendrive and many other subjects. We have already mentioned pendrive of crystals Swarovski, and furniture, and earrings and chandeliers, and even headphones. - Many of the leading home fashion brand lends its logo to promote the sale of products of other companies in the mutual benefit of partners. The same is true also of the Maxell brand, which offers its customers a handset with elements in eight fashionable metallic colors. More and more companies producing gadgets suggests these objects decorated with stones. - What have been some time ago peak, now is the everyday, natural, no surprises. Crystal strongly dominated world of design. It is a stone which market to such an extent that causes a desire to hold in many people. According to company representatives Diamonds International Corporation, make Swarovski is primarily an excellent marketing and attractive design, which have a decisive impact on the price cruystals. O, whether or not a luxury available to everyone, sewn, in principle, to measure the specific target groups, is still a luxury, no one he did not want to speak officially.