



**DIGITAL ACCESSORY SHOWCASE PRESENTED BY SWAROVSKI  
IN SUPPORT OF THE BFC AND THE CFDA**

**New showcase launches on [DigitalFashionShows.com](http://DigitalFashionShows.com)**

An exciting new initiative, the **Digital Accessory Showcase presented by Swarovski**, goes live on [DigitalFashionShows.com](http://DigitalFashionShows.com) on Monday March 18<sup>th</sup>. This showcase, the first to put the spotlight on accessories brands, will introduce the Fall/Winter 2013 collections by Atelier Swarovski as well as a curated group of British and American accessories designers selected by the British Fashion Council (BFC) and the Council of Fashion Designers of America (CFDA).

With this digital platform, accessories brands will have the ability to reach a global fashion audience, including editors, retailers and consumers. The showcase aims to give accessories brands a collective digital moment as the ready to wear fashion weeks do for apparel brands. Each collection will be presented with an inspiration video with the designers alongside collection images, all of which are embeddable and downloadable.

“In discussing the global growth of [DigitalFashionShows.com](http://DigitalFashionShows.com), there was a strong interest from accessories brands looking to tell their stories and present their collections in a new environment. With the help of Swarovski, as a leading luxury accessories brand as well as a supporter and champion of the industry, we were able to bring this to life for these BFC and CFDA designers,” said Rachna Shah, Managing Director of KCD Digital.

Nadja Swarovski, Member of the Executive Board, Swarovski Crystal Business, commented: “Swarovski has a proud heritage of embracing innovation and technology, not just in design but across our communication channels too, so we’re delighted to support this exciting new initiative and hope that the Digital Accessory Showcase rapidly brings its amazing accessories brands to the attention of a new, global audience.”

Atelier Swarovski creates the ultimate luxury fashion accessory line by collaborating with some of the world’s leading designers across the disciplines of fashion, jewelry, design and architecture. Autumn/Winter 2013 features a new collaboration with product designers Fredrikson Stallard as well as re-interpretations of three classic Atelier collections – from fashion designer Christopher Kane, multi-disciplinary artist Arik Levy and costume designer Zaldy.

CFDA members featured include: Alejandro Ingelmo, Irene Neuwirth Jewelry, Jill Platner, Kotur and Selima Optique, alongside designers curated by the BFC comprising of Linda Farrow, Maria Francesca Pepe, Piers Atkinson, Sophie Hulme and Sophia Webster. The brands represent several categories including eyewear, handbags, jewellery and shoes.

This is the first collective showing of accessories collections online. Swarovski, the BFC and the CFDA share in their commitment to support both emerging and established designers with ever-evolving industry initiatives.

[DigitalFashionShows.com](http://DigitalFashionShows.com) is a production of KCD Digital. Launched in 2012, the platform now features women’s, men’s and accessories collections to a global audience.

For more information contact: Lauren Paris, KCD  
[paris@kcdworldwide.com](mailto:paris@kcdworldwide.com)