



Swarovski

Opens Yet Another

Boutique

in Mumbai

Swarovski country manager Sukanya Dutta Roy speaks to SOLITAIRE about the company's expansion plans in the country.

Swarovski opened a new boutique at the Palladium Mall, Phoenix High Street in Mumbai last month.

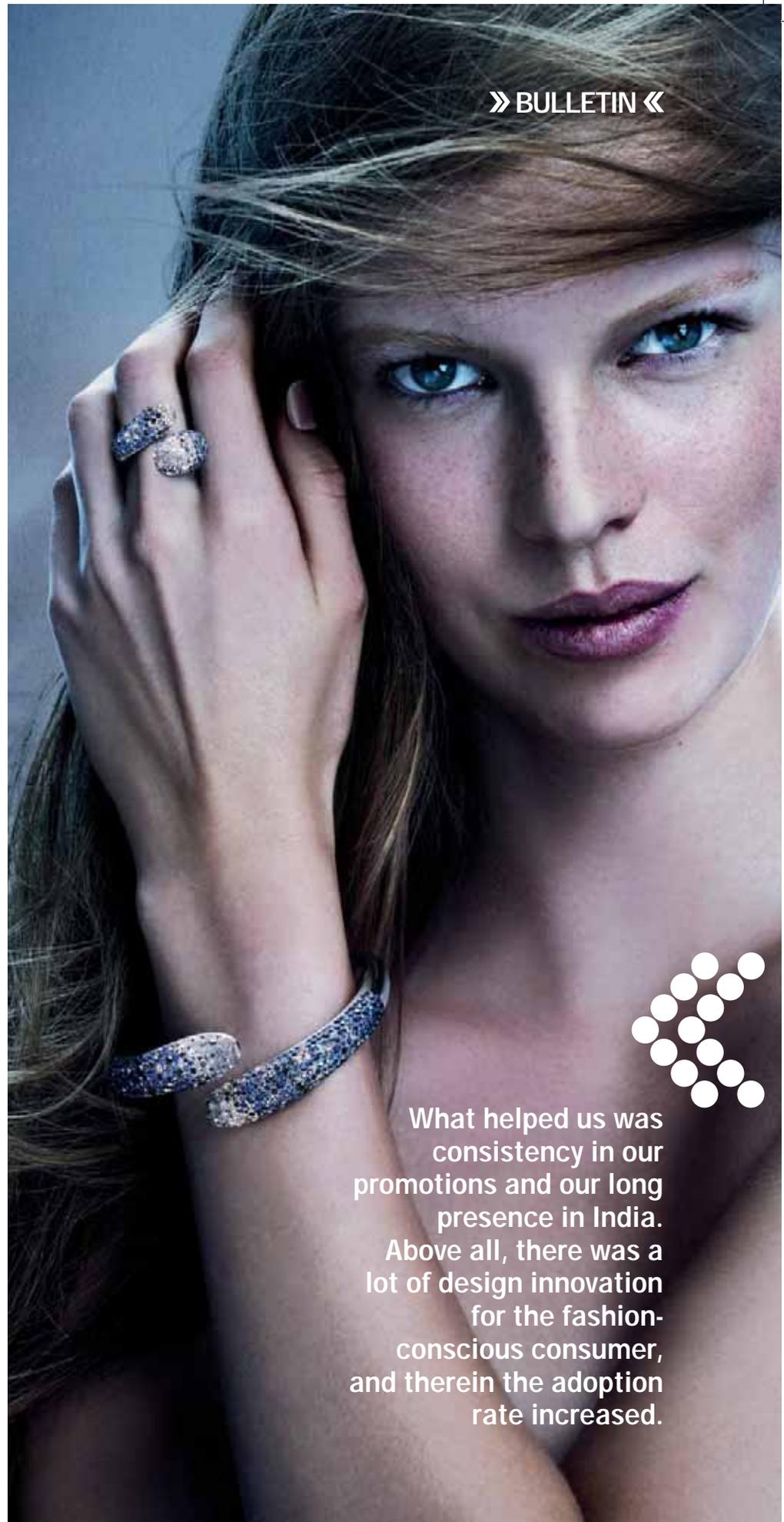
The 600-sq-ft store has been designed by Tokujin Yoshioka, who created a 'Crystal Forest' theme, highlighting the infinite possibilities of crystal depicting nature. The store showcases its latest jewellery collections, crystal ware, fashion accessories, and animal figurines.

Robert Buchbauer, member of the firm's executive board, commented, "Swarovski is committed to presenting the sparkling world of crystal to our consumers in a way that exceeds their expectations."

Swarovski has 1,700 stores situated in major fashion capital cities of the world, including 20 in India in cities like Delhi, Mumbai, Bangalore, Kolkata, Chennai, Kochi, and Hyderabad.

Sukanya Dutta Roy, country manager, Swarovski-Consumer Goods Business-India said, "We have been present in the market for about a decade now and our experience has prompted us to expand further. We are looking at opening two more stores this year."

When asked how Swarovski had managed to make a dent in the Indian market which was big on evaluating the intrinsic worth of jewellery, Dutta Roy noted, "It was a big challenge for us to break that consumer perspective. However, Swarovski's grade of crystals is comparable to 18- and 14-karat diamond jewellery. What helped us was consistency in our promotions and our long presence in India. Above all, there was a lot of design innovation for the fashion-conscious consumer, and therein the adoption rate increased. We stayed our ground and won the customers over in time. In India, we started our first boutique in 2003, but prior to that we were present in a number of multi-brand locations in the country. The Indian customer has been exposed to Swarovski well before 2000 when the company first established its presence here. It was about getting the customer into the store, and making her feel comfortable with



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the product. That's the reason why we have sustained and survived."

In India today, Swarovski has become a generic term for most crystal products and fashion jewellery, which is set mainly in rhodium. The customer profile ranges from 14-year-olds to high-end spenders. "We

consciously make an effort to ensure that we have something for every customer. In younger fashion jewellery we have moved into segments like mobile phone accessories and charms," explained Dutta Roy.

But Swarovski has a global appeal. What sells best in India also sells well around the world. Dutta Roy reveals that although designs are not tweaked for the Asian market, there are some colour variations in product and the sizes of rings are smaller to suit the population.

Swarovski primarily sells designs. "We see ourselves as promoters of fashion, and don't use precious metals (only this time, the firm has introduced one collection in sterling silver). Our basic strength is design, which is fluid in terms of global appeal. We study every market and introduce trends to make sure that we are there before the trend really becomes big," remarked Dutta Roy. ■

