

# SWAROVSKI FASHION ROCKS

FOR THE PRINCE'S TRUST

## **HOLLYWOOD SUPERSTAR SAMUEL L. JACKSON TO HOST SWAROVSKI FASHION ROCKS FOR THE PRINCE'S TRUST 2007**

**London 8<sup>th</sup> May 2007** – Hollywood's ultimate leading man, Samuel L. Jackson, is set to host Swarovski Fashion Rocks for The Prince's Trust 2007. The live spectacular unites the world's leading fashion and music talent on one stage and will return to London's prestigious Royal Albert Hall on 18<sup>th</sup> October 2007.

Following massive success in London, 2003 and Monaco, 2005, this year's Swarovski Fashion Rocks promises to be more outstanding than ever. The line up will feature shows by international designers accompanied by performances from the world's top music artists.

Confirmed designers to date include Armani, Burberry, Calvin Klein, Chanel, Dolce & Gabbana, Stella McCartney, Valentino, Versace and Yves Saint Laurent.

Elizabeth Saltzman, Chairperson of Swarovski Fashion Rocks for The Prince's Trust says "This is one of the most exciting combined fashion and music fundraising events ever, harnessing the powerful influences of fashion and music to raise money for youth charity The Prince's Trust."

Nick Scott, Executive Producer of the event adds, "We are thrilled to be bringing Fashion Rocks back to the Royal Albert Hall and raising funds for The Prince's Trust. With a fantastic creative team headed up by Jason Herbert, Charlotte Stockdale and Alexandre de Betak, this year's event promises to be an incredible extravaganza. We are even more thrilled that Samuel L Jackson, an established fashion icon, has agreed to host this year's event. He is known for his incomparable sense of style, from Shaft to the purple velvet Armani dinner jacket he wore at the Oscars, which is now part of the permanent collection. He always knows what to wear and how to wear it, with the right amount of attitude. Sam is someone that transcends all genres or facets of entertainment and in doing so, has developed a fan base in music, fashion, sports and movies. This makes him the perfect choice to host Swarovski Fashion Rocks for The Prince's Trust 2007."

Swarovski is proud to sponsor this year's event, Nadja Swarovski, Vice-President of International Communications for Swarovski confirms, "Swarovski is thrilled to once again support this incredible event, celebrating the icons of fashion and music and raising funds for such a worthwhile cause. As Swarovski crystals have been part of the fashion and music industries since the beginning of the last century, from the early days of Chanel and Dior to the album covers and tours of Beyoncé and Madonna, this event has particular relevance to Swarovski."

Estée Lauder will be heading up the largest ever team of make-up artists at one event, to transform the models for each designer segment.

Swarovski Fashion Rocks for The Prince's Trust will be televised on Channel 4 in the UK and also worldwide from late October.

Iconic fashion, music legends and the world's top models - Swarovski Fashion Rocks for The Prince's Trust is set to be the hot ticket of 2007, on sale from May 14<sup>th</sup>.

-Ends-

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**Notes to editors:**

- In 2006, Big Group Ltd and Premium International Ltd (which created Fashion Rocks Group Ltd) purchased the Fashion Rocks brand from The Princes Trust. The purchase deal ensures that The Prince's Trust continues to benefit from every Fashion Rocks event through annuity and profit participation, in addition to receiving a substantial purchase figure. The new management of Fashion Rocks will also expand the concept worldwide providing greater opportunity for charitable fundraising for The Prince's Trust. Fashion Rocks will continue to directly impact on the lives of young disadvantaged people supported by The Prince's Trust for years to come.
- Youth charity The Prince's Trust helps change young lives. It gives practical and financial support, developing key workplace skills such as confidence and motivation. It works with 14- to 30-year-olds who have struggled at school, have been in care, are long-term unemployed or have been in trouble with the law. The Prince of Wales's charity has helped more than 550,000 young people since 1976 and supports 100 more each day. Three in four young people The Trust helped last year moved into work, education or training. Further information about The Prince's Trust is available at [www.princes-trust.org.uk](http://www.princes-trust.org.uk) or on 0800 842 842.
- Over a hundred years ago, in 1895, Daniel Swarovski I, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewellery stones. From these beginnings, which revolutionised the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal, for fashion, jewellery and more recently lighting, architecture and interiors. Today, the company, still based in Wattens, family-owned and run by 4<sup>th</sup> and 5<sup>th</sup> generation family members, has a global reach, with some 20,000 employees, a presence in over 120 countries and a turnover in 2006 of 2.33 billion Euros. Comprising two major divisions, one producing and selling loose crystals, the other creating design-driven finished products. [www.swarovskisparkles.com](http://www.swarovskisparkles.com) [www.swarovskisparkles.tv](http://www.swarovskisparkles.tv)
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