

# *Swarovski Shimmer Effect* for Dance Sport



*More Vibrant Colors that Accentuate Every Move!*

# Introducing *The new Shimmer Effect*

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## Why a new product?

The Dance World asked and Swarovski listened

## What is it?

The Shimmer Effect

## Why is it special?

- Dynamic colors with unique light refractions
- Softer, more elegant shimmer that accentuates every move
- 3 shades of a single color
- Available in 15 colors and 5 sizes
- Unmatched quality, durability, and glamour to ensure the highest level of performance is achieved



# Features & Benefits

Why the Shimmer Effect gives an edge on the competition!



ABOUT

PRODUCT

MARKETING

The Shimmer Effect Product Information	Features / Benefits
Multicolor shimmer effect over colored crystals	A lighter AB effect shows color more vibrantly
Colors are consistent across the entire collection	Garments are always brilliant and consistent in appearance
Softer light refraction	3 shades of a single color enable costume designs to look softer and more elegant
Lead free* and compliant with applicable laws and regulations	Complete confidence when crystals are in contact with skin, hair, and nails
Wash resistant and durable foiling	Crystals and effects remain sparkling and intact after machine washing or chemical cleaning

\*Crystal glass and all other materials containing 0.009% lead or less

# Shimmer Effect

15 colors available in SS12, SS16, SS20, SS30 and SS40



Siam Shimmer



Cobalt Shimmer



Erinite Shimmer



Blue Zircon Shimmer



Lt. Siam Shimmer



Black Diamond Shimmer



Lt. Colorado Topaz Shimmer



Hyacinth Shimmer



Fuchia Shimmer



Lt. Sapphire Shimmer



Citrine Shimmer



Peridot Shimmer



Silk Shimmer



Topaz Shimmer



Tangerine Shimmer

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