



Nadja Swarovski

BUSINESS LEADER

Heritage brands now compete on cultural relevance, and most are not structured to produce it. The companies that hold their position refresh how they are perceived without diluting what they stand for. Sustainability commitments have moved from optional to expected, and the boards that turn those commitments into commercial advantage are the ones still building brand value at scale.

Nadja Swarovski repositioned one of the world's most recognisable luxury brands through creative collaboration and embedded sustainability, and now invests in heritage businesses applying the same playbook as Managing Partner at Pegasus Private Capital and CEO of Really Wild Clothing.

Nadja Swarovski's 2026 Biography

Why organisations work with Nadja Swarovski

- Three decades of brand-building inside one of the world's most recognisable luxury names. She initiated the Swarovski Collective (1999), Swarovski Crystal Palace (2002) and Atelier Swarovski (2007), and oversaw collaborations with more than 200 designers including Alexander McQueen, Zaha Hadid, Karl Lagerfeld and Viktor & Rolf.
- Sustainability built into commercial strategy at executive board level, not bolted on as communications. She established Swarovski's sustainability function in 2012, ran it through 2020, and aligned the company with the UN Global Compact and the UN Women's Empowerment Principles.
- Family-business governance from the inside. She sat on the executive board of a fifth-generation family company through a major repositioning, and can speak credibly to how creative direction, sustainability and commercial discipline coexist at scale.
- An ecosystem of working relationships across fashion, design, philanthropy and conservation. Built through chairmanship of the Swarovski Foundation, presidency of Fashion Council Germany, and roles at UCLA School of Theater, Film and Television, FIT Foundation, and The Nature Conservancy's European Council.
- Currently CEO of Really Wild Clothing and Managing Partner at Pegasus Private Capital. She is using the same brand-building principles in her own businesses now, with her own capital and her own operational time at stake.

Biography highlights

- First female member of the Executive Board of Swarovski, with

AVAILABLE FOR

- After Dinner Engagement
- Speaking

NADJA'S SPEAKING THEMES

- Climate Action and Sustainability
- Creativity
- ESG Strategy
- Marketing & Branding
- Purpose-Driven Leadership

LANGUAGES: English

responsibility for global brand strategy, communications and sustainability across a business with annual turnover of approximately €3.5 billion.

- Created and led Swarovski Crystal Palace and Atelier Swarovski, the platforms behind collaborations with Zaha Hadid, Alexander McQueen, Karl Lagerfeld, Viktor & Rolf, Yves Béhar, Tom Dixon and more than 200 other designers.
- Founded the Swarovski Foundation in 2013, a UK-registered charity supporting culture and creativity, human empowerment and environmental conservation, including the Swarovski Foundation Centre for Learning at the Design Museum in London.
- Established Swarovski's Sustainability Department in 2012 and ran sustainability strategy through 2020, aligning the company with the UN Global Compact and the UN Women's Empowerment Principles.
- Currently CEO and majority owner of Really Wild Clothing and Managing Partner of Pegasus Private Capital, a UK investment firm focused on heritage and craft-led brands.
- Chevalier de l'Ordre des Arts et des Lettres (2016), honorary doctorate from the University of the Arts London (2019), Business of Fashion BoF 500 (2020), Positive Luxury Business Leader of the Year (2020).

Biography

Most heritage luxury brands lose cultural ground when they cannot reconcile preservation with relevance. Swarovski, the Austrian crystal company founded by Daniel Swarovski in 1895, became one of the few heritage houses that did both, through twenty-six years of work led by Nadja Swarovski as the first woman on its executive board.

The contribution was structural. She built Swarovski Collective, Swarovski Crystal Palace and Atelier Swarovski as platforms for designers who otherwise had no commercial reason to engage with a crystal supplier. The collaborator list runs to more than two hundred and includes Alexander McQueen, Zaha Hadid, Viktor & Rolf, Karl Lagerfeld and Christopher Kane. Swarovski moved from component supplier to cultural participant, and the brand equity that followed underwrote the broader business.

In 2012 she established Swarovski's sustainability function and ran it through 2020, aligning the company with the UN Global Compact and the UN Women's Empowerment Principles, and embedding ethical sourcing and traceability into a global manufacturing operation. The Swarovski Foundation, which she founded in 2013, made the philanthropic side of that work formal as a UK-registered charity organised around three pillars: culture and creativity, human empowerment, and conserving natural resources.

Since leaving the family company at the end of 2021, she has moved from operator inside one company to operator-investor across several. As Managing Partner at Pegasus Private Capital she invests in heritage businesses where craft and traceability function as commercial advantages rather than aesthetic gestures. As CEO of Really Wild Clothing, the British countryside brand she and her husband acquired in 2024, she is rebuilding the supply chain around UK mills including Lovat, Kynoch, Harris Tweed, Lochcarron, Linton and Liberty. The investment thesis is the same one that worked at Swarovski: cultural relevance compounds when the supply chain is real.

Key speaking topics

- Brand strategy in heritage and luxury businesses
- Sustainability as commercial strategy
- Creative collaboration as a brand asset
- Family-business governance and next-generation leadership
- Philanthropy and corporate foundation design
- Women's leadership in legacy companies

Ideal for

- CEOs and executive boards of heritage, luxury and consumer brands
- Chief Brand Officers, CMOs and creative directors managing cultural relevance
- Chief Sustainability Officers integrating ESG commitments into commercial strategy
- Family business owners and next-generation leaders preparing for repositioning or succession

Audience outcomes

- A specific account of how creative collaboration generated brand equity at Swarovski, traced through the named platforms that built it.
- Examples of sustainability translated into operating decisions across product, supply chain, governance and reporting, with the UN frameworks the company aligned to.
- Insider knowledge of family-business governance at executive board level during a major brand repositioning.
- Honest assessment of which sustainability and brand trade-offs are commercially real, drawn from current investment decisions at Pegasus Private Capital.

Nadja Swarovski's Videos



