



Nadja Swarovski

Member of the Swarovski executive board, head of corporate [branding](#) and communication

Nadja Swarovski is an Executive Board member of Swarovski Crystal Business and Chairperson of the Swarovski Foundation. Nadja joined the family company founded by her great-great-grandfather Daniel Swarovski in 1995. Since joining she has positioned the Swarovski brand as a leading force in the fashion industry and an enabler of creativity.

Nadja's biography

Nadja Swarovski's background

Nadja studied Art History and Foreign Languages at Southern Methodist University in Texas before going to study at Sotheby's Institute of Art and the Gemological Institute of America (GIA) in New York. She then started her career at the Gagosian Gallery followed by working for renowned fashion PR Eleanor Lambert.

Since joining the family firm nearly 25 years ago, Nadja has driven collaborations with major fashion houses, and supported emerging talent as well as significant industry exhibitions and events. Through her work, she has established the brand and herself as a patron of [creativity](#) and an enabler of young talent. In 2007, Nadja launched Atelier Swarovski, a jewelry and accessories line which celebrates creativity, innovation and craftsmanship. Collaborators have included Karl Lagerfeld, Jean Paul Gaultier, Christopher Kane and Viktor & Rolf and currently the brand is working with Penélope Cruz across Atelier Swarovski fine jewelry and fashion jewelry collections.

Since 2012, Nadja has spearheaded Swarovski's Sustainability strategy and overseen the company's [corporate social responsibility](#) initiatives. She has directed the company so that design and manufacturing prioritise sustainable and ethical practices, while aligning Swarovski's efforts with the United Nations Sustainable Development Goals. Swarovski crystals are recognised as the greenest on the market due to the company's longstanding commitment to ethical and sustainable practices throughout its manufacturing processes.

A dedicated philanthropist, Nadja set up the Swarovski Foundation in 2013 to support charitable initiatives and organizations working in three areas: culture and creativity, promoting human empowerment and conserving natural resources.

In addition, she champions gender equality on international platforms and uses the company's brand visibility to promote women's empowerment. Swarovski is a signatory of the United Nations' Women's

Empowerment Principles (WEPS) and part of the UN Women UK National Committee Corporate Advisory Group; in 2018 the company supported a research program with BSR (Business for Social Responsibility) to explore and improve the lives of women in the jewelry supply chain.

Nadja has been internationally recognised as a businesswoman and philanthropist, receiving various awards including most recently the Global Fashion [Business Leader](#) Award at the Canadian Arts & Fashion Awards, Outstanding Individual at the Luxury Briefing awards and the Fellowship Award from the Society of British and International Design as well as being honoured by the CFDA for Swarovski's outstanding contribution to the industry. In 2019, Swarovski received the Fashion Institute of Technology's Social Impact in sustainability Award.

Nadja has many NED roles and serves on the board of organizations committed to her values of sustainability and empowerment, including the Swarovski Waterschool, Women for Women International and Women in Manufacturing. She also supports charities including Maggie's Centres, the NSPCC and the Prince's Trust. She lives in London with her husband and three children.

Nadja's talks

- [Arts and Design](#)

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