

S'WELL UNVEILS A DAZZLING, LIMITED-EDITION HOLIDAY COLLECTION IN PARTNERSHIP WITH SWAROVSKI

Net Profits to Help Charity Organizations in Support of Breast Cancer Research, Global Sustainable Development and the Fight to End AIDS

NEW YORK, October 2017 -- S'well the fashionable, reusable beverage bottle company that gives back, announced the release of its 2017 limited-edition holiday collection, 17oz bottles created with Swarovski, the leader in precision cut crystals with more than 120 years of creativity and craftsmanship. S'well will support the charitable efforts of Breast Cancer Research Foundation (BCRF), Swarovski Waterschool and (RED) with net profits from this inaugural collection.

"I'm so pleased that we are partnering with such an iconic brand like Swarovski," said S'well Founder and CEO Sarah Kauss. "The bottles are beautiful, pushing the boundaries of design and innovation. They allow our consumers to have a sophisticated, luxury moment, while giving back to our charity partners."

The partnership offers two, limited-edition collections: The S'well Radiance and Brilliance Collections with Swarovski crystals.

The Radiance Collection

Bold yet elegant, the Radiance bottles offer caps that are embellished with over 500 hand-applied Swarovski crystals. The caps strike a vivid contrast to the understated, satin translucent finish and rich, tonal hues of the bottles. The eye-catching bottles are offered in four different shades including navy, ice blue, pink diamond and red.

The Brilliance Collection

Five stunning bottles make up the Brilliance collection. The bottles are covered in more than 6,000 Swarovski crystals and offer an awe-inspiring vision of glamour and handcrafted elegance. The bottles come in shades of pink, navy, jet, crystal and red.

The limited-edition collection will begin to rollout October 1, with the first bottle, Jolie, supporting the Breast Cancer Research Foundation (BCRF) – an organization working to prevent and cure breast cancer by advancing the world's most promising research. The Jolie bottle is part of the Brilliance collection. It is covered in pink Swarovski crystals and includes a crystallized Breast Cancer Awareness ribbon.

On November 1, six bottles from both the Radiance and Brilliance collection will launch in support of Swarovski Waterschool – Swarovski's flagship community investment program working to empower present and future generations to become stewards of sustainable development. Grace, Celine and Serena from the Radiance collection offer beautiful, Swarovski crystal embellished caps, while Alina, Bijou and Reign bottles from the Brilliance collection are fully covered in crystals.

"Both Swarovski and S'well share a commitment to community investment around the topic of water preservation, making this partnership a perfect fit. We are confident that this dazzling collection was developed with innovation, functionality and quality in mind, creating a product that is fashion forward and designed keeping social responsibility in mind," said Swarovski Senior Vice President, Alexander Wellhoefer.

The partnership will conclude in December with the launch of limited-edition (SWELL)^{RED} Radiance and Brilliance bottles – Scarlet and Ruby – supporting (RED)’s fight to end AIDS.

As part of its mission to give back to communities in need, S’well is donating 20% of net profits from the Radiance limited-edition bottles and 100% of net profits from the Brilliance limited-edition bottles to support its various charity partners through beautiful design and collaboration.

The Radiance bottles retail for \$150 and the Brilliance bottles for \$1500 on swellbottle.com and at select retailers this fall.

For high resolution images and to learn more, please contact S’well.

#crystalsfromSwarovski	#SwarovskiWaterschool	#SwellBottle
Instagram.com/Swarovski		Instagram.com/SwellBottle
Twitter.com/Swarovski		Twitter.com/SwellBottle
Facebook.com/SwarovskiCrystals		Facebook.com/SwellBottle
Google.com/+Swarovski		Pinterest.com/ SwellBottle
Pinterest.com/Swarovski		Linkedin.com/SwellBottle

About S’well

S’well is a global manufacturer, wholesaler and online retailer of upscale, insulated reusable beverage containers that look great and do good. S’well products are beautifully crafted and composed of BPA-free and 18/8 stainless steel. Most S’well products keep drinks cold for 24 hours and hot for 12. On a mission to rid the world of plastic bottles and help communities in need, S’well gives back with each bottle sold. It is a partner of organizations such as UNICEF USA, Breast Cancer Research Foundation (BCRF) and (RED). Recently, S’well was named to the 2017 Inc. 500 List of fastest-growing, privately-held companies (#99). In addition, S’well has been named #1 Fastest-Growing, Women-Led Company by The Women Presidents’ Organization and included on Crain’s New York Business’ 2016 “Fast 50” (#11). S’well bottles are currently sold in 65 countries worldwide. Visit www.swellbottle.com to learn more.

Swarovski Waterschool

Swarovski Waterschool is Swarovski’s flagship community investment program, which for 17 years has been empowering children and their communities to practice sustainable water use, environmental stewardship and proper hygiene, to foster sustainable development and ensure long-term availability of clean water for society and nature. To learn more visit: SwarovskiWaterschool.com.

Swarovski

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, the company designs, manufactures and markets high-quality crystals, genuine gemstones and created stones as well as finished products such as jewelry, accessories and lighting. The Swarovski Crystal Business is run by the fifth generation of family members and has a global reach with approximately 2,800 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.6 billion euros in 2016. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2016, the Group generated revenue of about 3.37 billion euros and employed more than 32,000 people. A

responsible relationship with people and the planet is an integral part of Swarovski's heritage. The global Swarovski Waterschool education program has reached 461,000 children on the world's greatest rivers, and the Swarovski Foundation, set up in 2013, works to support culture and creativity, promote wellbeing, and conserve natural resources to achieve positive social impact.

www.swarovskigroup.com

BCRF

The Breast Cancer Research Foundation (BCRF) is dedicated to being the end of breast cancer by advancing the world's most promising research. Founded by Evelyn H. Lauder in 1993, BCRF-funded investigators have been deeply involved in every major breakthrough in breast cancer prevention, diagnosis, treatment and survivorship. This year, BCRF will award \$59.5 million to support the work of more than 275 scientists at leading medical and academic institutions across 15 countries, making BCRF the largest private funder of breast cancer research worldwide. BCRF is the highest rated breast cancer organization in the U.S.—the only one with an "A+" from CharityWatch and Charity Navigator's highest rating of four stars. Visit www.bcrfcure.org to learn more.

(RED)

(RED) was founded in 2006 to engage businesses and people in the fight against AIDS. (RED) partners with the world's most iconic brands that contribute up to 50% of profits from (RED)-branded goods and services to the Global Fund. (RED) Proud Partners include: Apple, Bank of America, Beats by Dr. Dre, Belvedere, Claro, The Coca-Cola Company, MCM, Salesforce, SAP, Starbucks and Telcel. (RED) Special Edition partners include: aden+anais, Alessi, ALEX AND ANI, Andaz, Bombas, Fatboy USA, Fully, Girl Skateboards, Le Creuset, Nickelodeon, Mophie, S'well and Vespa. To date, (RED) has generated more than \$465 million for the Global Fund to fight AIDS, Tuberculosis and Malaria, to support HIV/AIDS grants in Ghana, Kenya, Lesotho, Rwanda, South Africa, Swaziland, Tanzania and Zambia. 100 percent of that money goes to work on the ground – no overhead is taken. Global Fund grants that (RED) supports have impacted more than 90 million people with prevention, treatment, counseling, HIV testing and care services.