

## PRESS RELEASE

SWAROVSKI OPTIK KG  
Absam, December 1st, 2021

### **Get ready for the next adventure The SWAROVSKI OPTIK GEAR collection now includes clothing**

*Perfectly equipped for unforgettable outdoor experiences: SWAROVSKI OPTIK, the world-leading manufacturer of long-range optics, opens up a whole new dimension for nature lovers with its highly precise long-range optics. But that's not all. Following the launch of equipment items in 2020, the Tyrolean family-owned company is now expanding its GEAR collection to include outdoor clothing. The new line for men and women is exceptionally functional. It is produced as sustainably as possible. All GEAR products are available in the online shop on [swarovskioptik.com](https://swarovskioptik.com) and from selected retailers.*

“Our customers all over the world spend a lot of time in nature. With our long-range optical devices, they can be outdoors in every season and in all kinds of weather. As well as accompanying them on their adventures with binoculars and spotting scopes, we also want to offer them high-quality clothing and practical items of equipment,” commented Stefan Hämmerle, Member of the Executive Board – Marketing & Sales, explaining the idea behind the SWAROVSKI OPTIK GEAR collection.

#### **For the love of nature**

For all its products, SWAROVSKI OPTIK places great emphasis on sustainability: from the choice of materials to production and packaging –exemplary environmentally friendly production is part of the company's philosophy. In the context of clothing, sustainability means durable and timeless garments. So instead of designing seasonal collections, SWAROVSKI OPTIK focuses on ruggedness and durability. Natural materials are used wherever possible, including organic cotton, recycled cotton, viscose, and mulesing-free merino wool. Functional materials are made from recycled polyester (rPET). Garments are produced by carefully selected partners in Europe and Asia.

The new clothing line consists of a T-shirt, polo shirt, shirt, blouse, hoody, puff jacket and vest, as well as an outdoor jacket and pants – for both men and women. Caps and beanies are also available. The range was expanded in 2020 to include gloves and a daypack. For a detailed overview of the entire GEAR collection, visit: <https://swarovs.ki/gear>

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### Visual material

High-resolution picture material can be downloaded at <http://images.swarovskioptik.com/>.

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Experience the moment!

SEE *THE* UNSEEN.

SWAROVSKIOPTIK.COM

### SWAROVSKI OPTIK

SWAROVSKI OPTIK, headquartered in Absam, Tyrol, is part of the Swarovski group of companies. Founded in 1949, the Austrian company specializes in the development and manufacturing of long-range optical instruments of the highest precision in the premium segment of the market. The binoculars, spotting scopes, rifle scopes, and optronic instruments are products of choice for demanding users. The company's success is based on its innovative strength, the quality and intrinsic value of its products, and their functional and esthetic design. The appreciation of nature is an essential part of its company philosophy and is reflected commendably in its environment-friendly production and its long-term commitment to selected nature conservation projects. The turnover in 2020 was 163.5 million euros (2019: 158.7 million euros), with an export ratio of 91%. The company has around 1,000 employees.

### Information & contact details

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