



- ⚙️ **WORLD'S LARGEST** privately-owned cruise company
- ⚙️ **NUMBER ONE** cruise line in Europe, South America, South Africa and the Gulf
- ⚙️ **FOUNDED IN 2003** in Geneva, Switzerland
- ⚙️ **FLEET OF 16** ultra-modern, innovative cruise ships
- ⚙️ The fleet is set to expand to **29 CRUISE SHIPS** by 2027
- ⚙️ Distribution network in **81 COUNTRIES**

**Unique**  
COLLABORATION

STARTING IN  
**2008**

**1<sup>ST</sup>**  
STAIRCASE ON  
MSC FANTASIA

**78**  
STEPS CONTAINING  
MORE THAN  
38,220 SWAROVSKI  
CRYSTALS

**15**  
LED POINTS IN  
EACH STEP SENDING  
REFLECTED LIGHT  
AROUND THE  
ATRIUM

**8**  
SHIPS FEATURING  
THE ICONIC  
SWAROVSKI  
STAIRCASE

# SWAROVSKI

- ◆ **FOUNDED IN 1895 IN WATTENS, AUSTRIA**  
Run by the fifth generation of family members
- ◆ **MANUFACTURING HIGHEST QUALITY CRYSTALS**  
Passion for detail and high-precision crystal cutting
- ◆ **UNIQUE BRILLIANCE AND PREMIUM CUTS**  
Through advanced technology and high-precision manufacturing
- ◆ **INNOVATIVE EXCELLENCE AND COLLABORATIONS**  
With world-class designers and brands
- ◆ **SWAROVSKI CRYSTALS ARE USED ACROSS ALL INDUSTRIES**  
From fashion to jewelry, accessories, interior design, and lighting

