

Swarovski & Erewhon Celebrate 130 Years of Sparkle with Limited-Edition Tote

Published on 29 Oct 2025 | By IFI Correspondent



Austrian crystal house Swarovski has teamed up with Los Angeles-based luxury grocer Erewhon to celebrate the jeweller's 130th anniversary. The partnership also coincides with the launch of Swarovski's "Masters of Light: Hollywood" exhibition in L.A.

What's in the capsule

The limited-edition drop includes **two items**:

- A bespoke juice called "Lemon 130", which blends organic mango, lemon, coconut water, coconut milk, ashwagandha, lion's mane, turmeric and vanilla. It comes in Erewhon's signature clear bottle with an orange cap.
- A yellow cotton oversized tote, featuring crystallised logos of Swarovski and Erewhon on the front and back, plus a Swarovski 130th-anniversary logo on the interior pocket.

Designer insights

Swarovski's global creative director, Giovanna Engelbert, says: "One of the things I love about crystal is its relationship with light and how this interplay has the power to spark joy." She adds that the material "naturally complements the wellness space and aligns with the ethos that drives Erewhon."

How and where to buy

The Swarovski x Erewhon tote bag will be available for purchase from **October 29 to November 3** at the *Masters of Light – Hollywood* pop-up store. Limited quantities will also be available through **November 10** at Swarovski's Century City and Beverly Center locations.

Why it matters

- The collaboration is a smart blend of **luxury heritage** (Swarovski) and **wellness-lifestyle culture** (Erewhon).
- It reflects how brands are increasingly viewing physical products (a tote, a juice) as experiential statements
 rather than simple items.
- The choice of juice as part of the drop signals a broader shift: luxury brands tapping into holistic wellness.