

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

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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**.