



Swarovski x Rosenthal SIGNUM collection on the terrace of Cracco Restaurant Portofino

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## Summer Pop-up: Swarovski Lands At Cracco Restaurant In Portofino

June 10, 2025 – Swarovski announces its arrival at Cracco Portofino Restaurant.

Taking over several spaces in this acclaimed restaurant, Swarovski's activation will combine joyful extravagance with La Dolce Vita lifestyle of the Italian Riviera, welcoming visitors throughout the 2025 summer season.

Building on the success of the Swarovski Cafe at Palazzo Citterio during the

Masters of Light: From Vienna to Milan exhibition, envisioned by Swarovski Global Creative Director, Giovanna Engelbert, in 2024, this new iteration revitalizes the concept in a breathtaking new location.

Offering spectacular views across the Marina di Portofino, the sun-drenched terrace will be completely transformed, allowing guests to immerse themselves in the Austrian House's world of wonder.

Touches of Swarovski shimmer will be present throughout the space, from the sea-level welcome desk to the outdoor terrace. The terrace will serve as a focal point, featuring seating and parasols in Swarovski's vibrant colors as well as a Swarovski-branded octagon-shaped frame providing the ideal backdrop for a picture-perfect postcard from Portofino.

Once seated, guests will be able to enjoy a range of sweet and savory delicacies including a specially crafted Swarovski cocktail and dessert by renowned chef, Carlo Cracco. Each dish will be served on exquisite porcelain from the **Swarovski x Rosenthal collections**, designed by Giovanna Engelbert.

Inside the restaurant, guests will be invited to explore radiant pieces from our Spring-Summer 2025 collection including jewelry, eyewear, and accessories envisioned by Giovanna Engelbert featuring fresh new hues, warm golden accents, and intricate designs glowing with exceptional savoir-faire.

Overlooking the Gulf of Tigullio, Cracco Portofino Restaurant is one of Italy's most sought-after destinations. Chef Carlo Cracco complements the scenery with dishes that celebrate the unique flavors and aromas of the region, using locally grown ingredients to create a menu that blends rustic charm with fine dining sophistication.

Swarovski Terrace will be open from June 2025. Reservations should be made via Cracco Portofino Restaurant with limited walk-ins available.

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## ABOUT ROSENTHAL

From porcelain pioneer to an international design company.

Founded in 1879, Rosenthal reflects on its longstanding company history. The story of Rosenthal is the story of a father and son – founder Philipp Rosenthal Senior and the visionary entrepreneur Philip Rosenthal Junior. The former laid the foundation for modern porcelain production, while the latter built Rosenthal into a renowned international brand. His credo: a passion for everyday luxury and a heartfelt commitment to design.

For well over a century, established designers, artists, and trendy newcomers have crafted elegant, high-quality tableware collections and exclusive pieces that enhance living spaces. Rosenthal's clientele includes not only households worldwide but also 800 international restaurants and hotels. Rosenthal is already on the path of green transformation and established the "Corporate Sustainability" unit in 2022. The company actively addresses sustainability in environmental and energy management and social responsibility. The Rosenthal portfolio features the Rosenthal, Hutschenreuther, and Thomas brands, along with collaborations such as Rosenthal meets Versace and Swarovski x Rosenthal. Since July 2009, Rosenthal has been part of the Italian Arcturus Group.

## **ABOUT SWAROVSKI**

Masters of Light Since 1895.

Swarovski creates beautiful products of impeccable quality and craftsmanship that bring joy and celebrate individuality.

Founded in 1895 in Austria, the company designs, manufactures, and sells the world's finest crystals, Swarovski Created Diamonds and zirconia, jewelry, and accessories, as well as home décor and crystals for Automotive.

Swarovski Crystal Business is represented in over 140 countries worldwide with 2,300 Swarovski boutiques complemented by selected multibrand partners and employs 16,600 people. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. A responsible relationship with people and the planet is part of Swarovski's heritage. Today this legacy is rooted in sustainability measures across the value chain, with an emphasis on circular innovation, championing diversity, inclusion, and self-expression, and in the philanthropic work of the Swarovski Foundation, which supports charitable

organizations bringing positive environmental and social impact.