



**WORLD'S FIRST SWAROVSKI STARBURST LIGHT SHOW SPECTACULAR  
DEBUTS ON LAS VEGAS STRIP**

***Swarovski Midnight Celebration to Dazzle Shoppers Each Night at  
New Grand Bazaar Shops at Bally's Las Vegas***

**LAS VEGAS (Feb. 27, 2015)** – On Thursday night, Feb. 26, at midnight, the Las Vegas Strip welcomed its newest outdoor entertainment spectacle: the Swarovski Midnight Celebration at Grand Bazaar Shops. Created for Swarovski's custom pavilion and six-story-tall Starburst, the Swarovski Midnight Celebration was designed to be the centerpiece of the new Grand Bazaar Shops, providing a unique retail and entertainment experience.

The Swarovski Midnight Celebration is a dazzling three-minute-long light-and-sound show designed to mark the dawn of a new day. The spectacle was envisioned as a way to bring New Year's Eve-style excitement to the Strip every night of the year. The production incorporates the Swarovski Starburst—a one-of-a-kind, 14-foot-diameter structure composed of 911 custom-cut Swarovski crystal spheres—as well as a large video screen embedded into the multi-faceted façade of the Swarovski pavilion. Evocative scenes from exotic bazaars, together with the Starburst's more than 1,800 points of LED light, are choreographed to a dramatic original score featuring enchanting beats of world music.

Representing a first for Swarovski, the 400-square-foot boutique is a free-standing pavilion whose exterior is composed of dozens of large, angular facets designed to make the structure resemble a cut crystal. Inside, the boutique boasts hand-selected finishes—such as linen, paper and burlap forms and inlays—throughout, as well as eye-catching, crystal-enhanced glass spheres playfully suspended from the ceiling. Specially crafted panels provide an artful platform for the presentation of Swarovski jewelry and décor.

In keeping with the Grand Bazaar theme, the boutique features Swarovski's first-ever "bartering window," allowing passersby to negotiate the price they pay for select items. Among the items slated to be featured in the barter window are limited-edition pieces such as crystallized Beats Headphones; a Martin custom-designed crystal classic acoustic guitar; a Gibson Les Paul electric guitar and crystallized white, black and pink skulls. Specific items for which visitors can barter will change from day to day.



The boutique will be open daily from 9:30 a.m. to 12:30 a.m. For more information about Swarovski, go to [Swarovski.com](http://Swarovski.com).

**MEDIA CONTACTS:**

Marina Nicola/Erika Pope

Vox Solid Communications for Swarovski

[mnicola@wearevoxsolid.com](mailto:mnicola@wearevoxsolid.com), [epope@wearevoxsolid.com](mailto:epope@wearevoxsolid.com)

(702) 586-2137, (702) 249-2977

Michelle Monson

BRAINtrust Marketing + Communications for Grand Bazaar Shops Las Vegas

[michelle.monson@braintrustlv.com](mailto:michelle.monson@braintrustlv.com)

(702) 985-8980

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