

UNDER EMBARGO UNTIL SEPTEMBER 29, 2026, 12PM SWISS TIME

NESPRESSO × SWAROVSKI

NESPRESSO AND SWAROVSKI INVITE YOU TO MAKE EVERY COFFEE MOMENT SHINE



THIS YEAR'S FESTIVE COLLABORATION UNVEILS NEW LIMITED-
EDITION COFFEES, FLAVORS, AND STATEMENT MACHINES,
ALONGSIDE A CAMPAIGN INFUSED WITH HOLIDAY MAGIC

SEPTEMBER 29, 2026. VEVEY, SWITZERLAND

To mark the festive season, *Nespresso* and *Swarovski* join together in a collaboration that asks *What Else?* and answers with a joint venture that is rich in aroma and rich in wonder. Bold, colorful, and extravagant, the two iconic brands merge their expertise, offering glittering gifts and exceptional coffees designed for the holidays and beyond.

Nespresso, the world's premium coffee pioneer, introduces a new collection of indulgent limited-edition black and flavored coffee blends with recipes to savor the luxury of now and a shimmering line-up of accessories to ensure every coffee moment shines. The collection is wrapped in vibrant packaging inspired by *Swarovski*'s signature octagonal shape and color palette, capturing the brand's opulence in a collaboration that highlights craft and creativity for the most magical festive celebrations.



GOURMET BLENDS TO CAPTURE THE HOLIDAY SPIRIT

Inspired by the spirit of refinement, *Nespresso* and *Swarovski* unleash the art of coffee taste. Limited-edition coffees, including two flavored blends, are crafted to elevate every moment with unmatched coffee mastery.

Inviting you to celebrate the season with a touch of joyful extravagance, the co-created collection includes the *Festive Crystal Spark Espresso* for Original and *Festive Crystal Spark Double Espresso* for Vertuo. Unlock a world of festive light, boasting a warm blend of South American Arabicas from Guatemala and Costa Rica, complemented by Asian Robusta. The warmth of toasted cereal and smooth cocoa notes are balanced with hints of caramel and subtle spices, which can be enjoyed as a traditional coffee or fuel some culinary creativity as a *Matcha Affogaccino*.

A world of festive decadence is discovered with *Nespresso*'s flavored coffees blended from Brazilian and Colombian Arabicas. *Nespresso*'s sumptuous *Hazelnut Brownie Flavored* combines rich fudge brownie with the warm, nutty aroma of roasted hazelnuts for a delicious treat to celebrate the holidays. Or, delight your tastebuds with the *Blueberry Cheesecake Flavored* coffee. Bursting with jammy blueberries, rich cheesecake, and smooth caramel notes, this delicious blend is sure to surprise your senses.

EXPLORING A WORLD WHERE EVERY COFFEE MOMENT SHINES

Light, flavor and craftsmanship come together in a campaign that invites wonder and discovery at every turn. Each moment reveals a new facet of the collaboration, inspired by the interplay of brilliance and color that defines *Swarovski*'s iconic aesthetic. A celebration of curiosity and indulgence, it captures the joy of uncovering the unexpected, echoing the magic of the festive season. With *Nespresso*'s signature *What else?*, it becomes an open invitation to embrace moments that shine, and to continue exploring their infinite possibilities.



EXTRAVAGANT GIFTS AND LUXURIOUS TREATS

Unwrap the art of gifting with Nespresso's renowned *Advent Calendars*, designed to elegantly unfold and reveal new coffees while rediscovering old favorites. Thoughtfully crafted for *Original* and *Vertuo*, they feature selected days dedicated to sharing, with two coffee capsules to enjoy with a loved one, as well as an exclusive accessory available only through the calendar, making each moment of discovery even more special.

The collection also introduces two collectible crystal ornaments inspired by the iconic *Original* and *Vertuo* capsules, perfectly combining Swarovski's mastery of light with Nespresso's expertise in coffee. The collaboration further creates joy with the introduction of exclusive *Pixie Cups* in vibrant pops of green (espresso format) and pink (lungo format). And this year, Nespresso reimagines its classic *Travel Mug* in a chic green stainless steel, fully decorated with Swarovski's signature pattern, paired with a matching holder adorned with 36 green crystals.

Additionally, Nespresso proposes luxurious Madagascan chocolates reflecting the collection's aesthetic through a new gourmand shape inspired by crystal-cut forms. Whether a treat for someone you love or a self-indulgent pleasure, this is a delicious gift you can't go without.

A STRIKING STATEMENT MACHINE

This collaboration redefines the high-end coffee experience by combining Nespresso's brewing excellence with Swarovski's meticulous technical brilliance, to co-create a must-have *CitiZ Platinum* machine with crystal embellishments. An extravagant gift for those who appreciate exceptional coffee and self-expression.

LUXURIOUS CULINARY CREATIONS

For an extra touch of decadence, Nespresso has developed new recipes to explore endless creations with its limited-edition coffees and flavors. The bold *Blueberry Cheesecake Creamy Iced Latte* pours a blended combination of the *Blueberry Cheesecake Flavored* over ice for a refreshing balance of sweetness, color and creativity. While the *Hazelnut Pink Brownie Mocktini* is a sophisticated fusion of *Hazelnut Brownie Flavored* coffee, silky milk and a touch of chocolate, for moments when you want your coffee to feel just a little more magical.

To elevate your culinary creativity, try a creamy, rich twist on a classic affogato with Nespresso's



Crystal Spark Matcha Affogaccino. The delicate sweetness of pistachio ice cream is blended with the warm character of *Crystal Spark* coffee, then finished with velvety matcha-infused milk foam and a sprinkle of crushed pistachios. An elegant treat that elevates your coffee moments into pure pleasure.

The Nespresso x Swarovski Festive Collection will roll out across Nespresso markets throughout September and October and will be available for a limited time online and in Nespresso boutiques, with select items from the collection also available in selected Swarovski boutiques globally.

Follow [@nespresso](https://www.nespresso.com) to keep up to date with all the latest Nespresso news



ABOUT SWAROVSKI

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 around 18,600 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.

ABOUT NESTLÉ NESPRESSO SA

Nestlé Nespresso SA is a pioneer and is widely regarded as one of the top references in the field of high-quality portioned coffee. The company works with more than 130 000 farmers in 18 countries through the *Nespresso Sustainable Quality Plan* to embed sustainability practices on farms and the surrounding landscapes. Launched in 2003 in collaboration with the NGO *Rainforest Alliance*, the *Nespresso Plan* helps to improve the yield and quality of harvests, ensuring a sustainable supply of high-quality coffee and improving livelihoods of farmers and their communities.

In 2022, *Nespresso* achieved *B Corp™* certification – joining an international movement of over 10'000 purpose-led businesses that meet *B Corp*'s high standards of social and environmental responsibility and transparency.

Headquartered in Vevey, Switzerland, *Nespresso* operates in 98 markets and has over 14'000 employees. In 2025, it operated a global retail network of 849 boutiques.

For more information, visit the *Nespresso* website: www.nespresso.com.

CONTACTS

Nespresso
Full Name
Job Title
Email address

Local PR Agency
Full Name
Title
Email Address



@nespresso



Nespresso



@nespresso



Nestlé Nespresso SA