

CHRISTMAS ORNAMENT MILESTONES

Here is a quick run-down of the annual Christmas ornaments so that you can see when each different type of ornament was first released, and find out about special editions.

1991	First of the star/snowflake ornaments issued. Same crystal, but different metal hanger and box in Europe and USA.
1997	First time the ornament was packed in a "double box".
2002	Blue packaging introduced, replacing the previous uniquely designed boxes.
2003	First of the small star/snowflakes. So far 2003 is the only small ornament that does not look like a mini version of the larger one!
2004	First of the sets of ornaments (one large, 2 small).
2009	First of the gold SCS ornaments in the large size issued with gold packaging.
2010	A special red tipped version of the 2010 ornament was issued exclusively in USA in a square box.
2011	First year of the on-line exclusive with small and large star, plus display hanger. 20th anniversary of the Christmas ornaments.
2012	First of the large LED lit ornaments issued (limited edition).
2013	First of the ball ornaments. First of the small gold SCS ornaments issued with gold packaging.
2014	First of the on-line exclusive with ball ornament and clear ornament plus display hanger. First of the on-line exclusive with gold SCS ornament, small gold SCS ornament plus display hanger. First Baby's "first Christmas" ornament issued.
2015	First small Christmas ball ornament issued. First Christmas bell ornament issued. First on-line exclusive with 3 large clear ornaments issued. First set of Ball ornaments - one large, two small. First on-line exclusive with bell, ball (large) and ornament (large) issued.
2016	25th anniversary of the Christmas ornaments. Special larger version of the 2016 Christmas ornament to be produced in AB crystal to mark the 25th anniversary. First small Christmas bell ornament produced and a set of 3 bells (one large, 2 small) issued.
2018	A special red Holiday ornament released. A larger version of the SCS gold ornament is released in blue packaging. The SCS gold ornament in standard and little sizes are released in blue packaging. The small ball ornament has been retired so there is no 2018 set of ball ornaments available for 2018.
2019	A smaller version of red Holiday ornament is released, and an on-line special one large/2 small red ornaments was available. A new version of the small Christmas ball is released, and a set of 3 ball ornaments (one large/2 small) is available.
2020	To celebrate Swarovski's 125th anniversary, a modernized version of the very first Annual Edition Ornament from 1991 was released. The refined star design is beautifully crafted with 253 facets in clear crystal, highlighted with a magical Shimmer effect. Hung on a white satin ribbon, it features a star-shaped tag with '2020' elegantly engraved on the front. A bell jar with the 2020 ornament inside was also available.

CHRISTMAS ORNAMENT MILESTONES

	<p>An advent calendar was planned for this year, but unfortunately cessation of production time meant that this idea was shelved and the advent calendar was retired before it went into production.</p> <p>Late in 2020, shimmer effect and Aurora Borealis (AB) effect standard sized and small ornaments were available in very limited quantities from Swarovski's website. It is believed that these were originally produced as part of the contents of the now scrapped advent calendar.</p> <p>There is no set of 3 ball ornaments this year as there is no small ball ornament available.</p>
2021	<p>The 30th anniversary of the launch of the very first Christmas ornament.</p> <p>This year the design of the ornament is quite different, the year tag is round and in gold metal and the ribbon has changed to a white velvet type fabric. This ornament was also available in the set of 3 (one large/2 small) and in the gold, now called "festive" finish – also in standard, small and set of 3 versions. There are no red (holiday) ornaments this year.</p> <p>A larger version of the ornament was also available in AB crystal.</p> <p>The "ball" ornament is back, but is a different shape and has gold features. This is also available in a set of 3 (one large/2 small). More stylised than previous versions.</p> <p>A 2021 advent calendar is released. 25 items included within the package. New swan logo and pastel green packaging.</p>

