



Swarovski hires NKPR

Austrian-based jewelry company **Swarovski** has retained **NKPR** of Toronto as its communications agency in Canada. The assignment includes media, customer and influencer relations programs in support of new products, fashion trends and international activities. NKPR will also develop events and corporate partnerships intended to raise awareness of the Swarovski brand in Canada.

"We are excited to welcome NKPR to the Swarovski family," said Annette Ryan, head of marketing and communications at Swarovski. "Natasha Koifman and her team bring an innovative perspective to the world of PR and have a proven track record of success in delivering results that drive brands forward. We're proud to have NKPR as our strategic partner in aligning us with meaningful fashion moments and sharing the Swarovski story."

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