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# The Design City Shopping Complex Built on Occupied Palestinian Land

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December 2021

Industrial Zones (IZ) have long constituted a foundational pillar of Israel's settlement enterprise and occupation economy. While contributing to Israel's economic growth as a whole, they particularly bolster the economic viability and development of illegal settlements. Under international law, all commercial activity in IZ located on occupied land, or which support their development and maintenance, is illegal. Settlement construction and their ongoing expansion, as well as the establishment of IZ and accompanying infrastructure are contingent on the direct theft of Palestinian land and the forced displacement of the Palestinian people, constituting a continual assault on Palestinian land, life and livelihoods.

This update exposes corporate complicity in the new shopping complex "Design City" opened in July 2021, and built in the Mishor Adumim settlement IZ, located within the municipal boundaries of the Ma'ale Adumim settlement in the occupied West Bank.

Design City is described as a "revolution for the inhabitants of Greater Jerusalem,"<sup>1</sup> and promises to be a major engine of regional economic development, creating thousands of jobs. However, as is outlined in this update; Design City amplifies the role of private companies in implementing Israeli political policies to entrench and normalize control of occupied land, bringing to life the complete integration and connectivity between Israeli-constructed residential and commercial areas on both sides of the Green Line at the direct expense of Palestinian dispossession and fragmentation.

This update introduces the Design City complex, the corporations complicit in financing the project, the companies involved in its construction, and the companies operating out of it. We situate the complex within the broader economic developments of Israel's illegal set-

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1 Design City website. [מיידע שימושי - DCITY - דיסיטי \(d-city.co.il\)](https://www.d-city.co.il)

tlement enterprise, and Israel's striving to diversify the usability of IZs, as well as the formation of a so-called "Greater Jerusalem," which rests on the integration of the settlement blocks that encircle Jerusalem into its municipal bounds. Finally, this update outlines how the construction of the Ma'ale Adumim settlement and Mishor Adumim IZ were made possible through the expulsion and forced displacement of Palestinian communities. Furthermore, it sheds light on the Mishor Adumim IZ and the exploitation of Palestinian workers which takes place in factories located within the IZ there.

All companies mentioned and profiles detailed herein were contacted prior to publication. To date, no response has been received.

### **"The Design Capital of Israel"- Design City Complex:**

Not far from the entrance to the Mishor Adumim IZ, is a huge shopping complex that officially opened to visitors on 21 July 2021. The Design City complex stretches over 100, 000 sqm<sup>2</sup> of land, and currently hosts around 200 Israeli and international luxury home appliance and furniture shops, architectural and contractor offices.<sup>3</sup>

The complex is marketed as an all-inclusive home shopping experience that fills a gap in the Jerusalem market. The expectation is that 96% of people from Jerusalem who usually travel outside the city to purchase home appliances will now shop in the complex.<sup>4</sup>

Beyond attracting consumers searching for lux-

ury home appliances, Design City is positioned as a center of entertainment, and an attraction in itself for local and international tourists. Design City purports to be a; "center for entertainment in the Jerusalem metropolis, providing a wide variety of employment and leisure sources."<sup>5</sup> This is reflected in the complex's facilities which includes high-end cafes, restaurants and hotels, and Israel's biggest amusement park named Magic Kass, which opened on 19 September 2021.<sup>6</sup> It is also reflected in the complex's architecture and design, meant to give visitors and consumers an out-of-context experience. It was constructed to resemble the Venetian Resort in Las Vegas and includes European-style streets with a painting of the sky, providing visitors with a sense of total disconnect from the outside world.

### **Designed to Enhance Settlements and Settlement Integration:**

Design City is not a stand-alone development, rather it forms part of a broader Israeli plan to expand the Mishor Adumim IZ which stretches over 1,600 dunams by an additional 450 dunams,<sup>7</sup> and a major rebranding endeavor to transform the IZ into "Park Adumim." The aim is for the park to not only host factories and industrial activity, but to also wide ranging commercial activities, entertainment facilities, offices, public buildings, and provide employ-

2 Ibid.

3 Ibid.

4 Abraham, Hagar. [Design City Complex: Not only Design, Also Fashion](#). *Ynet*. 15 March 2021. (Last accessed on 03 October 2021).

5 Ronen, Niv. [With Design City, Jerusalemites won't Have to Go to IKEA](#). *Calcalist*. 12 March 2019. (Last accessed on 31 August 2021).

6 Lee, Svilia. [Amusement Parks are not a Game: The Biggest and Most Expensive Israeli Park opened](#). *Walla*. 20 September 2021. (last accessed on 03 October 2021).

7 Maaleh Adumim Economic Corporation. Park Adumim. <https://www.parkedom.co.il/60/>

ment for the Israeli and settler community.<sup>8</sup> Beni Kashriel, head of the Ma'ale Adumim municipality (which includes the IZ in its jurisdiction), stated that; “these plans enable the city to reach its maximum potential, one that includes many collaborations with commercial actors that are investing millions.”<sup>9</sup>

Settlement economic development projects such as Design City facilitate and normalize the movement of Israelis and international tourists to sites constructed on occupied Palestinian land. This particular complex is also part of Israel’s “Greater Jerusalem” plan. The plan rests on the expansion of Jerusalem’s municipal boundaries through the complete integration of the settlement blocs that encircle the city, and that are de-facto annexed to it by the Wall. These include the Givat Ze’ev bloc to the north, the Ma’ale Adumim bloc to the east, and the Etzion bloc to the south. These enormous settlement blocks were established by Israel to entrench its control over Jerusalem and strategically break up the West Bank into disconnected enclaves.<sup>10</sup>

As previous research by Who Profits has shown, Israel’s agenda of continuous settlement expansion and economic activity within these settlements is made possible by the development of transport infrastructure. Indeed, according to Design City’s website, the project is made possible; “due to excellent traffic conditions and a new system of roads and interchanges.”<sup>11</sup> As reported in *Calcalist*, when the

complex was still under construction, the Design City is in fact part of the master transport plan in and around Jerusalem; “where Mishor Adumim will be connected to the capital and transportation time from the complex to the Southern end of Jerusalem will be decreased to 15 minutes.”<sup>12</sup>

### **Corporate complicity:**

#### Developing and constructing the Design City Complex:

The main developer of Design City is the private Israeli company, the Kass Group. Other developers include Etz HaShaked Real Estate and MH- Baliti Initiation and Investment.<sup>13</sup> Leumi Bank helped also finance the complex by providing NIS 250 million for its establishment.<sup>14</sup>

Margolin Brothers, a private Israeli engineering and consulting company specializing in project and construction management, is involved in the construction of the complex. The company has a large portfolio of involvement in the Israeli occupation, mainly through the construction of settlement roads and infrastructure, one being the expansion of Route 60 between Husan Junction and Elazar Junction in the West Bank as part of the “Great Jerusalem” plan.<sup>15</sup>

#### Companies operating inside Design City:

The complex hosts both local and multinational home appliance stores, home design and

8 Ibid.

9 [Park Israel Ma'ale Adumim](#). Ma'aleh Adumim Municipality website. 28 June 2021.

10 For more, see the Who Profits report: [“Infrastructures of Dispossession and Control: Transport Development in East Jerusalem.”](#) January 2021.

11 Design City website. [מיידע שימוש - DCITY - דיסיטי \(d-city.co.il\)](#)

12 Ronen, Niv. [Daniel Hasson Was Chosen to Design the Boutique Hotel in Design City](#). *Calcalist*. 30 January 2020. (Last accessed on 31 August 2021).

13 Company reports taken from BDI website saved on file with Who Profits.

14 Dror, Marmur. [It is Easier to Beat Psychology and Habits than Land Prices](#). *Calcalist*. 18 June 2020. (last accessed on 31 August 2021).

15 Margolin Bros Profile on Who Profits website. <https://whoprofits.org/company/margolin-bros/>

furniture brands, such as the Italian company Natuzzi and Altoni Leather, the French Roche Bobois, the US Tempur Sealy, and many others. The complex will also include a hotel operated by the US-owned Wyndham hotel chain.

In addition to shops and hotels, the Israeli banks Mizrahi Tefahot and the Bank of Jerusalem are also operating branches in the complex. Besides operating a branch in the complex, the Bank of Jerusalem offers special fast-track loans to consumers to finance their consumption within the complex. The Bank offers loans up to NIS 100,000 to those who hold an account with the bank and those who do not.<sup>16</sup> One of the reasons for choosing the complex was to provide services to tourists, which the bank considers its “specialty.”<sup>17</sup> According to the complex’s website, it also includes a branch of the Israeli Civil Administration (ICA) - the administrative arm of the Israeli military in the West Bank.

Listed below are the profiles of some of the companies operating inside the complex, as well as companies that own the complex and those involved in its construction.<sup>18</sup> All the companies listed are profiting from Israeli expansionist agenda, and enhance the illegal settlement enterprise, a process that includes theft of Palestinian lands and resources and de-development in the occupied Palestinian population.

### **Mishor Adumim and Ma’ale Adumim:**

Mishor Adumim IZ was one of the first settlements to be constructed in the West Bank after its occupation in 1967. Approved for construction in 1974, it already hosted five operating factories by 1977, mostly active in metal production, while

three more were under construction.<sup>19</sup>

Today, Mishor Adumim is one of 19 IZ operating in the oPt which hosts over 300 factories, mostly operating in the areas of automobiles, food, textile, construction equipment, aluminum, metal, and print.<sup>20</sup> The IZ is managed by the Ma’ale Adumim Economic Development Corporation, which works to develop, manage and market the IZ for industries and businesses.<sup>21</sup>

Mishor Adumim is located within Ma’ale Adumim’s municipal boundaries. Ma’ale Adumim is built on the lands of five Palestinian villages; 6966 dunams from al-Izariya,<sup>22</sup> 1031 dunams from Abu Dis,<sup>23</sup> 4217 dunams from Arab Al Jahalin (Khan Al Ahmar),<sup>24</sup> 543 dunams from al-Za’ayyim,<sup>25</sup> and 250 dunams from Issawiyah.<sup>26</sup> The settlement’s location is integral to maintaining continuity between the West Bank and Jerusalem and the southern West Bank to the northern West Bank, fragmenting Palestinians but connecting Israeli-constructed areas. Ma’ale Adumim was deemed strategic in serving as “a front for Jerusalem’s security and economy.”<sup>27</sup>

16 [Redesigning the Rules: Design City and Bank of Jerusalem Launch a Mortgage Branch](#). *The Marker*. 19 June 2020

17 *Ibid.*

18 Full list of shops and restaurants can be found on the complex’s website: <https://d-city.co.il/>

19 [5 factories in Mishor Adumim Started Operating](#). *Maariv Newspaper*, 6 July 1977.

20 Ministry of Justice, Land Appraisal Department. [Decision: Field 447, plan No. 2\2\2\420, Mishor Adumim Industrial Zone, Maaleh Adumim](#). 31 June 2021.

21 *Ibid.*

22 El E`zariya Town Profile. Arij [http://vprofile.arij.org/jerusalem/pdfs/vprofile/El%20Eizariya\\_EN.pdf](http://vprofile.arij.org/jerusalem/pdfs/vprofile/El%20Eizariya_EN.pdf)

23 Abu Dis Town Profile. Arij. [http://vprofile.arij.org/jerusalem/pdfs/vprofile/Abu%20Dis\\_EN.pdf](http://vprofile.arij.org/jerusalem/pdfs/vprofile/Abu%20Dis_EN.pdf)

24 Jahalin Profile. Arij [http://vprofile.arij.org/jerusalem/pdfs/vprofile/Arab%20al%20Jahalin\\_EN.pdf](http://vprofile.arij.org/jerusalem/pdfs/vprofile/Arab%20al%20Jahalin_EN.pdf)

25 Azzayem Town Profile. Arij [http://vprofile.arij.org/jerusalem/pdfs/vprofile/Az%20Za%27ayyem\\_EN.pdf](http://vprofile.arij.org/jerusalem/pdfs/vprofile/Az%20Za%27ayyem_EN.pdf)

26 Isawiyeh Profile. Arij <http://vprofile.arij.org/jerusalem/pdfs/vprofile/isawiyeh.pdf>

27 Limor, Yehiel. [There is an Intention to Establish an Industrial Center for Ma’ale Adumim](#). *Maariv Newspaper*. 14 October 1974.

Nearby Palestinian communities are consistently being uprooted for the benefit of the settlement's expansion.<sup>28</sup> Indeed, during the construction of Ma'ale Adumim's first neighborhood in 1975, Israeli authorities demolished tents and structures belonging to the Jahalin tribe (Khan al-Ahmar). This was the community's second wave of displacement. The first occurred when they were uprooted from the Naqab region (Negev) during the 1950s. In 1994, the ICA once again forcibly displaced members of the Jahalin tribe to make way for Ma'ale Adumim's expansion. The displaced Palestinians were moved to an area near the Jerusalem municipal garbage dump.<sup>29</sup> In 2018, the Israeli Supreme Court authorized yet another forcible displacement of the families.<sup>30</sup> While local and global pressure prevented the authorities from implementing the expulsion, the decision to displace the families is still in place.

Palestinians are not only expelled from their lands and homes, but many are also used as cheap and exploitable labor. Around 4,800 Palestinians currently work in Mishor Adumim,<sup>31</sup> some of whom endure exploitative working conditions and lack of social protection. For example, according to the media outlet Siha Mikomit, in 2019 Palestinian women working in a factory in the IZ went on strike to fight long-hour shifts (12 hours a-day), lack of social rights, salary cuts, and the deprivation of sick,

holiday and vacation days.<sup>32</sup> In 2018, another group of IZ workers went on strike, protesting exploitative working conditions. The workers were paid less than minimum wage, received pay slips only every few months and worked 12 hour shifts but were paid only for 8 hours of work, none of the workers had a pension fund.<sup>33</sup>

### **Corporate complicity:**

#### **Kass Group**

A private Israeli investment group which carries out real estate, infrastructure and technology projects in Israel, the occupied Palestinian territory and Georgia.

Kass Group and its member companies have carried out residential and commercial projects in settlements in the occupied West Bank and East Jerusalem.

The company is an investor in Design City, a new shopping complex in the Mishor Adumim settlement industrial zone in the West Bank. The complex takes up some 100,000 sqm of land and includes around 160 stores.

Through its fully owned subsidiary Magic Kass, the Group developed a theme park in Mishor Adumim, located next to the Design City complex. Kass Group has invested an estimated 150 million NIS in the theme park, which takes up 15,400 sqm of land.

Through its partially owned subsidiary Nofei Israel (88%), Kass Group has carried out numerous real estate projects in the settlement of Gi-

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28 [The E1 Plan and its Implications for Human Rights in the West Bank](#). B'tselem. 02 December 2012.

29 [Ma'ale Adumim Area](#). B'tselem. 16 November 2013.

30 [Alert on Imminent Destruction of Khan Al Ahmar](#). Al-Haq. 10 September 2018.

31 Michael Starr. [Palestinian Workers in Israel: Opportunity or Exploitation?](#) *Jerusalem Post*. 01 August 2021. (Last accessed on 31 August 2021).

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32 Judith Sudilovsky. [Without Pension and Vacation: Palestinian Female Workers in Mishor Adumim Declare a Strike](#). *Siha Mikomit*. 9 December 2019. (Last accessed on 31 August 2021).

33 [Palestinian Workers in Mishor Adumim Organized with Maan: Striking in demand of a Collective Agreement](#). Maan Workers Association. 18 December 2018.

vat Ze'ev in the West Bank. The company was involved with the establishment of the New Givat Ze'ev (Givat Ze'ev Hachadasha) neighborhood in 2004, which houses over 600 families. It also developed the Givat Ze'ev Heights (Ramat Givat Ze'ev) project, which includes 234 upscale residential units and 130 private single family homes. The company also carried out a commercial project in the settlement.

Nofei Israel is also involved in two commercial projects in Mishor Adumim settlement industrial zone, Design City and Pavilion, an event venue.

Additionally, the company developed and marketed a residential project in the settlement neighborhood of Neve Ya'akov in East Jerusalem. The project, strategically located near the Jerusalem light rail, includes 80 housing units built by Euro Israel. The company also marketed a housing project of Dalia Eliasfor in the settlement neighborhood of Har Homa.

Nofei Israel projects were constructed by several companies, including Euro Israel, Dalia Eliasfor, Teshet 2000, Kenning, Moris Alon, and Shechter.

Nofei Israel, K.A.H. Nofey Hagiva, Top R.G.Z., Kass Business, Magic Kass, Hutzot Adumim Consulting Management and Investments and HomeConnex all have offices in settlements in the West Bank.

In January 2015, K.A.H. Nofey Hagiva, a fully owned subsidiary, signed a leasing agreement with the Israeli Civil Administration (ICA) for a 7,964 sqm property in Mishor Adumim, in accordance with local outline plans which refer to the lands of the Palestinian community Khan al Ahmar.

Another subsidiary, Merkaz Nofei Ayalot (50%), signed a leasing agreement in 2013 with the Supervising Unit of Governmental and Desert-

ed Property in Judea and Samaria (Area C of the West Bank) for land in Givat Ze'ev.

In September 2016, Magic Kass signed an agreement with the ICA for a 10,795 sqm property in Mishor Adumim.

#### General Info

Head office: 8 HaTan St., Givat Zeev, Occupied Palestinian Territory Tel: +972-2-5000418

Website: [www.kass-group.com](http://www.kass-group.com)

Revenues: \$10M-\$50M

Ownership: The company is fully owned by the private investor Hanoch Kass.

Subsidiaries: Chish Nofei Israel – Real Estate, Development and Marketing (88%), K.A.H. Nofey Hagiva (100%), Kass Business (100%), Merkaz Nofei Ayalot (B.H.) (50%), Top R.G.Z. (50%), Nofei Hametzuda (50%), Magic Kass (53%), Hutzot Adumim Consulting Management and Investments (50%), HomeConnex (90%) and Design City Jerusalem.

#### Natuzzi s.P.a:

The company is Publicly traded on NYSE under the ticker symbol NTZ. It is the largest furniture manufacturer, with the biggest global reach in the sector. The company owns seven manufacturing plants, twelve commercial offices and more than 1200 points of sale worldwide. Company brands are: Natuzzi Italia, Natuzzi Editions and Divani&Divani.

#### General Info

Head office: 47 Via Lazzitiello, 70029, Santeramo in Colle, Bari, Italy

Tel: +39-080-8820-812

Website: [www.natuzzigroup.com](http://www.natuzzigroup.com)

Revenues: 328,300,000 EURO

**Ownership:** The company's CEO and chairman Pasquale Natuzzi owns 56.6%. Total shares owned by the Natuzzi family members are 61.6%. since 2003, Natuzzi has held his ownership of the company through INVEST 2003 s.r.l, an Italian holding company fully owned by him.

**Subsidiaries:** Italsofa Romania S.r.l; Natuzzi (China) ltd; Italsofa Nordeste S\A; Nateo S.p.A; IMPE S.p.A; Lagene S.r.l.; Natuzzi Americas Inc.; Natuzzi Florida LLC; Natuzzi Iberica S.A.; Natuzzi Switzerland AG; Natuzzi Services Limited; Natuzzi UK Retail Limited; Natuzzi Germany GmbH; Natuzzi Japan KK; Natuzzi Russia OOO; Natmx S. DE.R.I.DE.C.V; Natuzzi France S.a.s.; Softaly (Furniture)Shanghai Co. Ltd; Natuzzi Oceania PTI Ltd; Natuzzi Singapore PTE. Ltd; Natuzzi Netherlands Holding; Natuzzi India Furniture PVT. Ltd; Natuzzi Shanghai Ltd; Natuzzi Trade Service S.r.l.

**Global presence:** Romania | China | USA | Spain | Switzerland | UK | Germany | Japan | Russia | Mexico | France | Australia | Singapore | Netherlands | India | Turkey | Paraguay | Brazil | Egypt | Malaysia | Czech Republic | Israel | Saudi Arabia | UAE | Algeria | Bahrain | Ivory Coast | Kuwait | Lebanon | Pakistan | Qatar | Sri Lanka | Ukraine | Bosnia | Azerbaijan | Croatia | Cyprus | Greece | Hungary | Latvia | Malta | Poland | Serbia | Slovakia | Slovenia | Uzbekistan | Taiwan | Australia | Hong Kong | South Korea | Philippines | Thailand | Vietnam



Photo taken by Who Profits team in Design City on 19 July 2021

### **Altoni Leather:**

Altoni Leather designs, produces and sells leather and fabric sofas, sofa beds and arm-chairs.

### **General Info**

Head office: Via Martin Luther King 8, 70022 Altamura (BA) Italy

Tel: +39-080-314-97-77

Website: [www.altonileather.it](http://www.altonileather.it)

**Ownership:** The company was founded by Pasquale Tricario.



Photo taken by Who Profits team in Design City on 19 July 2021

## Roche Bobois

A French furniture manufacturer. The group operates in 55 countries and has a network of 337 owned stores and franchises. The company operates two brands: Roche Bobois and Cuir Center. The company is publicly traded on Euronext Paris under the ticker symbol RBO

### General Info

Head office: 18 Rue de Lyon, 75012, Paris

Tel: (0033)1-53-67-36-72

Website: [www.roche-bobois.com](http://www.roche-bobois.com)

**Revenues:** 266.0 million EURO

**Ownership:** Company shareholders are: The Roche family (37.4%); The Couchan family (16.6%); TXR S.r.l fund (34.8%); Float (11.1%)

CEO and chairman of the executive board- Guillaume Demullier

General manager- Eric Amourdedieu

**Global presence:** UK | Switzerland | Netherlands | Italy | Canada | USA | Germany | Hungary | Turkey | Portugal | China | Belgium

## Tempur Sealy

The company is Publicly traded on NYSE under the ticker symbol TPX. It develops, manufactures and markets mattresses, adjustable bases, pillows and other sleep and relaxation products. The company holds the following brands in the industry: Tempur®, Tempur-Pedic®, Cocoon™ by Sealy, Sealy®, and Stearns & Foster®

### General Info

Head office: 1000 Tempur Way, Lexington, Kentucky, 40511, Delaware, USA

Tel: (800) 878-8889

Website: [www.tempursealy.com](http://www.tempursealy.com)

**Revenues:** 3,676,900,000 USD

**Ownership:** Major shareholders: The Vanguard Group (9.29%); BlackRock, Inc. (8.03%); H partners Management, LLC (5.85%).

CEO, president and chairman- Scott L. Thompson

**Subsidiaries:** Company subsidiaries include: Sealy mattress Manufacturing Co. LLC; Tempur Production USA, LLC; Sherwood Bedding; Comfort Revolution LLC; Sealy Canada Ltd.; Sealy Mattress Company Mexico, S. de R.L. de C.V

**Global presence:** Canada | Mexico | Morocco | South Africa | Australia | Brunei | Cambodia | Laos | China | Mongolia | Hong Kong | Macau | India | Pakistan | Bangladesh | Nepal | Sri Lanka | Bhutan | Indonesia | Japan | Malaysia | New Zealand | Philippines | Singapore | South Korea | Taiwan | Thailand | Vietnam | Dominican Republic | Trinidad | Honduras | Guatemala | El Salvador | Costa Rica | France | Greece | Iberia | Italy | Poland | Russia | Turkey | UK | Israel | Saudi Arabia | Argentina | Brazil | Colombia

## Wyndham Hotels

A US-based public global hotel franchisor, licensing its hotel brands to hotel owners in nearly 95 countries around the world. the company is traded on NYSE under the ticker symbol WH

### General Info

Head office: 22 Sylvan Way, Parsippany, New Jersey, USA

Tel: (973) 7536000

Website: [www.wyndhamhotels.com](http://www.wyndhamhotels.com)

**Revenues** 1300,000,000 \$ in 2020 (-1B)

**Ownership:** Company shareholders: Capital



Research & Management Co. (11.3%); The Vanguard Group, Inc. (8.79%); Boston Partners Global Investors, Inc. (4.61%); BlackRock Fund Advisors (3.53%); Capital Research & Management Co. (3.31%); Jackson Square Partners LLC (3.84%); Long Pond Capital LP (2.60%); Massachusetts Financial Services Co. (2.60%); SSgA Funds Management, Inc. (2.37%); Bessemer Investment Management LLC (2.15%).

CEO and president- Geoffrey A. Ballotti

**Subsidiaries:** The company has 300 hotels under management contracts and two owned hotels - the Wyndham Grand Rio Mar Beach Resort and Spa in Puerto Rico and the Wyndham Grand Orlando Bonnet Creek. Company brands include Wyndham, Wyndham Grand, Wyndham Garden, Dolce, La Quinta, Ramada and Dazzler.

**Global presence:** Italy | Netherlands | Australia | UK | China | Scotland | Germany | Spain | Mexico | Denmark | Hong Kong | Singapore | Brazil | Malaysia | Argentina | South Africa | Chile | India | New Zealand | Colombia | Philippines | Egypt | Venezuela | Austria | Sweden | Norway | Hungary | Croatia | Poland | Czech Republic | Bahamas | Portugal | Ireland | Belgium | Finland | France | Greece | Zimbabwe | Switzerland | Canada | Israel

## **Swarovski**

The world's largest jewelry and crystal brand.

**General Info:** Head office: Droschistrasse 15, 9495 Triesen, Liechtenstein

Tel: +423-399-50-69

Website: [www.swarovski.com](http://www.swarovski.com)

**Ownership:** Privately owned by the Swarovski family.

**Subsidiaries:** Tyrolit; Swarovski Optik; Swarovski Crystal Business

The company has seven factories and more than 2,350 stores worldwide.

**Partners:** Company Israeli distributors are Yalon and Shukha



Photo taken by Who Profits team in Design City on 19 July 2021