

The background of the advertisement features vibrant watercolor splashes in shades of red, orange, yellow, and blue at the top and bottom. Scattered throughout the white space are various Swarovski gemstones in different colors and cuts, including round, oval, and pear shapes in red, blue, yellow, and green.

# SWAROVSKI

CREATE YOUR STYLE

## *Psychology of Colors*

INTRODUCES

RUBY

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THIS DECEMBER

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**Excitement - Love - Passion - Power**

Ruby is an emotionally charged color representing strong feelings and a passionate nature. It hints at strength and determination, so when you choose this hue it may mean that you're looking for fire or energy in your life, since red tones are recognized for their ability to stimulate the senses.