

TRENDBOOK

# Aurora

INSPIRATIONS & INNOVATIONS

SPRING/SUMMER 2018



Crystal Components



*Goddess of the dawn*



# We are glad you are here.

Karel Páral,  
Head of Commercial Development,  
Preciosa Crystal Components

Welcome to the first issue of our biannual Trendbook, a celebration of Preciosa crystals in fashion. In it we will introduce you to some of the people driving our success, give you a behind-the-scenes look at how we operate, and fill you in on what we've been up to in the world of fashion.

Every issue will likewise serve as a launch pad for our new, seasonal collections, always showcased through the work of a selected designer. For our Spring/Summer 2018 collection,

entitled 'Aurora', we chose to work with the ever-talented Boris Hanečka.

Throughout our debut issue, you will also notice we hint at our growing team and a shift in focus toward fashion. This is true. Be it through new appointments, collaborations or this publication, we are taking steps in a new, fashion-driven direction, and I sincerely hope you enjoy what we have prepared for you in the following pages.

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Preciosa Crystal Components



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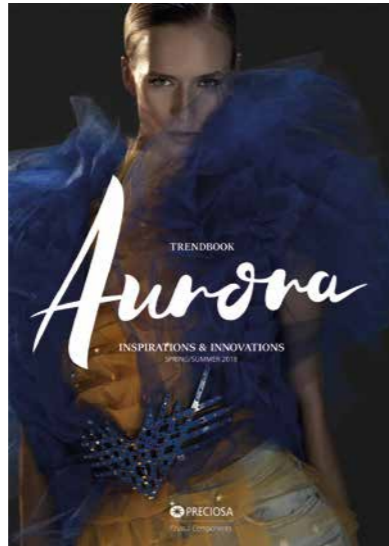


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*'Inspiring the world with precious crystal creativity since 1948'*



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## Responsibility to Our Region, Our Community, and Our People

We are loyal and respect the land from which we come. And so, we do not forget our responsibility to its people, our community and region, and we try to give back as much as they bring to us.

We believe that the philosophy and the values that we hold can contribute positively to a better life, not only in the **Crystal Valley**, but also beyond. For more than twenty years, the Preciosa Foundation has helped many non-profit initiatives in the region of Liberec and in the Czech Republic.

We focus our efforts in seven key areas. At the regional level, we have the Fund for Health and Prevention, the Environmental Fund, the Fund for Arts and Culture, and the Fund for Exercise and Sport. At the national level, we contribute through our Fund for Research and Development, the Education Fund, and last but not least the Fund for Social and Humanitarian Aid. The Preciosa Foundation has, to date, contributed over CZK 181 million to organizations, institutions and individuals.

**PRECIOSA FOUNDATION**



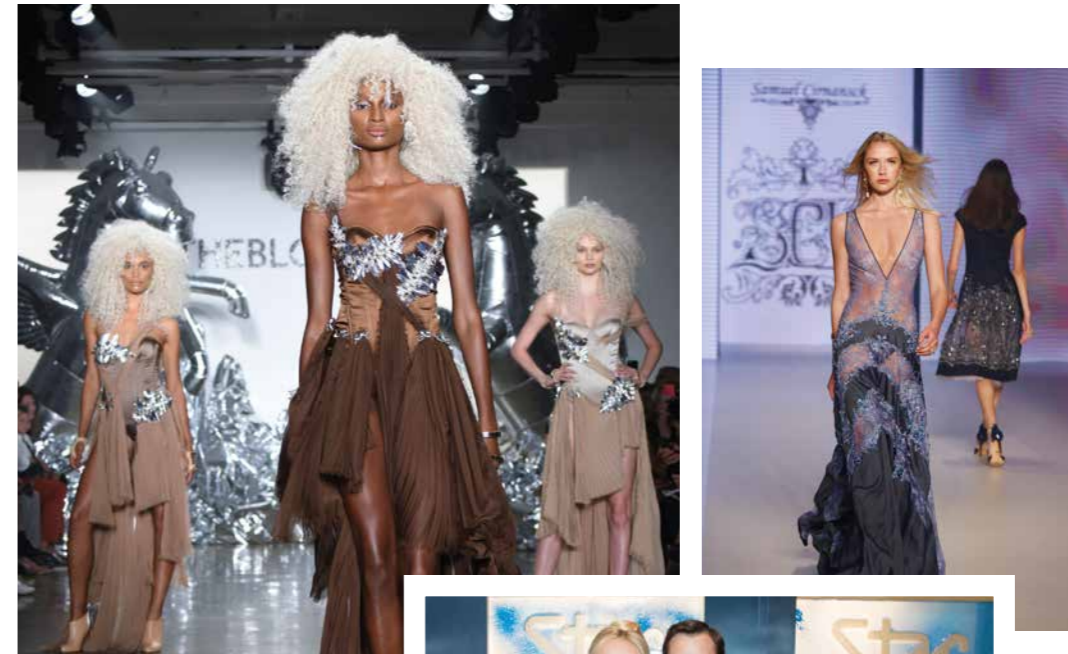
## Who We Are

Preciosa's tradition of glassmaking can be traced back more than five centuries to the Crystal Valley of Bohemia, where we are still headquartered today. Founded upon the ideals of quality, durability and innovation, we have throughout the centuries achieved new technological breakthroughs and introduced the world over to the truly captivating and timeless quality of authentically crafted Bohemian crystal.

Today, Preciosa Crystal Components offers more than 25,000 premium crystal products in various shapes, sizes, colours and coatings to an extensive portfolio of luxury goods, fashion and jewellery designers, distributors, and producers across six continents. In addition to our headquarters in

Jablonec nad Nisou, Czech Republic, we operate representative trading offices in the US, UK, Russia, China, Hong Kong, Dubai and are currently expanding within and to various additional markets around the world.

As a member of the Preciosa Group, we are part of a global network that boasts 13 regional offices, more than 1,200 flights to customers annually and sales transactions in 148 countries. Together, we offer more than 500,000 components, 800 glass colours and melt more than 40 tons of glass every day.





# Aurora

INSPIRATIONS & INNOVATIONS  
SPRING/SUMMER 2018

Inspired by the ancient goddess of the dawn, this collection embodies her youthful yet commanding spirit in both palate and design. As dawn warms from cool azures to fiery crimsons, then mellows into an amber haze, these pieces mirror the shades of daybreak, evoking a kind of strength that is distinctively feminine. Two limited edition pieces, the Livada and Reyna, with their exotic geometric patterns, bring to the collection a cross-cultural reference to the East, and with it pay homage to the evolving dialogue between the two spheres of East and West that is shaping not only the future of fashion, but also our global identity.



# Aurora, Goddess of the Dawn

Around the world, spanning time zones and continents, she rises with the dawn. Stirring with the car horn or the vendor unloading his morning delivery, she soon slips into consciousness to see that the sky and her city, her home, is awake. With all of her strength, she readies herself. She is filled with anticipation for the joy and the hardships ahead. For the hurdles that need to be crossed. For the expectations that have to be met. For the rewards, and the sorrow, and the happiness. She is the real woman who, ready or not, puts on her armour to greet the day and all of its uncertainties. She is full of emotion, but resilient in her task. She is Aurora, she is a goddess.



Light Smoked Topaz  
NEW COLOUR

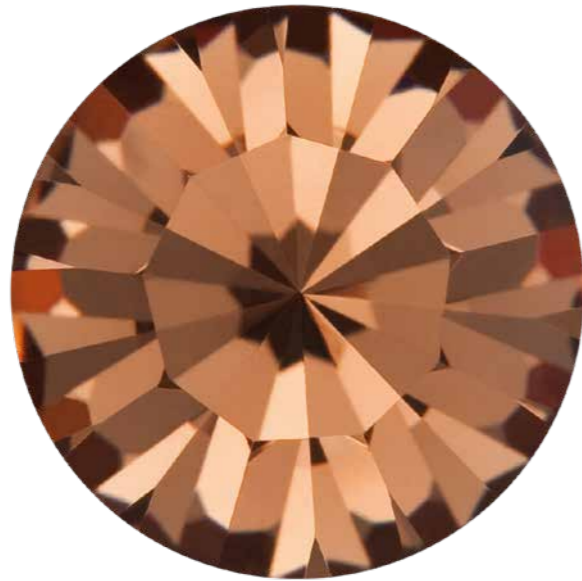
*Paris*





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# New Colour



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## Light Smoked Topaz

Like Paris, the new, natural 'Light Smoked Topaz' is always an elegant choice. Inspired by the French capital's avant-garde, yet sophisticated attitude toward fashion, this piece reconciles the synthetic, edgy feel of denim with the natural beauty of the topaz.

This new colour 'Light Smoked Topaz' is available in the following stones: MC Chaton MAXIMA and MC Chaton Rose MAXIMA.

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*Paris*

**LIGHT SMOKED TOPAZ**  
**NEW COLOUR**

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Crystal Sunrise  
NEW COATING  
*Milano*



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# New Coating



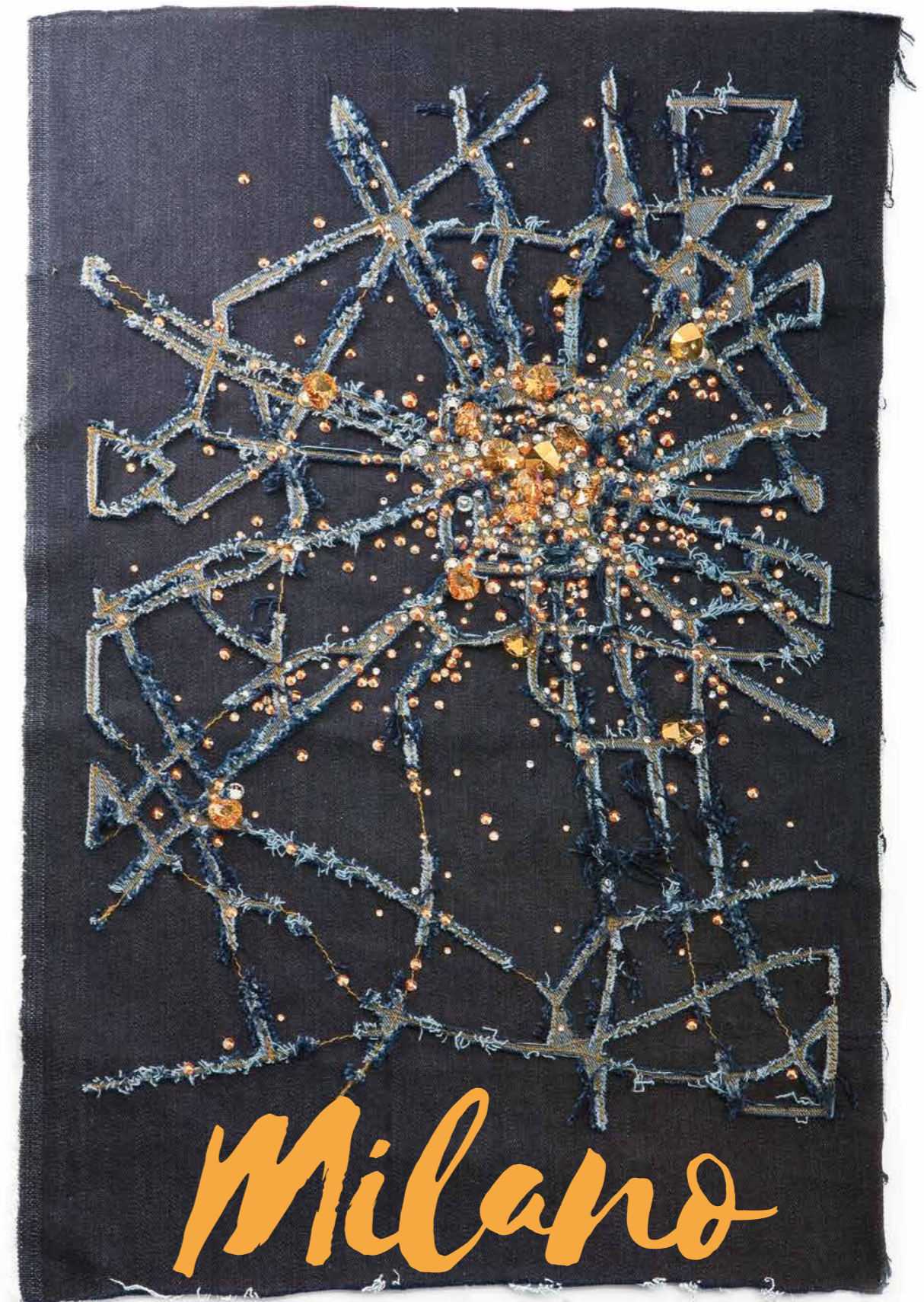
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## Crystal Sunrise

With its rich history and effortless cool, Milan is the inspiration behind this striking showcase of the new 'Crystal Sunrise' coating.

'Crystal Sunrise' is available in the following stones:  
MC Chaton MAXIMA, MC Chaton Rose MAXIMA and  
MC Heart MAXIMA 1H.

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**CRYSTAL SUNRISE**  
NEW COATING

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MC Rhombus FB

NEW SHAPE

*New York*



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# New Shape



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## MC Rhombus FB

Inspired by New York's iconic Art Deco architecture and the day-to-night functionality of American streetwear, this piece demonstrates the geometric design possibilities achieved with the MC Rhombus FB and its stunning visual impact when applied to textile.

The MC Rhombus FB is available in two colours, 'Jet' and 'Crystal' with the AB coating.

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## MC RHOMBUS FB NEW SHAPE

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A woman with silver eye makeup and jewelry is shown against a night skyline of Prague. She is wearing a necklace and rings with cabochon stones. Her hands are raised to her face, and she is looking towards the camera. The background features the illuminated city of Prague at night, with a river and bridges visible.

Livada Cabochon

LIMITED EDITION

*Prague*

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# Limited Edition



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## Livada Cabochon

Like the calm mist hovers over the Vltava River as the first rays of light hit upon Prague's one hundred spires, the hand-made limited edition 'Livada' stone invokes the serenity that accompanies dawn with its cool tones accented with flecks of gold.

The 'Livada' is available in four sizes and settings with and without loops for a limited time only.

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Limited Edition



*Prague*

**LIVADA CABOCHON**  
**LIMITED EDITION**

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Reyna Cabochon  
LIMITED EDITION

*Dubai*





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# Limited Edition



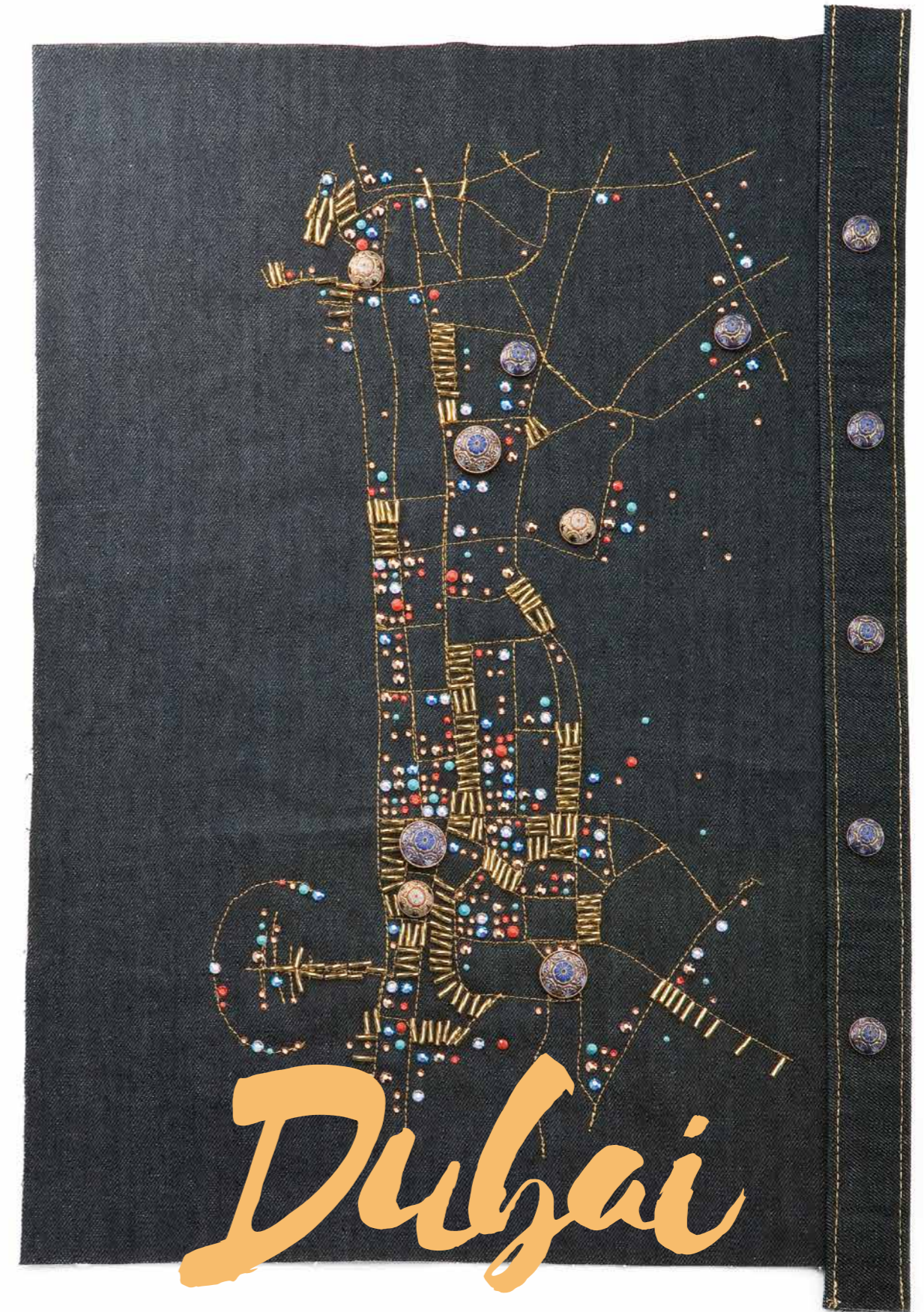
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## Reyna Cabochon

Crafted and coloured by hand, the limited edition 'Reyna' pays homage to the stunning Emirati-style domed architecture and exciting, intricate patterns.

The 'Reyna' is available in two colours and two sizes for a limited time only.

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## REYNA CABOCHON LIMITED EDITION

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Nacre Pearls  
NEW QUALITY

*Shanghai*

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# New Quality



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## Nacre Pearls

Known for its unequalled, exquisite pearls, Shanghai exudes a heady, captivating mystique as do these pieces featuring the new Nacre Pearls, which are now part of the premium quality 'MAXIMA by Preciosa' line and available in new colour, 'Pearlescent White'.

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*Shanghai*

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## NACRE PEARLS

NEW QUALITY

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**S/S 2018**



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**S/S 2018**



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**S/S 2018**



**Dubai**

**REYNA CABOCHON**  
**LIMITED EDITION**



**Shanghai**

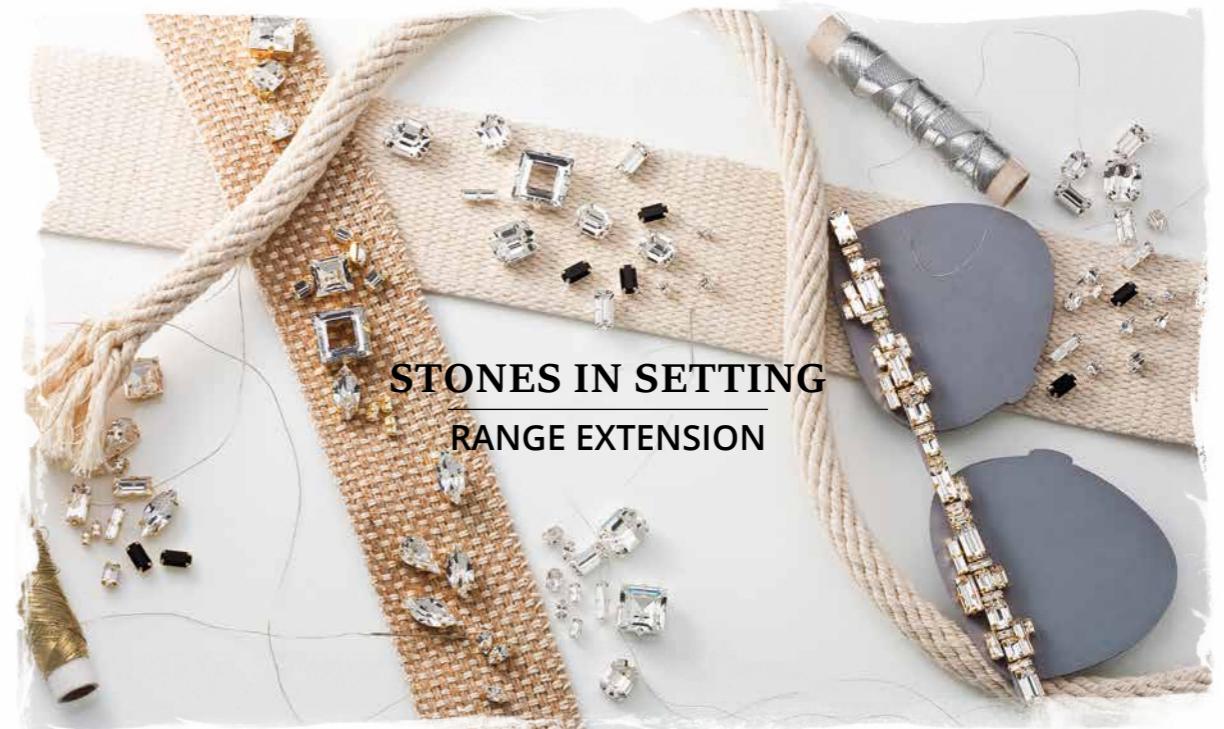
**NACRE PEARLS**  
**NEW QUALITY**

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**New Additions**



**MC CHATON MAXIMA RIVET**  
**NEW PRODUCT**



**STONES IN SETTING**  
**RANGE EXTENSION**



**Boris Hanečka**  
Fashion Designer

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# A Breath of Fresh Air

An interview with the rising Slovak designer behind the showcase looks and how he was inspired to personify Preciosa's Aurora.

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## How long have you been in fashion?

Professionally, for about 15 years.

## Can you please describe your take on Aurora – how have the crystals inspired this collection?

I imagine the goddess Aurora as a powerful deity who loved beauty, and also loved to be beautiful. I was inspired by the tears she shed for her son, whom she lost, which are visible in my collection as structures that showcase their journey. I was also inspired by the colours of the crystals, which evoke sunrise – very exotic and powerful.

## How did you come to collaborate with Preciosa?

I was especially drawn to this collection – I think the idea of Aurora is rather fresh. I also greatly appreciate the work and opinion of their new in-house Head of Design & Trends, Miss Olo Křížová. It's all been very exciting.

## Did you enjoy working with the crystals?

I have to say it was very inspiring and, altogether, a beautiful process. Working with them definitely awakened a kind of playfulness within me.

## How is the design process different when working with crystal rather than without crystals?

Working with crystals requires a greater ability to envision the final look. You have to consider the sparkling effect the crystals will have, which aren't always flattering around certain parts of the body. They highlight whatever they touch, so it can be rather delicate – you can end up highlighting aspects of the body or silhouette that are better left hidden.

## In your opinion, what is the most important thing to remember when working with crystals?

The point is to give them a new character so that they don't look kitsch. As a designer, it's my job to make them look beautiful, not vulgar or superficial.

## What trends can we look forward to seeing on the catwalk in 2018?

I think that crystals will definitely play an increasingly important role. From the avant-garde to historically romantic, they never go out of fashion and are truly a textile staple.

## Generally speaking, where do you find inspiration in your day-to-day life?

Inspiration is like breathing – so, it's constant and coming from everywhere.

## How long do you typically work on a collection?

Usually three to four months, but it all depends on the collection size and the final number of outfits.

## What does fashion mean to you?

I have been interested in fashion since I was young. Actually, it really took a hold on me during a pottery class I took in high school – the process of creation, I mean. Fashion is also a lifestyle, and has been since pre-history. Fashion is a phenomenon. It has the power to warm the soul through aesthetic and feeling.

A woman with blonde hair pulled back, wearing a voluminous, multi-layered dress with blue and orange ruffles. She is holding a large, blue and silver, multi-pronged object vertically in front of her. The background is a cityscape at sunset, with buildings lit up and a sky transitioning from orange to blue. The image is split vertically down the middle.

**MC Chaton Rose MAXIMA**  
NEW PRODUCT RANGE

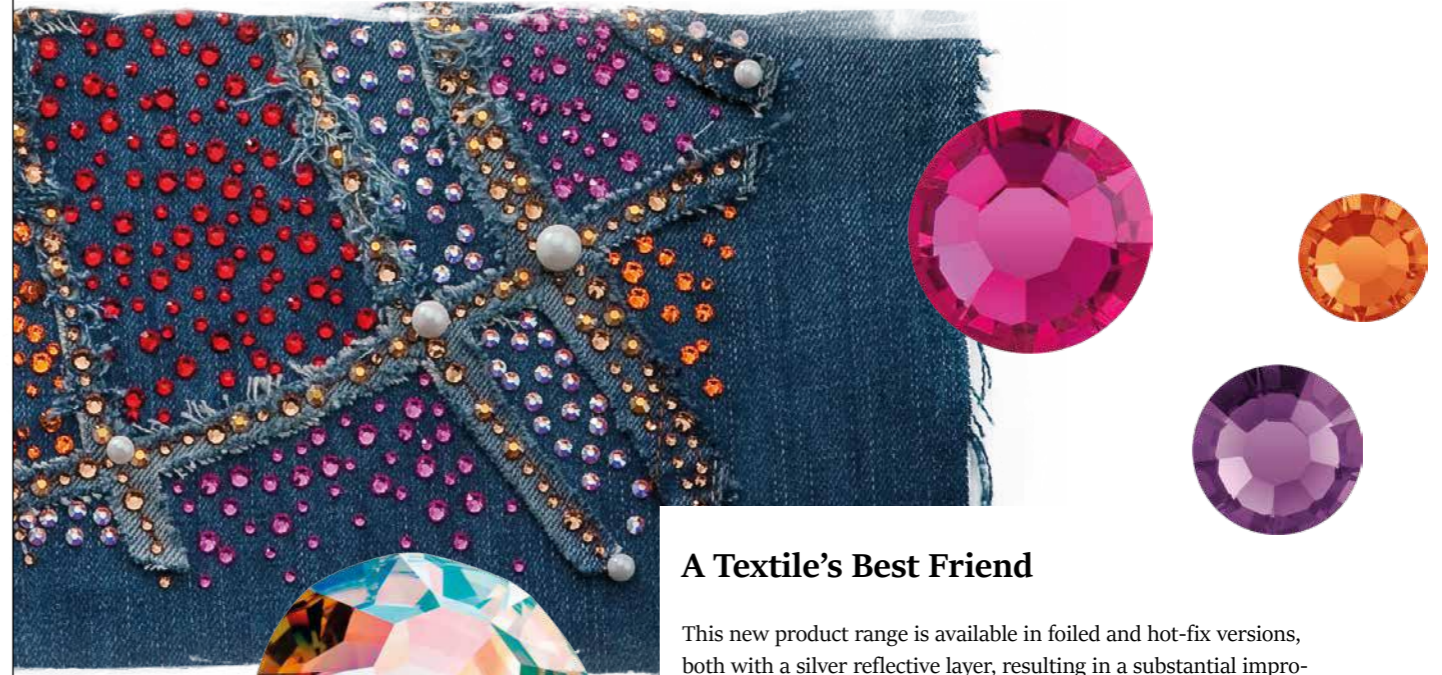
# New Product Range



## A LOVE AFFAIR WITH LIGHT: Introducing the MC Chaton Rose MAXIMA

Upon reaching the horizon, Aurora passes on her sceptre to Apollo, god of the sun, who suddenly illuminates the sky with thousands of rays of light, each reflected by our latest crystal masterpiece, the MC Chaton Rose MAXIMA. Able to reflect 264 unique rays of light - the highest available on the market - this brand new product range is simply unparalleled.

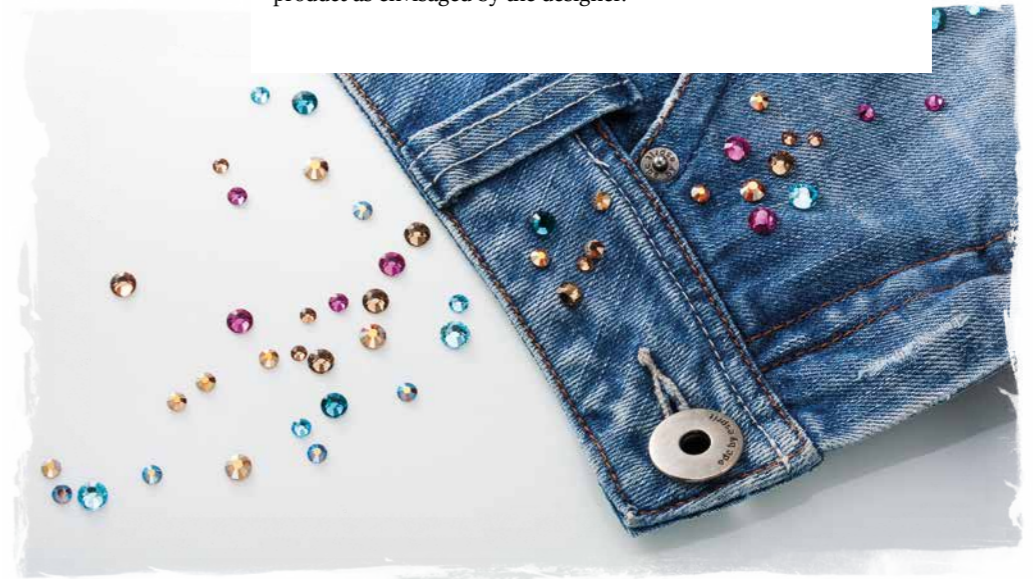
Our new MC Chaton Rose MAXIMA is the essence of crystal brilliance. An extension of our existing MC Chaton Rose VIVA 12 product range, this premium counterpart was created using the latest cutting software. Exquisitely showcased in these looks by Boris Hanečka, the MC Chaton Rose MAXIMA is offered in fourteen different sizes, each with a corresponding cut so that every individual crystal produces the same dazzling effect.



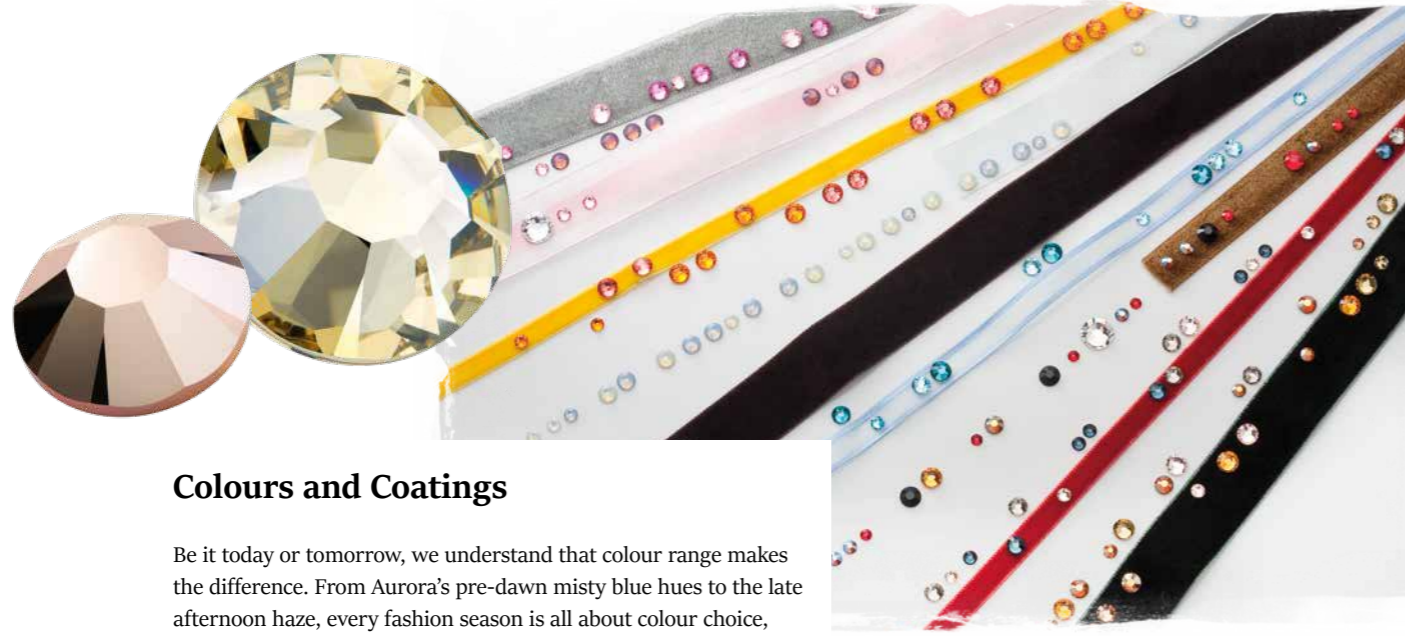
### A Textile's Best Friend

This new product range is available in foiled and hot-fix versions, both with a silver reflective layer, resulting in a substantial improvement in the overall visual impact. Ensuring greater light reflection and intensity, the silver layer, combined with our optimised cut, creates a sparkling effect sure to illuminate the forthcoming fashion seasons.

Likewise, a new satin layer, available in both foiled and hot-fix versions, also allows for easy and improved application to various textiles. The bottom of each stone is covered by an innovative layer of satin, giving it a white silver look, which not only eases application but also aesthetically enhances the product range. To be sure, the colour of this layer is designed so that its hue does not interfere with the impression of the stone itself, but rather allows for easy application to transparent materials on which the use of this premium product sensibly fits the luxury concept of the end product as envisaged by the designer.







### Colours and Coatings

Be it today or tomorrow, we understand that colour range makes the difference. From Aurora's pre-dawn misty blue hues to the late afternoon haze, every fashion season is all about colour choice, and our new MC Chaton Rose MAXIMA is available in a carefully curated yet varied selection of 48 colours and 25 coatings.

Our advanced technology also ensures that our colours and coatings maintain the maximum shade consistency, the entire process being strictly supervised by our Production and Quality Departments, who guarantee the highest standard and a minimal defect rate.



### Application and Durability

Our new MC Chaton Rose MAXIMA is applicable to a wide range of materials, including denim and suede, as well as solid materials such as glass, metal and even plastic. These new stones are also available as a variety of fashion components, such as metal bandings, pins and in sew-on cups. The product additionally offers excellent resistance to washing of ironed-on stones be it on cotton, polyester or elastic materials, such as cashmere and silk, and embroideries made from yarns with metal fibres.



### Always Responsible

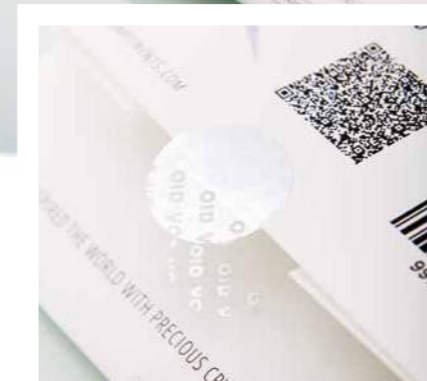
This product range's lead-free character gives it one of the most competitive price/performance ratios on the market and is easily certifiable and recognisable by our new packaging.



### MAXIMA-quality Packaging

To protect the highest quality, guarantee safe shipment and easy identification of the product, we have designed new packaging for all of our MAXIMA-quality products. Serving as a new 'proof of origin', the new design is enhanced by a safety hologram seal including a VOID effect, 3D printing and QR code verification system against counterfeiting.

Our MC Chaton Rose MAXIMA ss4 - ss20 are delivered in thicker envelopes with added padding for better protection of the product during shipment and handling. Ss30 - ss48 are packed in convenient boxes.





**Marek Kinazs**  
Product Manager

# A Rosy Disposition: Introducing the new MC Chaton Rose MAXIMA

Product Manager, Marek Kinazs discusses what makes Preciosa's new premium product line so special.

## What is so special about the MC Chaton Rose MAXIMA?

The stone itself is special – it's difficult to choose just one feature that sets it apart. It's like a puzzle; you need all the different parts to make a perfect whole. We asked our customers what they considered to be the most important features of a stone and, in response, created the Chaton Rose MAXIMA, which epitomises quality and value. Our effort resulted in a product that boasts the highest number of reflecting rays among similar components on the market, and an improved silver refractive layer on our hot-fix stones, which makes the colour appear brighter.

Ease of application is also a major selling point. Our brand-new glue and innovative durafoiling layer allow application on an expansive array of materials that is both simple and durable. The final product is lead-free and meets all major industry and environmentally friendly standards. This sort of innovative and exploratory approach is why I take such pride in what I do.

## How long did it take to develop this product?

The whole process, from beginning until its market launch, took about three years, over which time our experts experimented together with the latest technology and our deep-rooted product knowledge. We must also take into consideration the number of tests a product must undergo – thousands! – so that we can ensure it is able to withstand various conditions, all while maintaining its beautiful exterior.

## In what array of colours is this product available? Which colour is your favourite?

Currently, the MC Chaton Rose MAXIMA is available in 48 colours and 19 coatings; however, these figures are certainly not definitive. We update our offer regularly according to latest trends, and customisation is always an option through our VIP and Label programs.

I tend to change my favourite colour according to my mood, and I guess, fortunately for me, the choice is rather expansive. Lately, I prefer our blue shades: Aquabohemica and Light Sapphire.

## Which quality test is the hardest to pass?

In my experience, it would be the fusion of new glue and the silver refractive layer. It can be difficult, but also necessary, to ensure that the stone will maintain its perfect aesthetic properties on one side, and achieve a durable application on the other.

## What does your typical working day look like?

Every day is different, which is exactly how I like it. I collaborate closely with our Research & Development teams and with our Quality Assurance department on the production side, but I also spend a lot of time in various markets with our customers.

## What do you find most exciting about developing new products?

I most enjoy the moment of the launch. Which, I guess, actually marks the point when my work is finished, but I love to see the initial reaction of our customers. I also closely follow the sales of each product; it's nice to experience and witness the success behind all our hard work.

## What do you think is the most important aspect of new product development?

First of all, when developing a new product, you have to keep in mind the overarching purpose of why you are developing it – our stones are solutions to customers' needs. You have to keep in mind the final use of the product, and carefully research the segment for whom you are creating the product. This includes customers' expectations, habits, preferences, et cetera – you have to think like the customer. After that, it's 'just' a matter of convincing your team that the development of a given product will be worth it!



RANGE EXTENSIONS

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# Anyone for a game of chess?



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## MC Chessboard Square 2H & MC Chessboard Circle 2H

These slightly smaller versions of their no-hole original, popular counterparts are available in two colours, 'Jet' and 'Crystal', with the AB coating and are now suitable for sew-on. These new stones will join our Chessboard family, which is now appropriate for multiple applications, be it glue, hot-fix or sew-on, these stones are the perfect, versatile embellishment.

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## MC Chessboard Circle

You asked, we delivered: this classic, versatile stone is now available in a larger hot-fix, 20mm size, giving it even greater visible impact and making it the ideal statement piece.

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# Our Fancy Stones are getting even fancier...



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## MC Oval MAXIMA

Available in three of its standard sizes, this stone now comes in both 'Rose' and 'Light Rose', and is sure to give any design the perfect touch of femininity.

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## MC Pearshape 301

Also getting a blush-tinted makeover is this classic piece, currently available in 'Rose' in size 14x10 mm.



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## MC Heart FB

A slightly smaller version of its original counterpart, this addition is available in 'Jet' and 'Crystal' with the Crystal AB and Crystal Honey coating.

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# A Riveting Discovery



## MC Chaton MAXIMA Rivet

Available in three sizes and various colours and coatings, this new product gives the perfect edge to shoes, handbags and textiles. Extremely durable, MC Chaton MAXIMA Rivets are perfect for tough materials, and are even suitable for leather.

# It's All About the Setting



## Stones in Settings

New settings for the following stones dramatically expand their range of possible uses, and make application even easier:

MC Baguette MAXIMA, MC Oval, MC Navette, MC Pearshape, MC Square 222, MC Square Ring, MC Octagon

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# Welcome to CRYSTAL VALLEY

Preciosa's tradition of glassmaking can be traced back more than five centuries to 1548 in the Crystal Valley of the Czech Republic. Founded upon the ideals of quality, durability and innovation, Preciosa has throughout the centuries achieved new technological breakthroughs and introduced the world over to the truly captivating and timeless quality of authentically crafted Bohemian Crystal.

*' The story of Bohemian Crystal '*

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# The History of PRECIOSA

# 1548

A new industry emerges as workshops and ateliers for glassmaking begin to pop up across Northern Bohemia's majestic Jizera Mountains, at the heart of which is a small town called Jablonec nad Nisou, and the Crystal Valley is born.

# 1680

Bohemian jewellers and craftsmen begin making the first glass bead necklaces, which quickly become a sought-after commodity among Bohemian and Saxon aristocracy for their exquisitely polished and perfectly cut stones.

# 1688

A new, pristine, clear glass, practically indistinguishable from natural mountain crystal, is created and hard enough to be polished for brightness.

# 1715

Bohemian glassmakers discover the art of melting coloured glass.

# 1956

Preciosa founds the Research Institute of Glass and Jewellery in Jablonec nad Nisou, which today serves as an integral part of the company and remains one of the most respected R&D facilities in the glass industry.

# 1948

Preciosa is officially established in the wake of World War II when 25 small, medium and large-scale companies and factories scattered throughout the Crystal Valley merge together into one national company in Jablonec nad Nisou, where Preciosa is still headquartered today.

# 1908

Machine-cut jewellery stones, known as 'chatons', are for the first time produced on proprietary cutting and polishing machines, resulting in a boom of new designs and applications.

# 1898

Bohemian glassmakers revolutionise the jewellery making industry by introducing a new technique of fastening crystal components into metal jewellery cups.



# 1856

Less than two decades after the first school of glass is founded in the Crystal Valley, the first school of glass jewellery is established in Jablonec nad Nisou.

# 1878

The World Exhibition in Paris brings with it a newfound demand for 'diamond jewels' that can be sewn onto clothing. Crystal Valley glassmakers respond, creating a glass component with a 'silver mirror' on the underside of the stone, known today as foiling paper.

# 1765

The art of coloured glass stone-making and cutting is refined, which leads to the introduction of imitation gemstones and new spectacular pieces of jewellery.

# 1760

Georg Friedrich Strass, an Alsatian jeweller, invents the first ever rhinestone (artificial gemstone) from a special type crystal found in the Rhine River.

# 2016

PRECIOSA continues to innovate, adding OPTIMA to its lead-free product range.

# 2013

The times call for greener products and PRECIOSA comes through with lead-free crystal. This unique material, with its extraordinary sparkle, meets the highest international standards of quality and environmental certification. We named it **MAXIMA** by PRECIOSA®.

# 2011

Preciosa introduces its trademarked Hi-Pure Crystal technology for an even more defined brightness as well as its Dura-Foiling process, which allows for better adhesion and stronger durability during secondary manufacturing.



'The story of Bohemian Crystal'



# Our Heritage



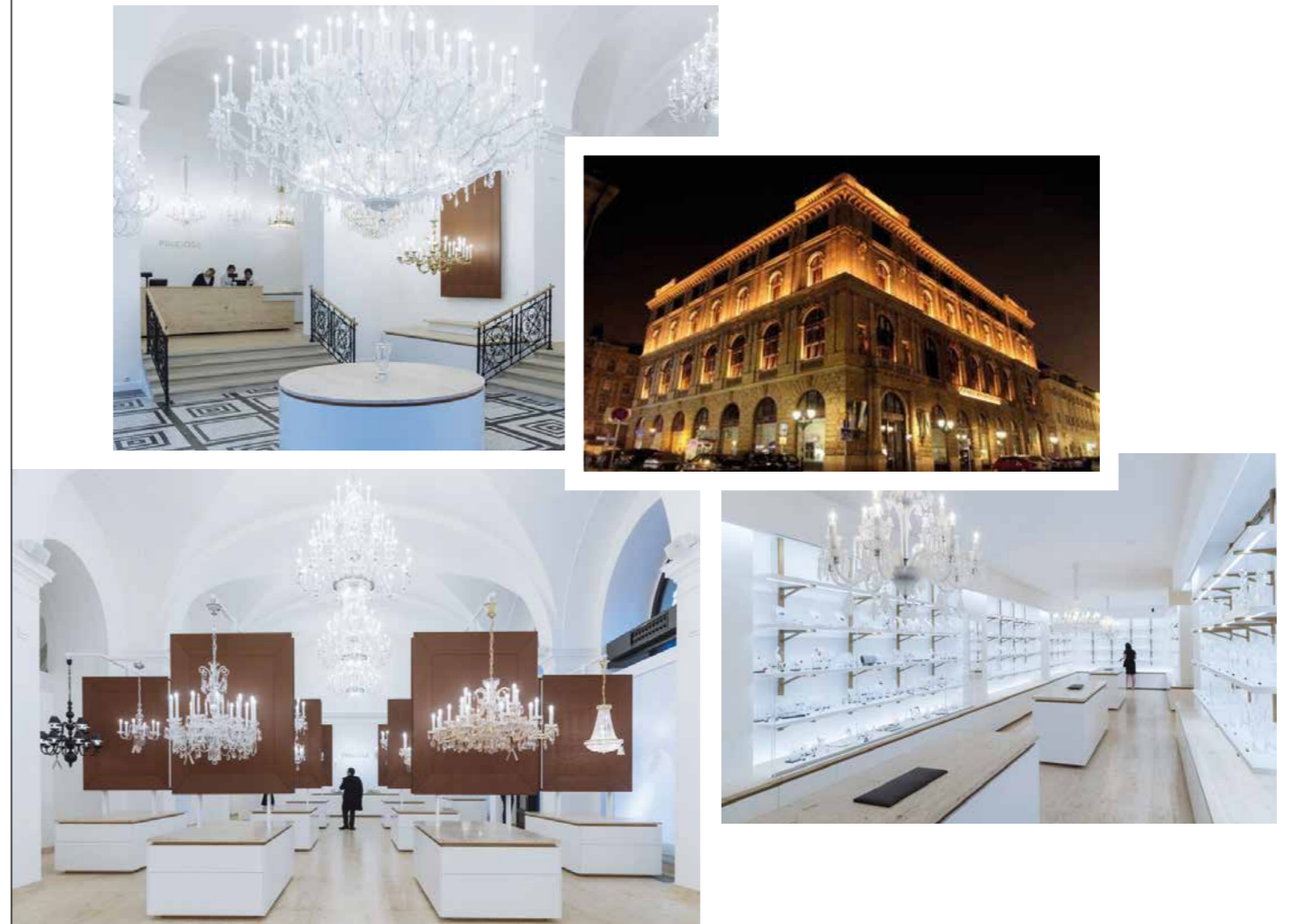
Crystal Valley

Preciosa's tradition of glassmaking can be traced back more than five centuries to 1548 in the Crystal Valley of Bohemia, where a new industry emerged from workshops and ateliers scattered across Northern Bohemia's majestic Jizera Mountains. In the heart of it all was, and still is, a small town called Jablonec nad Nisou, where 25 independent glassmakers came together in 1948 to establish one, supreme crystal manufacturer: Preciosa.

We also strongly believe in a collective responsibility to maintain our beautiful planet and its natural resources. Our teams strive to ensure safety for those who use our products and uphold a strict policy that ensures environmentally friendly and safe working conditions throughout the entirety of our production process.

# Our New PRECIOSA Flagship Store

The next chapter for Bohemian Crystal



Located in Prague's majestic Old Town, Preciosa's new flagship store pays homage to the centuries of tradition and craftsmanship behind authentic Bohemian Crystal. Dozens of chandeliers adorn a sleek, minimalist interior that exquisitely showcases our flawless crystal designs. Explore the world of Preciosa at Rytířská 29 in Prague 1.



**Lukáš Vocásek**  
Product Manager

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# Customise That

Product Manager, Lukáš Vocásek gives us a behind-the-scenes look at just how those one-of-a-kind stones are turned from designers' dreams into reality.

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## What do you enjoy most about working in Preciosa's Product & Services Department?

Giving designers exactly what they want. And, often times, exceeding their expectations.

## In your experience, what aspect of the components do designers most frequently customise? For example, colour, shape? And why do think that is?

In their ideal world, designers would have every shape and stone available in every Pantone colour imaginable – which is totally understandable, though not necessarily realistic. In my experience, the more options designers have, the more designs they can create. The most customisable aspect of a crystal is probably the coating, which gives an immediate and interesting change to its aesthetic, sometimes even changing it entirely. However, I would say the most asked-for customisation would be colour.

## Can you describe the customisation process?

First, the customer specifies all the requirements, such as shape, size, colour, foiling, coating, quantity, expected delivery time, and so on. We consider their request in terms of technological difficulty and the expected duration of development and provide the customer with an offer within three weeks of their original request. From here, it's a matter of negotiating the details and, once agreed, we begin developing the customised stone.

## How long does it take to develop a customised product?

It depends heavily on the degree of difficulty. For example, if a customer requests a certain shape, size or colour that we have never produced before, it can take several months. However, adding an existing colour or coating to an existing product is much easier, and faster. Let's say a designer wants

our MC Square 132, size 10 mm, in the colour, 'Montana'. Currently, we don't offer this product in this colour, but we have both the product and colour ready, so this customisation might take just a couple of weeks.

## What sets Preciosa's customisation abilities apart from those of other market players?

Preciosa's tradition and know-how, which we have built upon for centuries. It's called Crystal Valley for a reason. Our technology is among the best on the global market, which allows us to respond to many different requests.

## What are some of the most special or memorable customised pieces Preciosa has produced? Is there any product you are especially proud of?

Of course – there have been many! Recently, I worked on a rather interesting project for THOMAS SABO, for whom we created a new series of Karma Beads, named African Trading Beads inspired by African-patterns and colours. The product was handcrafted using a special technique called lampworking, and designed by Mr. Sabo himself for the recently launched Spring/Summer 2017 collection.

## How often do you add customised pieces to the always-available product offer?

This happens only once or twice per year, and our customers are always informed via e-mail.

## If you could customise a product for yourself, what would it be?

I've always been a big fan of bracelets, which can be quite masculine. I would do a bracelet of 14mm beads, one with the outline of a lion's head, all in 'Jet'.

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**Olo Křížová**  
Design Lab

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# PRECIOSA Design Lab

Meet Preciosa's new Head of Design & Trends, Olo Křížová, and the woman behind Preciosa's S/S 2018 collection.

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## What is the collection about?

Like every season, we want to showcase the enduring beauty and versatility of Czech crystal. This particular collection marks a new chapter in Preciosa's story, which will be more fashion-driven. The timelessness of our product allows us to showcase these pieces in a fresh, contemporary way, for which we have chosen this season's theme: Aurora.

## Why Aurora?

Aurora is the goddess of the dawn and, in a sense, new beginnings. Not only does this harmonise with our story, but also the aesthetic qualities of the collection. Our choice of beautiful, feminine colours and patterns reflect the qualities of our idea of a contemporary goddess: real women who wake up every morning all over the world and, ready or not, conquer whatever lies ahead.

## Can we expect to see many crystals on the S/S 2018 catwalks?

Crystals are a highly specialised luxury product, which are not suitable for every brand. However, there is an inherent value in the craftsmanship and timeless elegance of crystals that is still relevant and widely respected by the fashion industry. The S/S 2018 season will be about the juxtaposition of entirely new experiences with traditional heritage; it will be a cross-cultural dialogue and the connections upheld between people and their cultures as we move into an age increasingly dominated by technology.

## Do you see new uses for crystals in fashion?

Sure – as true creatives, we have to expand beyond traditional applications and imagine crystals being incorporated into new materials and technology.

## Where do you find inspiration for your work?

I draw my inspiration from my daily life, which gives me the strongest impulse to create. I am very visual and very emotional. Art, film, dance and music all talk to me through my senses and go straight to my heart.

## Which designer surprised you this season?

This is not an easy question. For S/S 2017, I was most impressed by Balenciaga and Rick Owens' rather artistic collection.

## What is your favourite piece from Preciosa's new collection?

I love the hand-placed crystals on the denim, (the look inspired by Paris). Travel is important to my work, which is a huge inspiration for me. For this collection, the textiles represented the world's metropolises and the crystals the life bustling within them.

## What does your typical working day look like?

Designers are constantly working on several projects for different segments at all times, which is very dynamic and can be rather intense. We must also consult with almost every other department, for example, the Sales Department to determine how our customers will most likely use the products we design.

## What is your favourite crystal to work with?

I love Chessboard flatback stones, especially in 'Jet', and our beads, particularly the MC Bead Round – Rich Cut and MC Bead Oat. They remind me of my grandmother – she had many beautiful glass jewellery pieces. I remember admiring the delicate beauty of each of the beads.

I love the entire range of colours, but the colour I love the most is from this collection, 'Light Smoked Topaz', which reminds me of dawn. From the current standard range, I like the sophisticated reflection of 'Burgundy' and the softness of 'Crystal Honey'.

# We've been busy...



## All That Glitters

Last June, Kev Yiu of Kevolie debuted his A/W 2016 collection, titled 'The Golden Era', at the Kai Tak Cruise Terminal in Hong Kong consisting of eleven exquisitely crafted gowns that sparkled with more than 50,000 Preciosa Crystals. The couture, sequin-studded pieces also featured tassel accents made of Preciosa's MC Chaton Rose VIVA 12 and MC Bead Rondells.



## Shanghai Nights

Intertextile Shanghai Apparel Fabrics is Asia's largest textile fair where industry professionals come to explore new market opportunities, learn about upcoming trends, and discover new products from around the world. Over the three-day exhibition in October, Preciosa showcased our S/S 2017 collection through interactive workshops, where our designers and business managers were on-hand to field any questions.



Events & News

## São Paulo Sensations

Known for his bridal gowns and special-occasion wear, designer Samuel Cirnansck debuted his first ever resort collection featuring many pieces exquisitely embroidered with Preciosa crystals at S/S 2017 São Paulo Fashion Week held in October. Mr. Cirnansck's looks were complimented on the runway by accessories designed by the talented Jorge Bischoff, ranging from high-heeled sandals to dazzling clutches, also embellished in Preciosa crystals, of which several pieces appeared in WGSN's trend report.



## A Czech Affair

In October, Petrof organised a concert tour for renowned Czech pianist, Jitka Fowler Fraňková, who performed her impressive repertoire of Chopin, Rachmaninoff and Dvořák across major cities in China while donning a stunning gown embroidered with more than 20,000 Preciosa Crystals. The theme of the tour, romantic love, reflected the collaboration of two traditional Czech companies, Petrof and Preciosa, as seen in the sparkling Petrof piano insignia made from Sticky Crystals by Preciosa Crystal Components.



## Blond Ambition

Designer duo, The Blonds, once again sent a jaw-dropping, Preciosa crystal-covered collection down the catwalk at S/S 2017 New York Fashion Week, also marking the label's 10th anniversary. Inspired by Aphrodite, the goddess of love and sensuality, the pair stripped down their creations 'to the core to revitalize The Blonds' DNA'. Even the underside of each model's nails shimmered with a singular Preciosa crystal!





### We'll Always Have Paris

Première Vision Paris is held biannually in the French capital and consists of six shows, each dedicated to a specific sector: Yarns, Fabrics, Designs, Accessories, Leather and Manufacturing. From fibre choices to fashion manufacturing, the fair focuses on diversity and exchange, and draws industry professionals from all around the world. Preciosa Crystal Components is always on the scene to introduce our latest pieces and application methods to the fashion industry.



### Seoul Mates

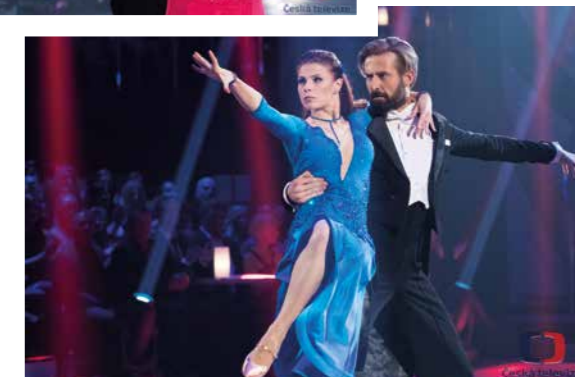
In October, Preciosa and DanceLook put on a 'fantasy' evening of fashion and dance at the Grand Hyatt Hotel in Seoul, moderated by popular Korean actress, Moon Jeon-hee, and TV personality, On Sang-jin, to debut DanceLook's new collection of dance and fitness wear designed by founder, RinQ.

The conceptual DanceLook collection included a series of sparkling dance-genre designs: spectacularly iridescent plumage for Latin dance, a dark, shimmering arachnid-like salsa number, a tropical body fitness piece and a western cowgirl costume for line dancing enthusiasts, all embellished with brilliantly coloured Preciosa crystals.



### StarDancing the Night Away

Preciosa once again partnered with the ever-popular Czech TV competition, StarDance. Our crystals appeared on a record 73 ladies' dresses, 37 men's Latin-inspired tops, and 10 men's costumes (Latin-inspired jacket and pants), totalling an incredible 864,000 individual crystals.



### Natural Vibes

Blanka Matragi recently celebrated the 35-year anniversary of her haute couture boutique in Beirut, which is also a milestone for Preciosa Crystal Components as her spectacular pieces have featured Preciosa stones since she began designing. The festivities culminated with a special fashion show, titled 'Elements', which was held at the Municipal House in Prague, where Mrs. Matragi's designs, inspired by the four elements, exquisitely showcased Preciosa crystals throughout both her ready-to-wear and haute couture collections.



# We Look Forward to Seeing You



**Première Vision Paris**  
7. 2. – 9. 2. 2017  
[www.premierevision.com](http://www.premierevision.com)



**Sourcing at Magic  
Las Vegas**  
20. 2. – 23. 2. 2017  
[www.ubmfashion.com](http://www.ubmfashion.com)



**Blackpool Dance Festival**  
25. 5. – 2. 6. 2017  
[www.blackpooldancefestival.com.com](http://www.blackpooldancefestival.com.com)



**New York Fashion Week**  
9. 2. – 17. 2. 2017  
[www.nyfw.com](http://www.nyfw.com)

You can also find us at many major tradeshows, fairs, fashion weeks and events across the US, Europe, Dubai, Hong Kong, China and Southeast Asia.

# Crystal Valley Label Partners



**THEBLONDS**



**DANCE LOOK**



*Samuel Cirnansck*



Alfredo Barraza



ازياء العيون الحديثة  
**MODERN EYES FASHION**



*'The story of Bohemian Crystal'*

MAXIMA  
PRODUCT RANGE



# MC Chaton Rose MAXIMA No Hotfix Stones

ART. 438 11 110  
SIZE ss 4

ART. 438 11 615  
SIZE ss 5, 6, 7, 8, 9, 10, 12, 16, 20

ART. 438 11 618  
SIZE ss 30, 34, 40, 48

Catalogue Items

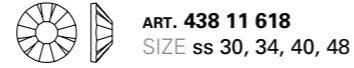
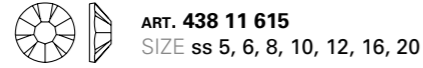
COLOUR	ss 4	5	6	7	8	9	10	12	16	20	30	34	40	48
Crystal   00030 (DF)	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Crystal AB   00030 (TC) (DF)	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Crystal Apri   00030 (BC) (A)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Crystal AgF   00030 (TC) (DF)	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Crystal Aur   00030 (TC) (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Crystal BBI   00030 (BC) (A)	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Crystal BdF   00030 (TC) (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Crystal BIF   00030 (TC) (DF)	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Crystal CaG   00030 (TC) (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Crystal GdH   00030 (TC) (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Crystal Hel   00030 (BC) (A)	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Crystal Hon   00030 (TC) (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Crystal Lab   00030 (TC) (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Crystal Lag   00030 (TC) (DF)	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Crystal MtC   00030 (TC) (DF)	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Crystal Ntf   00030 (BC) (A)	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Crystal Snr   00030 (TC) (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Crystal StG   00030 (TC) (DF)	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Crystal Vel   00030 (TC) (DF)	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Crystal Ven   00030 (TC) (DF)	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Crystal VL   00030 (BC) (A)	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Crystal VM   00030 (BC) (A)	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Crystal Vol   00030 (BC) (A)	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Jet   23980 (DF/U)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Jet AB   23980 (TC) (DF/U)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Jet BrF   23980 (TC) (DF/U)	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Jet Hem   23980 (TC) (DF/U)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Jet SiF   23980 (TC) (DF/U)	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Amethyst   20050 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Amethyst Opal   21110 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Aqua Bohemica   60010 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Aquamarine   60000 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Black Diamond   40010 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○

COLOUR	ss 4	5	6	7	8	9	10	12	16	20	30	34	40	48
Blue Zircon   60230 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Capri Blue   60310 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Citrine   80310 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Emerald   50730 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Fuchsia   70350 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Gold Quartz   00530 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Hyacinth   90040 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Chrysolite Opal   51000 (DF)	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Indian Pink   70040 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Jonquil   80100 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Light Amethyst   20020 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Light Colorado Topaz   10330 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Light Peach   90300 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Light Rose   70020 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Light Sapphire   30020 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Light Sapphire Opal   31110 (DF)	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Light Siam   90070 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Light Smoked Topaz   10210 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Light Topaz   10020 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Montana   30340 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Olivine   50230 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Padparadscha   90350 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Peridot   50520 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Purple Velvet   20490 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Rose   70010 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Rose Opal   71350 (DF)	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Ruby   90110 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Sapphire   30050 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Siam   90090 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Smoked Topaz   10220 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Sun   90310 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Tanzanite   20410 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Topaz   10070 (DF)	○	●	●	●	●	●	●	●	●	●	●	○	○	○
White Opal   01000 (DF)	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Colours AB (TC) (DF)	○	○	○	○	○	○	○	○	○	○	○	○	○	○

**LEGEND:**  
 ● Standard Catalogue Item  
 ○ Minimum Order Quantity – for more details contact the Preciosa Sales Office



# MC Chaton Rose MAXIMA Hotfix Stones



COLOUR	ss 4	5	6	8	10	12	16	20	30	34	40	48
Crystal   00030 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Crystal AB   00030 (TC) (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Crystal AgF   00030 (TC) (HF)	○	○	○	○	○	○	○	○	○	○	○	○
Crystal Aur   00030 (TC) (HF)	●	●	●	●	●	●	●	●	●	○	○	○
Crystal BdF   00030 (TC) (HF)	○	○	○	○	○	○	○	○	○	○	○	○
Crystal BIF   00030 (TC) (HF)	○	○	○	○	○	○	○	○	○	○	○	○
Crystal CaG   00030 (TC) (HF)	○	○	○	○	○	○	○	○	○	○	○	○
Crystal GdH   00030 (TC) (HF)	○	○	○	○	○	○	○	○	○	○	○	○
Crystal Hon   00030 (TC) (HF)	○	○	○	○	○	○	○	○	○	○	○	○
Crystal Lab   00030 (TC) (HF)	○	○	○	○	○	○	○	○	○	○	○	○
Crystal MtC   00030 (TC) (HF)	○	○	○	○	○	○	○	○	○	○	○	○
Crystal Snr   00030 (TC) (HF)	●	●	●	●	●	●	●	●	●	○	○	○
Crystal StG   00030 (TC) (HF)	○	○	○	○	○	○	○	○	○	○	○	○
Crystal Vel   00030 (TC) (HF)	○	○	○	○	○	○	○	○	○	○	○	○
Crystal Ven   00030 (TC) (HF)	○	○	○	○	○	○	○	○	○	○	○	○
Jet   23980 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Jet AB   23980 (TC) (HF)	○	○	○	○	○	○	○	○	○	○	○	○
Jet BrF   23980 (TC) (HF)	○	○	○	○	○	○	○	○	○	○	○	○
Jet Hem   23980 (TC) (HF)	●	●	●	●	●	●	●	●	●	○	○	○
Jet SiF   23980 (TC) (HF)	○	○	○	○	○	○	○	○	○	○	○	○
Amethyst   20050 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Amethyst Opal   21110 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Aqua Bohemica   60010 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Aquamarine   60000 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Black Diamond   40010 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Blue Zircon   60230 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Burgundy   90100 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Capri Blue   60310 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Citrine   80310 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Emerald   50730 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Fuchsia   70350 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Gold Beryl   10430 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Gold Quartz   00530 (HF)	●	●	●	●	●	●	●	●	●	●	●	●

COLOUR	ss 4	5	6	8	10	12	16	20	30	34	40	48
Green Turmaline   50020 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Hyacinth   90040 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Chrysolite   50000 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Chrysolite Opal   51000 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Indian Pink   70040 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Indicolite   60100 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Jonquil   80100 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Khaki   50330 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Light Amethyst   20020 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Light Burgundy   90095 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Light Colorado Topaz   10330 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Light Peach   90300 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Light Rose   70020 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Light Sapphire   30020 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Light Sapphire Opal   31110 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Light Siam   90070 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Light Smoked Topaz   10210 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Light Topaz   10020 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Montana   30340 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Olivine   50230 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Padparadscha   90350 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Peridot   50520 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Purple Velvet   20490 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Rose   70010 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Rose Opal   71350 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Ruby   90110 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Sapphire   30050 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Siam   90090 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Smoked Topaz   10220 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Sun   90310 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Tanzanite   20410 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Topaz   10070 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
White Opal   01000 (HF)	●	●	●	●	●	●	●	●	●	●	●	●
Colours AB (TC) (HF)	○	○	○	○	○	○	○	○	○	○	○	○

Catalogue Items

**LEGEND:**  
 ● Standard Catalogue Item  
 ○ Minimum Order Quantity – for more details contact the Preciosa Sales Office

# Colour Chart

## MC Chaton Rose MAXIMA

### Colours

<b>Crystal</b> 00030	<b>Gold Beryl</b> 10430	<b>Siam</b> 90090	<b>Crystal Capri Gold*</b> 00030 CaG
<b>Jet</b> 23980	<b>Jonquil</b> 80100	<b>Burgundy</b> 90100	<b>Crystal Apricot*</b> 00030 Apri
<b>White Opal</b> 01000	<b>Citrine</b> 80310	<b>Light Burgundy</b> 90095	<b>Crystal Venus</b> 00030 Ven
<b>Black Diamond</b> 40010	<b>Light Topaz</b> 10020	<b>Amethyst</b> 20050	<b>Crystal Volcano*</b> 00030 Vol
<b>Aquamarine</b> 60000	<b>Topaz</b> 10070	<b>Amethyst Opal</b> 21110	<b>Crystal Vitrail Light*</b> 00030 VL
<b>Aqua Bohemica</b> 60010	<b>Light Colorado Topaz</b> 10330	<b>Light Amethyst</b> 20020	<b>Crystal Vitrail Medium*</b> 00030 VM
<b>Light Sapphire</b> 30020	<b>Light Smoked Topaz</b> 10210	<b>Tanzanite</b> 20410	<b>Crystal Lagoon*</b> 00030 Lag
<b>Light Sapphire Opal</b> 31110	<b>Smoked Topaz</b> 10220	<b>Purple Velvet</b> 20490	<b>Crystal Bermuda Blue*</b> 00030 BBI
<b>Sapphire</b> 30050	<b>Gold Quartz</b> 00530		<b>Crystal Heliotrope*</b> 00030 Hel
<b>Montana</b> 30340	<b>Light Peach</b> 90300	<b>Coatings</b>	<b>Crystal Blue Flare*</b> 00030 BIF
<b>Capri Blue</b> 60310	<b>Rose Opal</b> 71350	<b>Crystal AB</b> 00030 AB	<b>Crystal NightFall</b> 00030 Ntf
<b>Indicolite</b> 60100	<b>Light Rose</b> 70020	<b>Crystal Argent Flare</b> 00030 AgF	<b>Crystal Labrador*</b> 00030 Lab
<b>Blue Zircon</b> 60230	<b>Rose</b> 70010	<b>Crystal Velvet*</b> 00030 Vel	<b>Jet Silver Flare*</b> 23980 SiF
<b>Chrysolite</b> 50000	<b>Indian Pink</b> 70040	<b>Crystal Honey</b> 00030 Hon	<b>Jet Hematite*</b> 23980 Hem
<b>Chrysolite Opal</b> 51000	<b>Fuchsia</b> 70350	<b>Crystal Golden Honey</b> 00030 GdH	<b>Jet Brown Flare*</b> 23980 BrF
<b>Peridot</b> 50520	<b>Ruby</b> 90110	<b>Crystal Blond Flare*</b> 00030 BdF	
<b>Emerald</b> 50730	<b>Sun</b> 90310	<b>Crystal Sunrise*</b> 00030 Snr	
<b>Green Turmaline</b> 50020	<b>Hyacinth</b> 90040	<b>Crystal Aurum*</b> 00030 Aur	
<b>Olivine</b> 50230	<b>Padparadscha</b> 90350	<b>Crystal Starlight Gold*</b> 00030 StG	
<b>Khaki</b> 50330	<b>Light Siam</b> 90070	<b>Crystal Monte Carlo*</b> 00030 MtC	

**NOTE:**

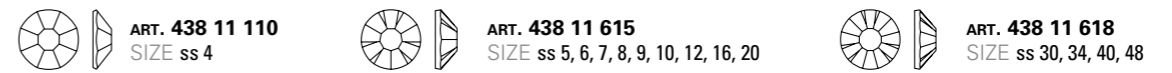
Slight deviations in colour shades are unavoidable.

\* Products with these coatings are not resistant to plating and similar processing.

## New Colours and Coating

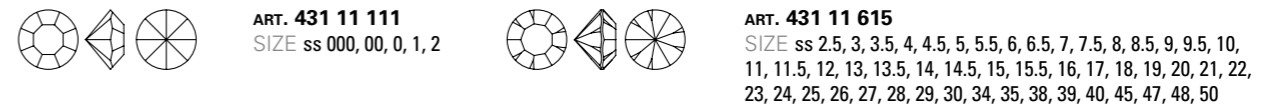


### MC Chaton Rose MAXIMA



COLOUR	ss 4	5	6	7	8	9	10	12	16	20	30	34	40	48
<b>Crystal Snr</b>   00030 (TC) (DF)	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Crystal Snr</b>   00030 (TC) (HF)	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Light Smoked Topaz</b>   10210 (DF)	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Lt. Sm. Topaz AB</b>   10210 (TC) (DF)	○	○	○	○	○	○	○	○	○	○	○	○	○	○
<b>Light Smoked Topaz</b>   10210 (HF)	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Lt. Sm. Topaz AB</b>   10210 (TC) (HF)	○	○	○	○	○	○	○	○	○	○	○	○	○	○

### MC Chaton MAXIMA



COLOUR	ss 0	1	2	2.5	3	3.5	4	4.5	5	5.5	6	6.5	7	7.5	8	8.5	9	9.5	10	
<b>Crystal Snr</b>   00030 (TC) (DF)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Light Smoked Topaz</b>   10210 (DF)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Lt. Sm. Topaz AB</b>   10210 (TC) (DF)	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○

### MC Heart MAXIMA 1H

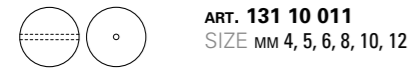


COLOUR	mm 10	14	18
<b>Crystal Snr</b>   00030 (TC)	●	●	●

# New Colour, New Products



## Pearl Round MAXIMA



## Pearl Round – Semi MAXIMA



COLOUR

Pearlescent White | 70103

## MC Rhombus FB | ART. 438 24 301

NO HOTFIX STONES

COLOUR

Crystal | 00030 (DF)

Crystal AB | 00030 (TC) (DF)

Jet | 23980 (DF)

HOTFIX STONES

COLOUR

Crystal | 00030 (HF)

Crystal AB | 00030 (TC) (HF)

Jet | 23980 (HF)

## MC Chessboard Square 2H | ART. 438 73 304

COLOUR

Crystal | 00030 (DF)

Crystal AB | 00030 (TC) (DF)

Jet | 23980 (U)

## MC Chessboard Circle 2H | ART. 438 61 303

COLOUR

Crystal | 00030 (DF)

Crystal AB | 00030 (TC) (DF)

Jet | 23980 (U)

COLOUR

Crystal | 00030 (DF)

Crystal AB | 00030 (TC) (DF)

Jet | 23980 (U)

# Limited Editions

## Livada Cabochon

Art.	Colour	Size	Packing unit	
			MM	GROSS
416 12 030	05139	8 x 10	1/2	
416 12 030	05139	14 x 10	1/4	
416 12 030	05139	18 x 13	1/6	
416 12 030	05139	25 x 18	1/18	



## Livada Cabochon in Settings, 1 Loop

Art.	Colour	Size	Packing unit	
			MM	GROSS
* 7192 0031	05139	8 x 10	1/4	
* 7192 1031	05139	14 x 10	1/6	
* 7192 2031	05139	18 x 13	1/9	
7192 3031	05139	25 x 18	1/18	



## Livada Cabochon in Settings, No Loop

Art.	Colour	Size	Packing unit	
			MM	GROSS
* 7192 0030	05139	8 x 10	1/4	
* 7192 1030	05139	14 x 10	1/6	
* 7192 2030	05139	18 x 13	1/9	
7192 3030	05139	25 x 18	1/18	



## Livada Cabochon in Settings, 2 Loops

Art.	Colour	Size	Packing unit	
			MM	GROSS
* 7192 0032	05139	8 x 10	1/4	
* 7192 1032	05139	14 x 10	1/6	
* 7192 2032	05139	18 x 13	1/9	
7192 3032	05139	25 x 18	1/18	



## Reyna Cabochon

Art.	Colour	Size	Packing unit	
			MM	GROSS
416 11 858	04800	14	1/4	
416 11 858	04800	18	1/6	
416 11 858	04797	14	1/4	
416 11 858	04797	18	1/6	



## Available Platings

Plating	Type
/01	silver **
/09	silver ***

### NOTE:

- \* The item requires MOQ.
- \*\* These platings are available only in setting without loops.
- \*\*\* Better durability.

# Range Extensions



## MC Oval MAXIMA | ART. 435 12 601



COLOUR

Crystal | 00030 (DF)

Crystal AB | 00030 (TC) (DF)

Crystal Hon | 00030 (TC) (DF)

Jet | 23980 (U)

Jet Hem | 23980 (U)

COLOUR

Amethyst | 20050 (DF)

Aqua Bohemica | 60010 (DF)

Emerald | 50730 (DF)

Light Amethyst | 20020 (DF)

Light Colorado Topaz | 10330 (DF)

Light Peach | 90300 (DF)

Light Rose | 70020 (DF)

Montana | 30340 (DF)

Peridot | 50520 (DF)

Rose | 70010 (DF)

Smoked Topaz | 10220 (DF)

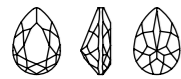
Tanzanite | 20410 (DF)

Colours AB | (DF)

### LEGEND:

- New Catalogue Item
- Standard Catalogue Item
- Minimum Order Quantity – for more details contact the Preciosa Sales Office

# Range Extensions



MC Pearshape 301 | ART. 435 16 301



COLOUR	mm	10x7	14x10	18x13
Crystal   00030 (DF)	●	●	●	●
Crystal AB   00030 (TC) (DF)	●	●	●	●
Crystal Hon   00030 (TC) (DF)	●	●	●	●
Jet   23980 (U)	●	●	●	●
Jet Hem   23980 (U)	●	●	●	●

COLOUR	mm	10x7	14x10	18x13
Amethyst   20050 (DF)	●	●	●	●
Aqua Bohemica   60010 (DF)	●	●	●	●
Emerald   50730 (DF)	●	●	●	●
Light Amethyst   20020 (DF)	●	●	●	●
Light Colorado Topaz   10330 (DF)	●	●	●	●
Light Peach   90300 (DF)	●	●	●	●
Light Rose   70020 (DF)	●	●	●	●
Montana   30340 (DF)	●	●	●	●
Peridot   50520 (DF)	●	●	●	●
Rose   70010 (DF)	●	●	●	●
Smoked Topaz   10220 (DF)	●	●	●	●
Tanzanite   20410 (DF)	●	●	●	●
Colours AB (TC) (DF)	○	○	○	○

**LEGEND:**  
 ● New Catalogue Item  
 ● Standard Catalogue Item  
 ○ Minimum Order Quantity – for more details contact the Preciosa Sales Office



MC Heart FB | ART. 438 18 301



NO HOTFIX STONES

COLOUR	mm	6	10	14
Crystal   00030 (DF)	●	●	●	●
Crystal AB   00030 (TC) (DF)	●	●	●	●
Crystal Hon   00030 (TC) (DF)	●	●	●	●
Jet   23980 (U)	●	●	●	●

HOTFIX STONES

COLOUR	mm	6	10	14
Crystal   00030 (DF)	●	●	●	●
Crystal AB   00030 (TC) (DF)	●	●	●	●
Crystal Hon   00030 (TC) (DF)	●	●	●	●
Jet   23980 (U)	●	●	●	●



MC Chessboard Circle | ART. 438 11 302



NO HOTFIX STONES

COLOUR	mm	14	20
Crystal   00030 (DF)	●	●	●
Crystal AB   00030 (TC) (DF)	●	●	●
Crystal Hon   00030 (TC) (DF)	●	●	●
Jet   23980 (DF)	●	●	●

HOTFIX STONES

COLOUR	mm	14	20
Crystal   00030 (HF)	●	●	●
Crystal AB   00030 (TC) (HF)	●	●	●
Crystal Hon   00030 (TC) (HF)	●	●	●
Jet   23980 (HF)	●	●	●

# Stones in Settings, Sew-on

MC Baguette MAXIMA

Art.	Plating	Size of Stones	Packing Unit	
			MM	GROSS
● 7193 9093	/xx	5x2.5	5	
7193 9090	/xx	7x3	2	
● 7193 9095	/xx	10x3	2	
● 7193 9096	/xx	10x5	2	



MC Pearshape

Art.	Plating	Size of Stones	Packing Unit	
			MM	GROSS
● 7192 9054	/xx	6x3.6	5	
7192 9045	/xx	8x4.8	2 1/2	
7192 9055	/xx	10x6	1	
7192 9049	/xx	13x7.8	1	



MC Navette

Art.	Plating	Size of Stones	Packing Unit	
			MM	GROSS
● 7192 9043	/xx	5x2.5	5	
● ** 7192 9044	/xx	6x3	5	
7192 9046	/xx	8x4	5	
7192 9056	/xx	10x5	2	
● 7192 9048	/xx	15x7	1	



MC Octagon

Art.	Plating	Size of Stones	Packing Unit	
			MM	GROSS
● 7192 8012	/xx	8x4	3	
● 7192 8013	/xx	8x6	2	
● 7192 8014	/xx	10x5	2	
● 7192 8015	/xx	10x8	1	
● 7192 8016	/xx	12x10	1	



MC Oval

Art.	Plating	Size of Stones	Packing Unit	
			MM	GROSS
● 7192 9066	/xx	6x4	6	



MC Square Ring

Art.	Plating	Size of Stones	Packing Unit	
			MM	GROSS
● 7192 9063	/xx	14	1/2	



Available Platings

Plating	Type
/00	raw
/01	silver
/02	gold
/03	black
/04	rhodium
/OR	rose gold

MC Square 222

Art.	Plating	Size of Stones	Packing Unit	
			MM	GROSS
● 7192 9061	/xx	10x10	1	
● * 7192 9062	/xx	12x12	1/2	



**NOTE:**  
 ● New Catalogue Item  
 \* The item requires MOQ.  
 \*\* It is necessary to use a 0.4 mm-diameter needle.

# Stones in Settings, Jewellery Cup

## MC Baguette MAXIMA

Art.	Plating	Size of Stones	Packing Unit	
			MM	GROSS
● 7193 9191	/xx	4 × 2	10	
● 7193 9192	/xx	5 × 2	10	
● 7193 9193	/xx	5 × 2.5	5	
● 7193 9194	/xx	6 × 2	5	
● 7193 9190	/xx	7 × 3	2	
● 7193 9195	/xx	10 × 3	2	
● 7193 9196	/xx	10 × 5	2	



## MC Octagon

Art.	Plating	Size of Stones	Packing Unit	
			MM	GROSS
● 7192 8111	/xx	6 × 4	6	
● 7192 8112	/xx	8 × 4	3	
● 7192 8113	/xx	8 × 6	2	
● 7192 8114	/xx	10 × 5	2	
● 7192 8115	/xx	10 × 8	1	
● 7192 8116	/xx	12 × 10	1	



## MC Navette

Art.	Plating	Size of Stones	Packing Unit	
			MM	GROSS
● 7192 9143	/xx	5 × 2.5	5	
● 7192 9144	/xx	6 × 3	5	
● 7192 9146	/xx	8 × 4	5	
● 7192 9156	/xx	10 × 5	2	
● 7192 9148	/xx	15 × 7	1	



## MC Pearshape

Art.	Plating	Size of Stones	Packing Unit	
			MM	GROSS
● 7192 9154	/xx	6 × 3.6	5	
● 7192 9145	/xx	8 × 4.8	2 1/2	
● 7192 9155	/xx	10 × 6	1	
● 7192 9149	/xx	13 × 7.8	1	



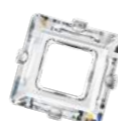
## MC Oval

Art.	Plating	Size of Stones	Packing Unit	
			MM	GROSS
● 7192 9166	/xx	6 × 4	6	



## MC Square Ring

Art.	Plating	Size of Stones	Packing Unit	
			MM	GROSS
● 7192 9163	/xx	14	1/2	



## Available Platings

Plating	Type
/00	raw
/01	silver
/02	gold
/04	rhodium**
/0R	rose gold**

### NOTE:

- New Catalogue Item
- \* The item requires MOQ.
- \*\* Platings are available only for MC Square Ring.

## MC Square 222

Art.	Plating	Size of Stones	Packing Unit	
			MM	GROSS
● 7192 9161	/xx	10 × 10	1	
● * 7192 9162	/xx	12 × 12	1/2	



# Stones in Special Settings

## MC Chaton MAXIMA Rivet

Art.	Plating	Type	Size of Stones	Packing Unit	
				SS	GROSS
● * 7193 2018	/xx	MC Chaton MAXIMA Rivet	18	5	
● 7193 2029	/xx	MC Chaton MAXIMA Rivet	29	2	
● 7193 2034	/xx	MC Chaton MAXIMA Rivet	34	2	



Available only in silver and gold platings.

### NOTE:

- \* The item requires MOQ.
- The following coatings cannot be used for rivets with MAXIMA chatons: Cr. Vel, Cr. BdF, Cr. Aur, Cr. StG, Cr. MtC, Cr. CaG, Cr. Apri, Cr. VL, Cr. VM, Cr. BBI, Cr. Hel, Cr. Lab, Jet Hem, Cr. Snr.

# Good Things Come in Small Packages, and Ours Are New!



To make distinguishing Preciosa from counterfeit products easier, we've improved our packaging to include a number of safety and proof of authenticity features. Make sure to look for the security seal, consisting of the following criteria, when purchasing our components in an envelope or cassette, and to use the given QR code available on the envelopes of our new MC Chaton Rose MAXIMA product line to ensure that you are receiving authentic Preciosa crystals.

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# The World of PRECIOSA

## PRECIOSA Crystal Components

*'Inspiring the world with precious crystal creativity since 1948.'*

We offer more than 25,000 premium crystal products in various shapes, sizes, colours and coatings to an extensive portfolio of luxury goods, fashion and jewellery designers, distributors, and producers across six continents.

## PRECIOSA Lighting

*'Understanding the tradition, not just relating to the craft but also to the chandelier's role in history, substantially forms the vision we are bringing toward the future.'*

Our unique crystal chandeliers and lighting projects adorn luxury hotels, royal palaces, private residences and yachts all over the globe. We follow the legacy of the highest quality Bohemian Crystal in combination with 21st century cutting-edge technologies and our glassmakers' craftsmanship. We shape centuries of dreams into light.

## PRECIOSA Ornela

*'All about beads'*

We send traditional Czech beads and seed beads to all four corners of the earth. They are used in luxury jewellery designs and decorative embroidery, and also play an integral part in national costumes and traditional accessories. Our technically perfect beads, which are full of colour and playfulness, are admired by professionals and non-professionals alike. They add a bit of magic to everything they touch.

## PRECIOSA Cubic Zirconia & Gems

*'Born to be brilliant'*

We cut and polish synthetic gemstones with geometric precision to make them indistinguishable from true gems. Our cubic zirconia, nanogems and synthetic corundum are pristine and essential elements in any fine jeweller's arsenal. We bring the dream of the perfect diamond substitute to life.

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# The World of PRECIOSA

## PRECIOSA Jewellery & Decoration

*'Crystal beauty'*

Our crystal jewellery and décor delight those who love beauty all around the world. Luxurious jewellery and sought-after fashion accessories are created in the cradle of the world's glass jewellery industry. We begin with the centuries-old tradition of Bohemian cut crystal, enriching it with our craftsmanship and skills and the latest technologies. We represent the essence of fine and elegant beauty.

## PRECIOSA Vinolok

*'The crystal crown on your packaging.'*

Vinolok is the most elegant and creative closure for wines, spirits, water, and oils. Vinolok is made from pure Bohemian glass, so there is absolutely no impact on aroma or flavour. Despite being completely leak proof, the unique properties of the Vinolok closure still allow the wine to breathe and develop slowly. The Vinolok glass closure establishes a look of a premium brand.

## PRECIOSA Foundation

*Corporate Social Responsibility*

Preciosa is committed to being a leader not only in the crystal and gemstone industries, but also in the area of social responsibility. We stand behind, and have fully integrated, the European social model in all areas of our operations. Preciosa supports and integrates responsible business practices including transparency, consumer protection, trademarks, industrial and intellectual property rights, and the policy of fair competition.

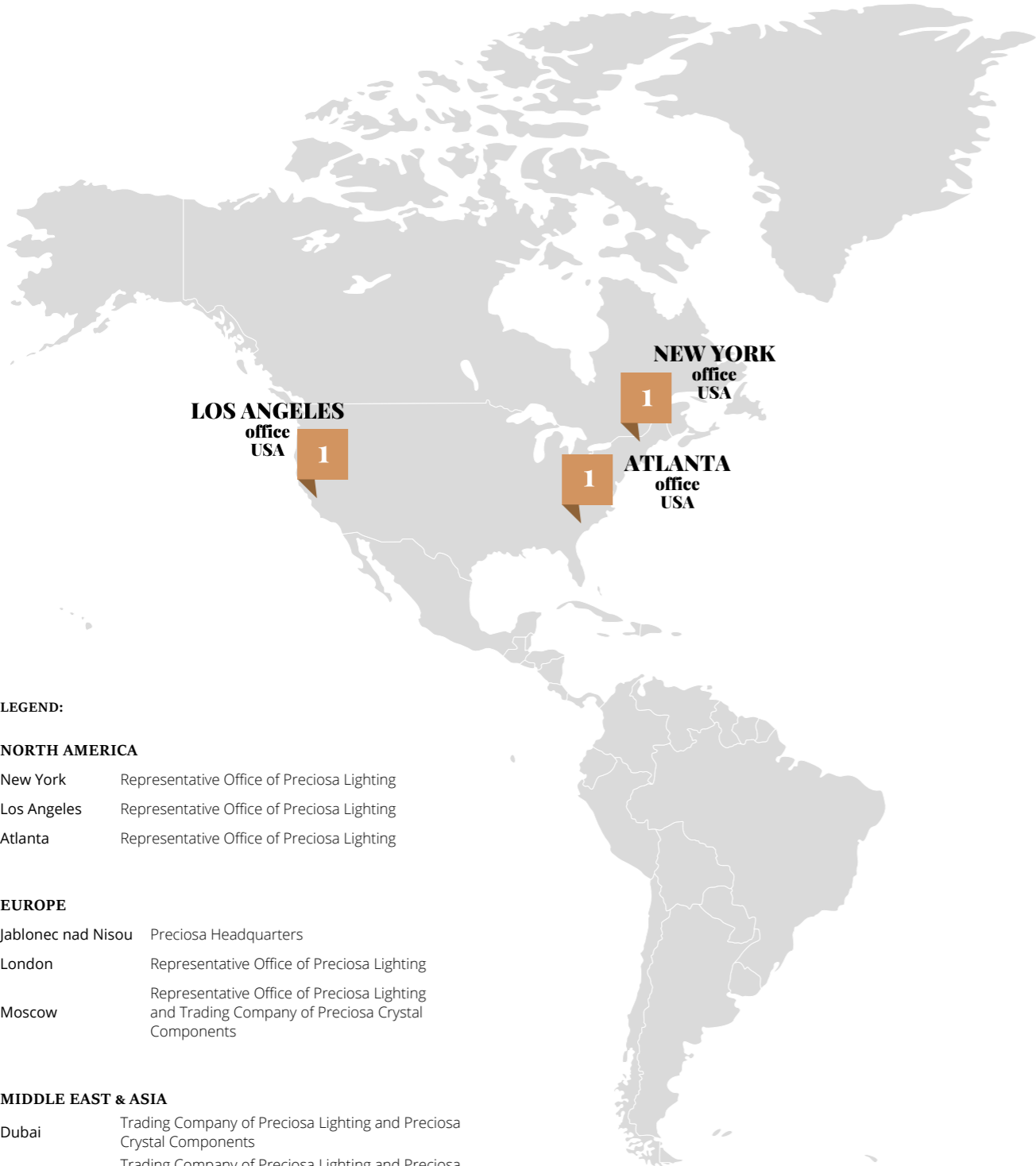
## PREGIS

*'Our solutions are built on exceptional products.'*

We are your experienced partner in the implementation, support, training and secure operation of SAP systems. We offer an individual approach, comprehensive services and many years of experience, and will gladly prepare solutions to meet the requirements and needs of your business.

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# GLOBAL PRESENCE



**LEGEND:**

**NORTH AMERICA**

New York    Representative Office of Preciosa Lighting

Los Angeles    Representative Office of Preciosa Lighting

Atlanta    Representative Office of Preciosa Lighting

**EUROPE**

Jablonec nad Nisou    Preciosa Headquarters

London    Representative Office of Preciosa Lighting

Moscow    Representative Office of Preciosa Lighting and Trading Company of Preciosa Crystal Components

**MIDDLE EAST & ASIA**

Dubai    Trading Company of Preciosa Lighting and Preciosa Crystal Components

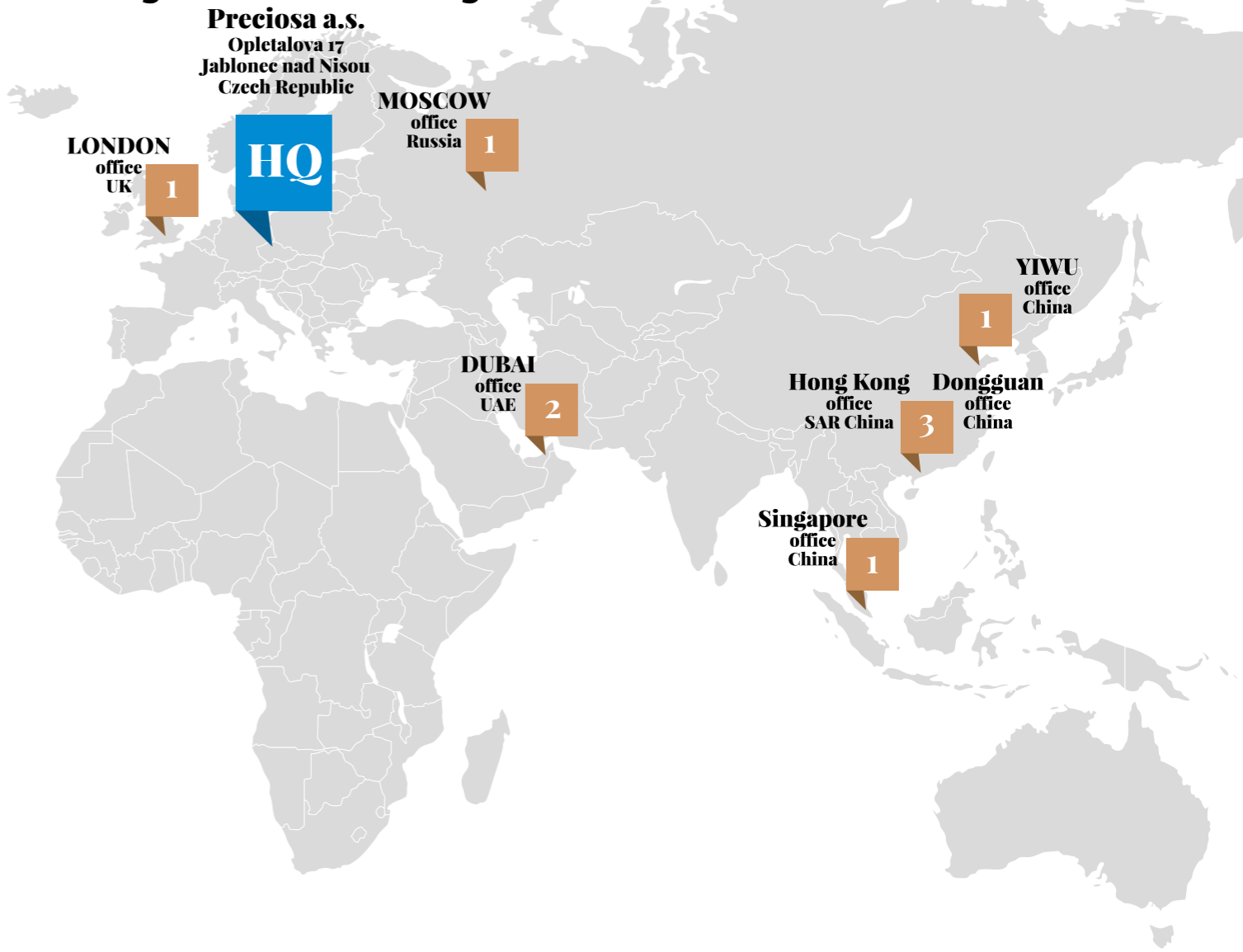
Hong Kong    Trading Company of Preciosa Lighting and Preciosa Crystal Components

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