

Product Brochure  
& inspirations  
& innovations  
SS 2020

CRYSTALS

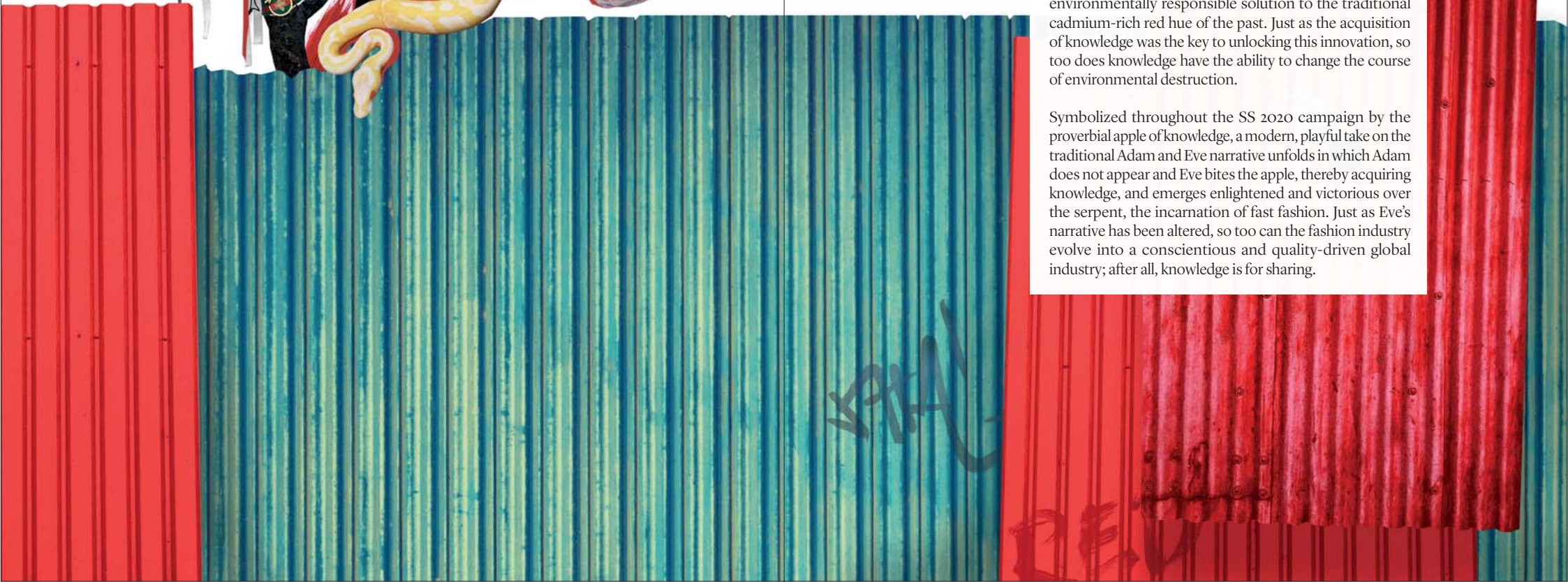


CRYSTAL EMOTION

PRECIOSA

# RED REDEFINED

INSPIRATIONS & INNOVATIONS **SS 2020**



Inspired by a single innovation, our SS 2020 collection, entitled Red Redefined, is more about quality, less about quantity. As the scales continue to tilt in favor of this attitude, conversations within the fashion industry about sustainable and environmentally friendly solutions only continue to grow louder, while fast fashion – not quite yet a thing of the past – lives out the twilight hours of its heyday. As much of a fashion inspiration as it is the driving force of change is knowledge. Being informed and making informed fashion choices is not only responsible, it's (becoming) cool. Quality is the new black.

By SS 2020, this global dialogue will be unavoidable, especially within the context of the fashion industry, and is therefore inseparable from the trends that will govern the catwalk. Preciosa's contribution, Red Velvet, the first and only "true" cadmium-free red, is a much anticipated environmentally responsible solution to the traditional cadmium-rich red hue of the past. Just as the acquisition of knowledge was the key to unlocking this innovation, so too does knowledge have the ability to change the course of environmental destruction.

Symbolized throughout the SS 2020 campaign by the proverbial apple of knowledge, a modern, playful take on the traditional Adam and Eve narrative unfolds in which Adam does not appear and Eve bites the apple, thereby acquiring knowledge, and emerges enlightened and victorious over the serpent, the incarnation of fast fashion. Just as Eve's narrative has been altered, so too can the fashion industry evolve into a conscientious and quality-driven global industry; after all, knowledge is for sharing.

# RED REDEFINED COLLECTION



Colors, Coatings & Effects – New Color

## Red Velvet

(cadmium-free)

Cadmium-free Red Velvet is now part of our regular assortment of colors for our premium quality MAXIMA line in various sizes of round and flatback stones, and is available with AB coating. This color is RoHS compliant.



Fancy Stones – New Sizes

## MC Pearshape 301

6x4 mm and 8x6 mm

Already available in three existing sizes: 10x7, 14x10 and 18x13mm, our machine-cut Pearshape 301 now comes in two new smaller sizes in various colors and coatings, and in jewelry or sew-on cups.



Flatback Stones – New Shape

## MC Slim Baguette MAXIMA FB

Our machine-cut Slim Baguette MAXIMA FB comes in two sizes, 12x4 mm and 15x5 mm, in Crystal, Crystal AB, Crystal Honey and Jet in both hotfix and no-hotfix versions.



Bandings – New Product

## Crystal Straps

Preciosa Crystal Straps are comprised of our existing plastic bandings, in either Alabaster or Black, with size ss8 chatons in Crystal, fastened to strips of fine leather of various colors and widths. Crystal Straps come in widths of 7mm and 8mm with a single row of plastic bandings, which can include stitching, or 10mm with two rows of plastic bandings. The leather comes in white, black, blue, red, beige and brown. Crystal Straps are also customizable upon special request.



Special Settings – New Product

## Metal Pyramid Stud, Narrow

(MC Pyramid MAXIMA FB: 5x5, 8x8, 12x12mm)

Applied by riveting, our narrow Metal Pyramid Stud comes in three sizes: 7.5, 10.5 and 14.5mm with Light Gold, Rhodium or Ruthenium plating. Narrow Metal Pyramid Studs are available in eight colors and four coatings.



Special Settings – New Product

## Metal Pyramid Stud, Wide

(MC Pyramid MAXIMA FB: 5x5, 8x8, 12x12mm)

Applied by riveting, our wide Metal Pyramid Stud comes in three sizes: 9.5, 13 and 17mm with Light Gold, Rhodium or Ruthenium plating. Wide Metal Pyramid Studs are available in eight colors and four coatings.



Special Settings – New Product

## Metal Pyramid Stud, Sew-On

(MC Pyramid MAXIMA FB: 5x5, 8x8, 12x12mm)

Our sew-on Metal Pyramid Stud comes in three sizes: 7.5, 10.5 and 14.5mm in a one-loop setting with Light Gold, Rhodium or Ruthenium plating. Sew-on Metal Pyramid Studs are available in seven colors and four coatings.



Special Settings – New Product

## ABS Cube Stud

(MC Square FB: 3x3 mm, 6x6 mm)

Our ABS Cube Stud comes in two sizes, 5mm and 9mm, and is available in Crystal with five coatings and Jet with two coatings.



Special Settings – New Product

## ABS Cone Stud

(MC Chaton MAXIMA: ss11.5)

Our ABS Cone Stud comes in one size, 7mm, and is available in our regular assortment of colors, coatings and effects for our premium quality MAXIMA line.



Special Settings – New Product

## ABS Spike Stud

(MC Chaton MAXIMA: ss2.5)

Our ABS Spike Stud comes in one size, 6.5mm, and is available in our regular assortment of colors for our premium quality MAXIMA line.



Special Settings – New Product

## ABS Drop Stud

(MC Pearshape FB: 8x4.8 mm)

Our ABS Drop Stud comes in one size, 12.5x9.5mm, and is available in Crystal, Crystal AB, Jet and Jet Hematite.

NEW COLOR

MC Chaton MAXIMA 



ART. 431 11 111  
SIZE pp 2 – 5



ART. 431 11 615  
SIZE ss 2.5 – 47

COLORS / COATINGS

ss	2.5	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Red Velvet   90075	DF	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Red Velvet AB   90075 20031	TC DF	○	○	○	●	●	●	●	●	●	●	●	●	●	●	●	●	○	●	○	○	○
Red Velvet   90075	U	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Red Velvet AB   90075 20001	TC U	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○

	12	13	24	25	26	27	28	29	30	31	32																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
--	----	----	----	----	----	----	----	----	----	----	----	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NEW COLOR

MC Chaton Rose MAXIMA 



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

COLORS / COATINGS

ss	5	6	7	8	9	10	12	16	20	30	34
Red Velvet   90075	DF	●	●	●	●	●	●	●	●	●	●
Red Velvet AB   90075 20032	TC DF	○	○	○	○	○	○	○	○	○	○

NEW COLOR

MC Chaton Rose MAXIMA 



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



ART. 438 11 618  
SIZE ss 30, 34

COLORS / COATINGS

ss	6	8	10	12	16	20	30	34
Red Velvet   90075	HF	●	●	●	●	●	●	●
Red Velvet AB   90075 20055	TC HF	○	○	○	○	○	○	○

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

NEW SIZES



MC Pearshape 301   
ART. 435 16 301

COLOR			mm				
			6×4	8×6	10×7	14×10	18×13
Crystal	000030	DF	●	●	●	●	●
Crystal AB	000030 20031	(TC) DF	○	○	●	●	●
Crystal Hon	000030 23531	(TC) DF	○	○	●	●	●
Jet	23980	U	●	●	●	●	●
Jet Hem	23980 27201	(TC) U	○	○	●	●	●
Amethyst	20050	DF	●	●	●	●	●
Aqua Bohemica	60010	DF	●	●	●	●	●
Dark Indigo	30280	DF	●	●	●	●	●
Black Diamond	40010	DF	●	●	●	●	●
Emerald	50730	DF	●	●	●	●	●
Light Amethyst	20020	DF	●	●	●	●	●
Light Colorado Topaz	10330	DF	●	●	●	●	●
Light Peach	90300	DF	●	●	●	●	●
Light Rose	70020	DF	●	●	●	●	●
Light Siam	90070	DF	●	●	●	●	●
Montana	30340	DF	●	●	●	●	●
Peridot	50520	DF	●	●	●	●	●
Rose	70010	DF	●	●	●	●	●
Smoked Topaz	10220	DF	●	●	●	●	●
Tanzanite	20410	DF	●	●	●	●	●
Vintage Rose	70530	DF	●	●	●	●	●
Colors AB	(TC) DF		○	○	○	○	○

MC Pearshape 301, Sew-on 



MC Pearshape 301, Sew-on Cup

Art.	Plating	Size of Stones	Type	Packg. Unit
		MM	GROSS	
*7193 5404	/xx	6×4	Without bottom	1
7193 5406	/xx	8×6	Without bottom	1

MC Pearshape 301, Jewelry Cup 



MC Pearshape 301, Jewelry Cup

Art.	Plating	Size of Stones	Type	Packg. Unit
		MM	GROSS	
*7193 5004	/xx	6×4	Without bottom	1
7193 5006	/xx	8×6	Without bottom	1

Available Platings

Plating	Type
/00	raw
/01	silver
/02	gold
/03	black
/04	rhodium
/05	ruthenium
/07	gold (better durability)
/09	silver (better durability)
/OR	rose gold

NEW SHAPE



MC Slim Baguette MAXIMA FB   
ART. 438 26 302

COLORS / COATINGS			mm		
			12×4	15×5	
Crystal	00030	DF	●	●	
Crystal AB	00030 20031	(TC) DF	●	●	
Crystal Hon	00030 23531	(TC) DF	●	●	
Jet	23980	U	●	●	



MC Slim Baguette MAXIMA FB   
ART. 438 26 302

COLORS / COATINGS			mm		
			12×4	15×5	
Crystal	00030	HF	●	●	
Crystal AB	00030 20057	(TC) HF	●	●	
Crystal Hon	00030 23557	(TC) HF	●	●	
Jet	23980	HF	●	●	

LEGEND:

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

NOTE:

\* The item requires an MOQ





LEGEND:

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

NEW PRODUCT







Metal Pyramid Stud, Narrow 

7.5 MM   MC PYRAMID MAXIMA FB ART. 7193 0005/xx	10.5 MM   MC PYRAMID MAXIMA FB ART. 7193 0008/xx	14.5 MM   MC PYRAMID MAXIMA FB ART. 7193 0012/xx	
			







Metal Pyramid Stud, Wide 

9.5 MM   MC PYRAMID MAXIMA FB ART. 7193 0105/xx	13 MM   MC PYRAMID MAXIMA FB ART. 7193 0108/xx	17 MM   MC PYRAMID MAXIMA FB ART. 7193 0112/xx	
			



Metal Pyramid Stud, Sew-on 

7.5 MM   MC PYRAMID MAXIMA FB ART. 7193 2005/xx	10.5 MM   MC PYRAMID MAXIMA FB ART. 7193 2008/xx	14.5 MM   MC PYRAMID MAXIMA FB ART. 7193 2012/xx	
			






ABS Drop Stud

12.5x9.5 MM   MC PEARSHAPE FB ART. 7192 7239	
	



ABS Cube Stud

5 MM   MC SQUARE FB ART. 7192 7241		9 MM   MC SQUARE FB ART. 7192 7242	
			



ABS Spike Stud 

6.5 MM   MC CHATON MAXIMA ART. 7193 7243	
	



ABS Cone Stud 

7 MM   MC CHATON MAXIMA ART. 7193 7244	
	

Metal Pyramid Stud, Narrow\*

Art.	Type	Size	Packg. Unit
		MM	GROSS
7193 0005	Metal Pyramid Stud, Narrow	7.5	1
7193 0008	Metal Pyramid Stud, Narrow	10.5	1
7193 0012	Metal Pyramid Stud, Narrow	14.5	1/2

Metal Pyramid Stud, Wide\*

Art.	Type	Size	Packg. Unit
		MM	GROSS
7193 0105	Metal Pyramid Stud, Wide	9.5	1
7193 0108	Metal Pyramid Stud, Wide	13	1/2
7193 0112	Metal Pyramid Stud, Wide	17	1/2

Metal Pyramid Stud, Sew-on\*

Art.	Type	Size	Packg. Unit
		MM	GROSS
7193 2005	Metal Pyramid Stud, Sew-on	7.5	1
7193 2008	Metal Pyramid Stud, Sew-on	10.5	1
7193 2012	Metal Pyramid Stud, Sew-on	14.5	1/2

ABS Studs with zamac nail\*

Art.	Type	Size	Packg. Unit
		MM	GROSS
7192 7239	ABS Drop Stud	12.5x9.5	1
7192 7241	ABS Cube Stud	5	2
7192 7242	ABS Cube Stud	9	1
7192 7243	ABS Spike Stud	6.5	2
7192 7244	ABS Cone Stud	7	2

ABS Studs with iron nail\*

Art.	Type	Size	Packg. Unit
		MM	GROSS
7192 8239	ABS Drop Stud	12.5x9.5	1
7192 8241	ABS Cube Stud	5	2
7192 8242	ABS Cube Stud	9	1
7192 8243	ABS Spike Stud	6.5	2
7192 8244	ABS Cone Stud	7	2

Available Platings

Plating	Type
/04	rhodium
/05	ruthenium
/0L	light gold

Available Platings

Plating	Type
/04	rhodium
/05	ruthenium
/0L	light gold

Available Platings

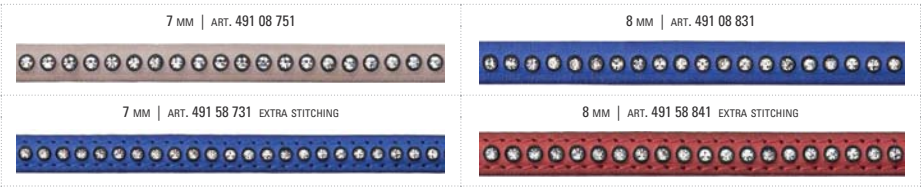
Plating	Type
/04	rhodium
/05	ruthenium
/0L	light gold

NOTE:

\* The item requires an MOQ  
Nails for ABS Studs are available in zamac and iron  
in different lengths.

NEW PRODUCT

Crystal Straps – Single Row, Fine Leather



Crystal Straps – Two Rows, Fine Leather



Plastic Banding ss8 - available colors \*



\* Upon customer request other combinations of plastic bandings and MC chatons are available.

Fine Leather – available colors\*



\* Upon customer request other colors or material of straps (synthetic silk) are available.

Crystal Straps, Single Row, Fine Leather\*

Art.	Type	Packg. Unit (Spool)
M		
491 08 7x1	strap 7 mm with plastic banding	10
491 08 8x1	strap 8 mm with plastic banding	10
491 58 7x1	strap 7 mm with plastic banding – extra stitching	10
491 58 8x1	strap 8 mm with plastic banding – extra stitching	10

Crystal Straps, Two Rows, Fine Leather\*

Art.	Type	Packg. Unit (Spool)
M		
491 08 0x2	strap 10 mm with two rows of plastic banding	10

**NOTE:**  
\* The item requires an MOQ.  
The packaging can contain more pieces.  
The code of the selected color will replace the „x“ in the article number.

# Environmental Responsibility

Preciosa upholds a strict policy that ensures environmentally friendly and safe working conditions throughout the entirety of our production process, which we submit for regular auditing by the relevant authorities. The highest standards of quality and ecological certification are fully met by our lead-free MAXIMA by Preciosa® product line, which contains less than 0.009 % lead.

Preciosa products that carry our new Lead-Free Brilliance symbol contain less than 0.009% lead (< 90 ppm) and are made according to the highest environmental and sustainable manufacturing practices. These premium products meet the most stringent industry standards and international certifications.

We adhere to and comply with all major crystal industry standards and legislations listed below:



**ASTM F2923\***  
Standard Specification for Consumer Product Safety for Children's Jewelry

**ASTM F963\***  
Standard Consumer Safety Specification for Toy Safety

**CPSC 16 CFR 1303**  
Lead in a Surface Coating

**CPSIA\***  
Consumer Product Safety Improvement Act

**SAFETY OF TOYS**  
Heavy metal migration limits according to Directive 2009/48/EC

**OEKO-TEX STANDARD 100**  
Product Class II

**REACH**  
Registration, Evaluation, Authorisation and Restriction of Chemical Substances

**ROHS\*\***  
Restriction on Use of Hazardous Substances

\* Requirements of this standard are fully met by Lead-Free Brilliance products  
\*\* Except Citrine, Coral, Garnet, Hyacinth, Light Siam, Olivine, Siam, Sun

Bohemian *crafted* since 1548

PRECIOSA  
AUTHORIZED  
PARTNER  
PLATINUM

## G.S.M. Srl

Via Campania 1, 41012 Carpi (MO) - Italy  
Tel. +39 059 699658 - Fax. +39 059 6229631  
[www.gsmfixy.com](http://www.gsmfixy.com) - email : [ordini@gsmfixy.com](mailto:ordini@gsmfixy.com)

### Preciosa Components

A Member of the Preciosa Group

A global leader in luxury goods *manufactured from crystal*, the Preciosa Group is built upon centuries of glassmaking tradition and innovation. From hand-made lamp beads to our cutting-edge, bespoke lighting installations, Preciosa looks to our own unique heritage to draw inspiration for the future of premium, responsibly crafted Bohemian crystal. Together, the Preciosa Group operates a global network of 11 regional offices, completes more than 1,500 flights to customers annually and melts 40 tons of glass every day.

[PreciosaComponents.com](http://PreciosaComponents.com)