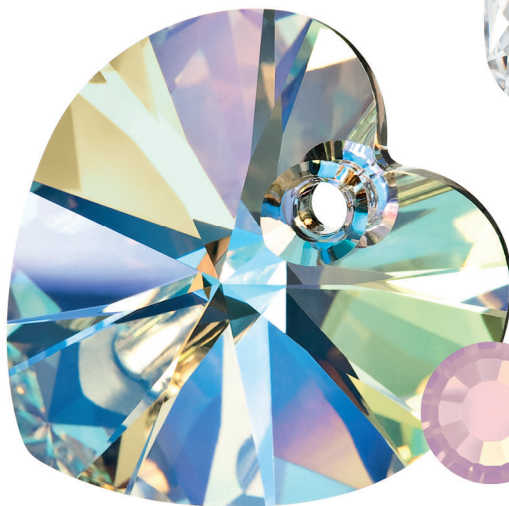




INNOVATIONS

SEPTEMBER 2014




PRECIOSA® GENUINE CZECH CRYSTAL™









► For centuries, Bohemia, a region of the Czech Republic, has been known for its crystal. It was here that the art of crystal cutting was perfected. Delicate elegance, captivating sparkle and exceptional brilliance are the distinctive characteristics that make PRECIOSA® Genuine Czech Crystal™ an internationally recognized symbol of quality.

The PRECIOSA® Genuine Czech Crystal™ brand is a guarantee of the finest quality, 100% Czech-made product available only from Preciosa.



ENVIRONMENT

 Preciosa is the European company that believes in supporting the preservation of the environment. We strive to ensure safety for those who use our products. We enforce environmentally safe working conditions and utilize ecologically responsible technologies. 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. Our production is regularly tested by accredited laboratories in order to ensure their compliance with all major crystal standards and legislation below:

-  **ASTM F2923-11***
 Standard Specification for Consumer Product Safety for Children's Jewellery
-  **ASTM F963-11***
 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

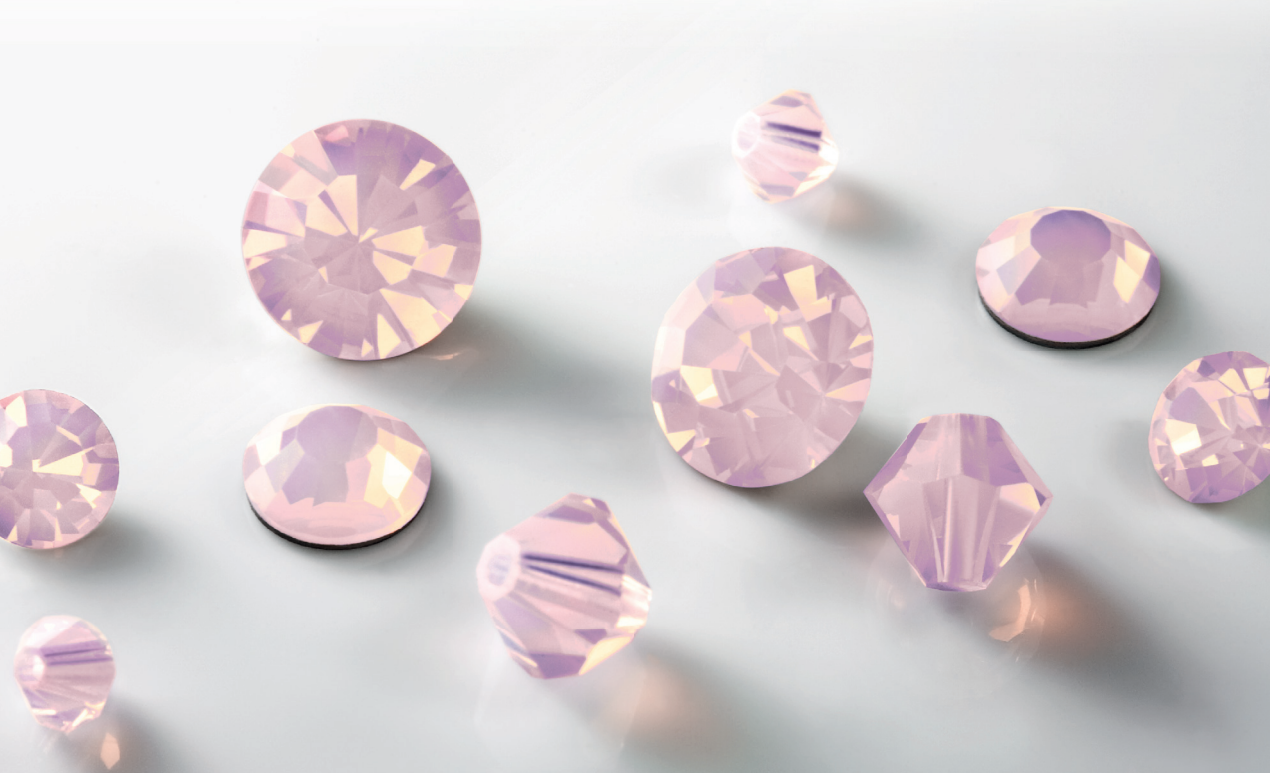
* Requirements of this standard are fully met by our lead-free MAXIMA by Preciosa® product line only.

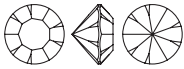
** Except Citrine, Sun, Hyacinth, Coral, Lt. Siam, Siam, Garnet

“ *Elegant colour that adds the mystery
to every design* ”

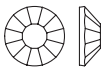
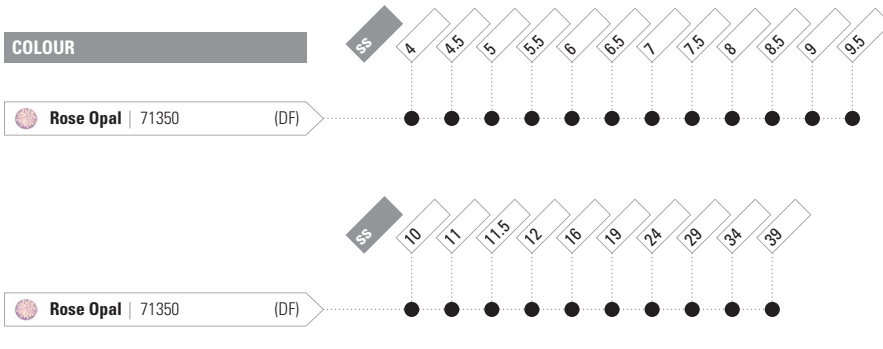
ROSE OPAL – NEW COLOUR IN THE PALETTE OF ROSE SHADES

► Just as the setting sun shines in an infinitely inspiring variety of red hues, so too our offer of red and pink shades can never be absolute. The White Opal, which quickly gained popularity, now has an eagerly awaited cousin – the pink Rose Opal. It is an elegant, slightly mysterious colour, whose bright optimistic flashes of pink peek, every so often, through its delicate milky surface. Rose Opal brings a unique, refined accent to the flood of fashionable pink tones. Rose Opal is available in our best-selling product lines: MC Chaton MAXIMA, MC Chaton Rose VIVA12®, and MC Bead Rondell.

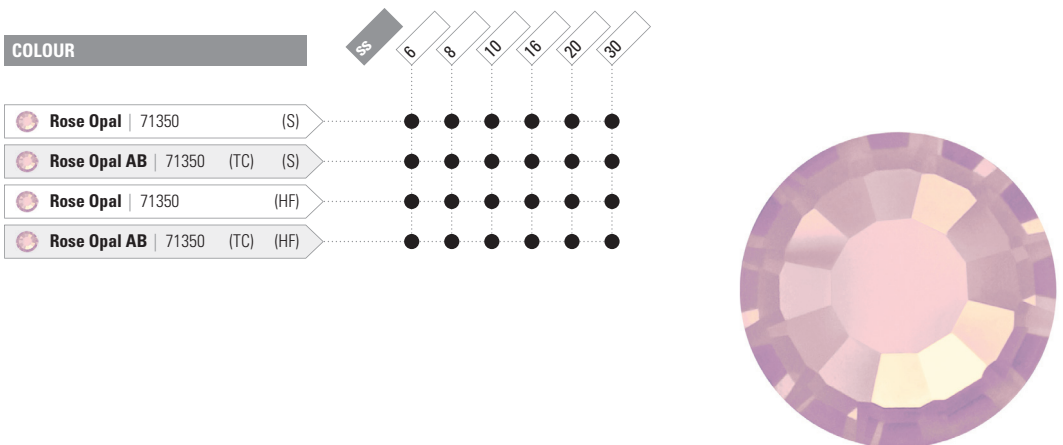




MC Chaton MAXIMA | ART. 431 11 615






MC Chaton Rose VIVA12® | ART. 438 11 612





MC Bead Rondell | ART. 451 69 302

COLOUR	mm	4	5	6
 Rose Opal 71350		●	●	●
 Rose Opal AB 71350 (HC)		●	●	●
 Rose Opal AB 2x 71350 (FC)		●	●	●

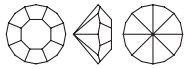


" *Crystals with a touch of stardust*

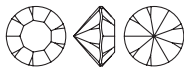
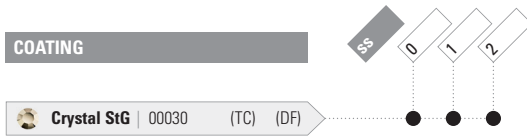
CRYSTAL STARLIGHT GOLD – HIGHLY FASHIONABLE METALLIC COATING

► Just as a moonless night sky lights up with the brilliant sparkle of hundreds of stars, the new metallic Crystal Starlight Gold can be spotted shining from afar. To respond to the latest metallic-look trends, we are introducing this golden hue which reflects the night sky and its infinitely sparkling starlight to our wide selection of metal coatings. This unique coating is available on MC Chaton MAXIMA, MC Chaton Rose VIVA12°, MC Loch Rose VIVA12° 1H, MC Bead Round and MC Bead Rondell.

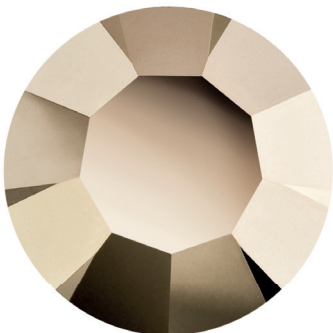
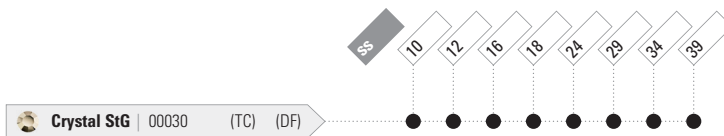
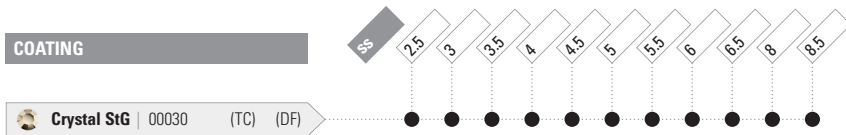


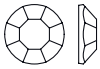


MC Chaton MAXIMA | ART. 431 11 111



MC Chaton MAXIMA | ART. 431 11 615



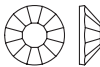


MC Chaton Rose | ART. **438 11 110**

COATING

Crystal StG | 00030 (TC) (S)

Crystal StG | 00030 (TC) (HF)

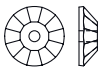


MC Chaton Rose VIVA12[®] | ART. **438 11 612**

COATING

Crystal StG | 00030 (TC) (S)

Crystal StG | 00030 (TC) (HF)



MC Loch Rose VIVA12[®] 1H | ART. **438 61 612**

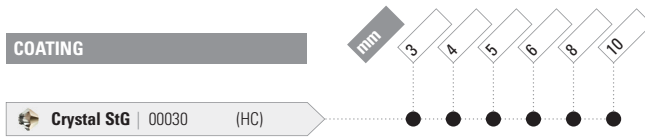
COATING

Crystal StG | 00030 (TC) (S)

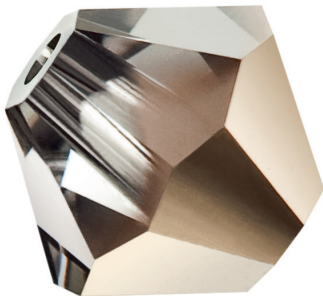
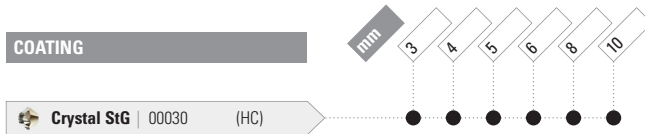




MC Bead Rondell | ART. **451 69 302**



MC Bead Round Reg. Cut | ART. **451 19 602**



“ *Maximum Brilliance with Classic Crystal Components and Brand New Shapes!* ”

YOU WILL BE INVINCIBLE WITH OUR PREMIUM QUALITY MAXIMA COMPONENTS!

► Now, you are no longer restricted to just round stones in lead-free MAXIMA brilliance. Preciosa has just expanded its premium quality MAXIMA line for which it guarantees the highest standards of quality and environmental certification. Today our lead-free product range offers not only traditional round stones, but also fancy stones including our MC Square, MC Baguette, and MC Heart pendant. We have also added three brand new lead-free stones: the sew-on MC Oval 601 2H as well as the flat back MC Chessboard Circle, and the fancy stone MC Square 132.

MAXIMA by Preciosa® uses the latest technologies of crystal production to create a unique combination of sparkling material and an improved, brilliant and more precise cut. As a result, all MAXIMA-quality components look and feel just like full-lead crystal, and their optical properties outperform most of the lead-free glass stones on the market today. An important characteristic for manufacturers is the perfect resilience of these lead-free components. And, the entire foiled MAXIMA product line uses the special Dura-Foiling™, which is characterized by its high resilience to various types of processing, meets the most stringent environmental legislative requirements, and has silver-goldish tint which goes well with all types of jewellery and fine metals.

While switching from our classic product range to our premium quality MAXIMA, we have not, of course, forgotten to also expand this line with new, fashionable and popular colours and coatings. For the ever-increasing uses for our stones we are also bringing out new shapes, popular large sizes and new applications.



MC Square MAXIMA | ART. 435 23 211

The popular square is among the first shapes which we are adding to the MAXIMA quality line – foiled, of course, with the innovative Dura-Foiling™ layer. As with all products in this series we guarantee lead-free glass while maintaining superb optical-aesthetic properties. The square sports a new cut in the 5, 6 and 8 mm sizes, and most designs now come in a unique range of 26 colours and popular coatings, including three brand new colours in this assortment.














COLOUR	mm	2x2	3x3	4x4	
Crystal 00030 (DF)	●	●	●		
Crystal AB 00030 (TC) (DF)	●	●	●		
Crystal AgF 00030 (TC) (DF)	●	●	●		
Crystal Hon 00030 (TC) (DF)	●	●	●		
Jet 23980 (U)	●	●	●		
Jet Hem 23980 (TC) (U)	●	●	●		
Amethyst 20050 (DF)	●	●	●		
Aqua Bohemica 60010 (DF)	●	●	●		
Black Diamond 40010 (DF)	●	●	●		
Burgundy 90100 (DF)	●	●	●		NEW COLOUR
Emerald 50730 (DF)	●	●	●		
Fuchsia 70350 (DF)	●	●	●		
Indian Pink 70040 (DF)	●	●	●		NEW COLOUR
Jonquil 80100 (DF)	●	●	●		
Light Amethyst 20020 (DF)	●	●	●		
Light Colorado Topaz 10330 (DF)	●	●	●		
Light Peach 90300 (DF)	●	●	●		NEW COLOUR

MAXIMA
by PRECIOSA®

COLOUR



MAXIMA
by PRECIOSA®

COLOUR	2.2	3.3	4.4
 Light Rose 70020 (DF)	●	●	●
 Light Sapphire 30020 (DF)	●	●	●
 Light Siam 90070 (DF)	●	●	●
 Montana 30340 (DF)	●	●	●
 Olivine 50230 (DF)	●	●	●
 Peridot 50520 (DF)	●	●	●
 Rose 70010 (DF)	●	●	●
 Sapphire 30050 (DF)	●	●	●
 Siam 90090 (DF)	●	●	●
 Smoked Topaz 10220 (DF)	●	●	●
 Topaz 10070 (DF)	●	●	●
 Violet 20310 (DF)	●	●	●
 White Opal 01000 (DF)	●	●	●

NEW CUT



MC Square MAXIMA | ART. 435 23 615

COLOUR

	mm	5x5	6x6	8x8
Crystal 00030 (DF)	●	●	●	
Crystal AB 00030 (TC) (DF)	●	●	●	
Crystal AgF 00030 (TC) (DF)	●	●	●	
Crystal Hon 00030 (TC) (DF)	●	●	●	
Jet 23980 (U)	●	●	●	
Jet Hem 23980 (TC) (U)	●	●	●	

MAXIMA
by PRECIOSA®



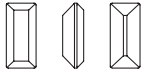
COLOUR				
	mm	5x5	6x6	8x8
Amethyst 20050 (DF)	●	●	●	
Aqua Bohemica 60010 (DF)	●	●	●	
Black Diamond 40010 (DF)	●	●	●	
Burgundy 90100 (DF)	●	●		
Emerald 50730 (DF)	●	●	●	
Fuchsia 70350 (DF)	●	●		
Indian Pink 70040 (DF)	●	●		
Jonquil 80100 (DF)	●	●		
Light Amethyst 20020 (DF)	●	●	●	
Light Colorado Topaz 10330 (DF)	●	●	●	
Light Peach 90300 (DF)	●	●	●	
Light Rose 70020 (DF)	●	●		
Light Sapphire 30020 (DF)	●	●		
Light Siam 90070 (DF)	●	●		
Montana 30340 (DF)	●	●	●	
Olivine 50230 (DF)	●	●		
Peridot 50520 (DF)	●	●		
Rose 70010 (DF)	●	●		
Sapphire 30050 (DF)	●	●		
Siam 90090 (DF)	●	●	●	
Smoked Topaz 10220 (DF)	●	●		
Topaz 10070 (DF)	●	●		
Violet 20310 (DF)	●	●		
White Opal 01000 (DF)	●	●		

MAXIMA
by PRECIOSA®

NEW COLOUR

NEW COLOUR

NEW COLOUR



MC Baguette MAXIMA | ART. 435 26 212

The MC Baguette is yet another product switching over to the MAXIMA product line. And with the latest technological advancements we can now achieve even better size consistency. You will also find the highly resilient Dura-Foil™ and the line's guaranteed lead-free glass. In addition, the colour palette is expanded by four new colours so that now you can choose from 25 colours and coatings available in various sizes.

COLOUR	mm							
	3x2	4x2	5x2	5x2.5	6x2	7x3	10x3	10x5
Crystal 00030 (DF)	●	●	●	●	●	●	●	●
Crystal AB 00030 (TC) (DF)	●	●	●	●	●	●	●	●
Crystal AgF 00030 (TC) (DF)	●	●	●	●	●	●	●	●
Crystal Hon 00030 (TC) (DF)	●	●	●	●	●	●	●	●
Jet 23980 (U)	●	●	●	●	●	●	●	●
Jet Hem 23980 (TC) (U)	●	●	●	●	●	●	●	●
Amethyst 20050 (DF)	●	●	●	●	●	●	●	●
Aqua Bohemica 60010 (DF)	●	●	●	●	●	●	●	●
Black Diamond 40010 (DF)	●	●	●	●	●	●	●	●
Burgundy 90100 (DF)	●	●	●	●	●	●	●	●
Emerald 50730 (DF)	●	●	●	●	●	●	●	●
Fuchsia 70350 (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)	●	●	●	●	●	●	●	●

NEW COLOUR












NEW COLOUR

NEW COLOUR

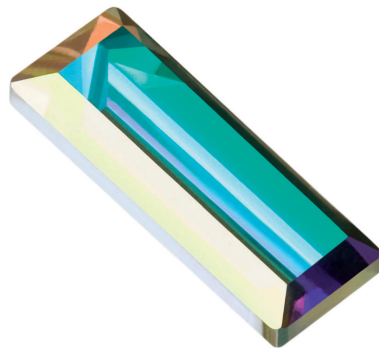
COLOUR

mm 3x2 4x2 5x2 5x2.5 6x2 7x3 10x3 10x5

MAXIMA
by PRECIOSA®

 Light Sapphire 30020 (DF)	●	●	●	●		●		
 Light Siam 90070 (DF)	●	●				●		
 Montana 30340 (DF)	●	●	●	●		●		
 Peridot 50520 (DF)	●	●	●	●		●		
 Rose 70010 (DF)	●	●				●		
 Sapphire 30050 (DF)	●	●	●	●		●		
 Siam 90090 (DF)	●	●				●		
 Smoked Topaz 10220 (DF)	●	●	●	●		●		
 Topaz 10070 (DF)	●	●				●		
 Violet 20310 (DF)	●	●				●		
 White Opal 01000 (DF)	●	●				●		

NEW COLOUR



NEW SHAPE



MC Square 132 | ART. **435 36 132**












From the traditional square comes this new shape that is based on the current trends of using large stones. This greatly admired square shape with its oblique corners represents a smooth transition from the sharp, angular shapes to more organic, softer ones. Naturally, it comes in MAXIMA premium quality with unique brightness and brilliance, and the super-durable Dura-Foiling™ layer. Sizes 10 and 12 mm of the MC Square 132 are available in the colours shown on the following page. Size 18 mm comes in crystal and the most popular coatings.



COLOUR

mm
10x10
12x12
18x18

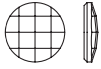
MAXIMA
by PRECIOSA®

 Crystal 00030 (U/DF)	●	●	●
 Crystal AB 00030 (TC) (DF)	●	●	●
 Crystal Hon 00030 (TC) (U/DF)	●	●	●
 Jet 23980 (U)	●	●	
 Black Diamond 40010 (DF)	●	●	
 Burgundy 90100 (DF)	●	●	
 Light Col. Topaz 10330 (DF)	●	●	
 Light Peach 90300 (DF)	●	●	
 Siam 90090 (DF)	●	●	
 Smoked Topaz 10220 (DF)	●	●	
 Violet 20310 (DF)	●	●	









NEW SHAPE



MC Chessboard Circle | ART. **438 11 302**

The always popular circle, with its distinctive chessboard cut will thrill anyone who loves the contrast of black and white – but not just them! This component, with its flat underside was perfected – and guarantees the best optical-aesthetic properties – with an optimized cut, which varies according to the size of the stone. Thanks to this unique feature and the unrivalled quality of the MAXIMA product range, each stone glitters with the utmost perfection. The MC Chessboard Circle is also offered in fashionably large sizes: up to 20mm in crystal, black and a selection of popular coatings.

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





MAXIMA
by PRECIOSA®



NEW SHAPE



MC Chessboard Circle | ART. **438 11 302**

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




MAXIMA
by PRECIOSA®

NEW SHAPE



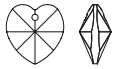
MC Oval 601 2H | ART. **438 62 601**

Sew-on components continue to grow in popularity and so, to give you more creative choice in designing unique pieces, we are expanding our selection with the new MC Oval – and in the highest MAXIMA quality, of course! It is a two-sided stone, whose distinguishing characteristic is its large number of perfectly cut facets. Because sew-on stones are now all the rage, we are adding ovals in sizes 18x11mm and 23x14mm. The MC Oval is available in Crystal, and the most sought-after coatings AB and Honey.

COLOUR		mm	18x11	23x14
 Crystal 00030	(DF)	●	●	
 Crystal AB 00030	(U/DF)	●	●	
 Crystal Hon 00030	(U)	●	●	















MAXIMA
by PRECIOSA®





MC Heart MAXIMA1H | ART. 433 68 301

The heart shape is practically an indelible part of any romantic design. To achieve even greater brilliance in this beloved MC Heart component we converted it into MAXIMA quality as well. Moreover, we have given the 14 mm and 18 mm hearts a new cut, which enhances and underlines the characteristic features of this shape. The colours for the MC Heart range from popular shades of red to delicate purple tones. For those who prefer the opposite end of the colour spectrum, we bring a palette of inspiring icy blues and fresh green hues.










COLOUR	mm	10
 Crystal 00030		●
 Crystal AB 00030 (TC)		●
 Crystal AgF 00030 (TC)		●
 Crystal Aur 00030 (TC)		●
 Crystal BdF 00030 (TC)		●
 Crystal CaG 00030 (TC)		●
 Crystal Cel 00030 (TC)		●
 Crystal Hon 00030 (TC)		●
 Crystal Lab 00030 (TC)		●
 Crystal Lag 00030 (TC)		●
 Crystal Val 00030 (TC)		●
 Crystal Vel 00030 (TC)		●
 Crystal Ven 00030 (TC)		●
 Crystal Vir 00030 (TC)		●

MAXIMA
by PRECIOSA®

COLOUR

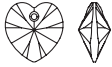
mm 10

MAXIMA
by PRECIOSA®

 Amethyst 20050	●	NEW COLOUR
 Aqua Bohemica 60010	●	NEW COLOUR
 Emerald 50730	●	NEW COLOUR
 Light Sapphire 30020	●	NEW COLOUR
 Light Siam 90070	●	NEW COLOUR
 Peridot 50520	●	NEW COLOUR
 Sapphire 30050	●	NEW COLOUR
 Siam 90090	●	NEW COLOUR
 Tanzanite 20410	●	NEW COLOUR



NEW CUT



MC Heart MAXIMA 1H | ART. 433 68 615










COLOUR	mm	14	18
Crystal 00030		●	●
Crystal AB 00030 (TC)		●	●
Crystal AgF 00030 (TC)		●	●
Crystal Aur 00030 (TC)		●	●
Crystal BdF 00030 (TC)		●	●
Crystal CaG 00030 (TC)		●	●
Crystal Cel 00030 (TC)		●	●
Crystal Hon 00030 (TC)		●	●
Crystal Lab 00030 (TC)		●	●
Crystal Lag 00030 (TC)		●	●
Crystal Val 00030 (TC)		●	●
Crystal Vel 00030 (TC)		●	●
Crystal Ven 00030 (TC)		●	●
Crystal Vir 00030 (TC)		●	●

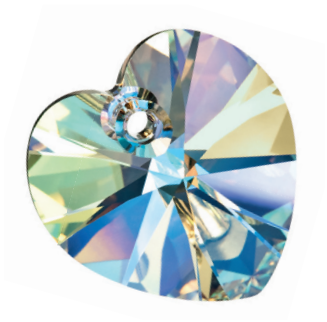
MAXIMA
by PRECIOSA®

COLOUR

mm 14

MAXIMA
by PRECIOSA®

 Amethyst 20050	●	NEW COLOUR
 Aqua Bohemica 60010	●	NEW COLOUR
 Emerald 50730	●	NEW COLOUR
 Light Sapphire 30020	●	NEW COLOUR
 Light Siam 90070	●	NEW COLOUR
 Peridot 50520	●	NEW COLOUR
 Sapphire 30050	●	NEW COLOUR
 Siam 90090	●	NEW COLOUR
 Tanzanite 20410	●	NEW COLOUR



STONES IN FANCY SETTINGS

► Stones in Fancy Settings are the latest addition to the Stones in Settings and Sew-on series. And in response to your requests for an easier application method for the various shapes of our stones, we are expanding the existing portfolio with two new original cup shapes: the French Cup and Flower Cup.



Stones in Fancy Settings

MC Chaton MAXIMA* French Cup



Art.	Plating	Size of stones	Packing unit
SS		GROSS	
7193 5001	/xx	15	10
7193 5002	/xx	18	10
7193 5003	/xx	20	10
7193 5005	/xx	29	2
7193 5007	/xx	34	2
7193 5010	/xx	39	1
7193 5014	/xx	47	1/2

MC Chaton MAXIMA Flower Cup, Sew-on



Art.	Plating	Size of stones	Packing unit
SS		GROSS	
7193 9023	/xx	16	10
7193 9024	/xx	18	10
7193 9025	/xx	20	10
7193 9027	/xx	24	5
7193 9029	/xx	29	2
7193 7108	/xx	45	1

MC Chaton MAXIMA* French Cup, Sew-on



Art.	Plating	Size of stones	Packing unit
SS		GROSS	
7193 5101	/xx	15	10
7193 5102	/xx	18	10
7193 5103	/xx	20	10
7193 5105	/xx	29	2
7193 5107	/xx	34	2
7193 5110	/xx	39	1
7193 5114	/xx	47	1/2

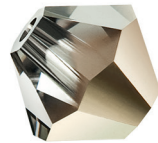


Available Platings

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

*These types of cups can also be ordered in the Chaton Optima product range.

** This type of plating is available only for Flower Cup.



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