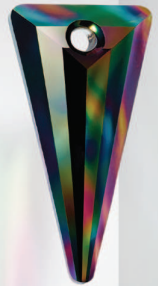


SWAROVSKI



THE NATURE OF US
INNOVATIONS AND INSPIRATIONS
FALL/WINTER 2017/18



THE NATURE OF US
INNOVATIONS AND INSPIRATIONS
FALL/WINTER 2017/18



SWAROVSKI INNOVATIONS FALL/WINTER 2017/18

Dedicating the launch seasons SS 17 and FW 2017/18 to the pivotal topic of sustainability, Swarovski pays tribute to a value shift among consumers in favor of greater social inclusion, ethical consumption, and sustainable behavior.

Rendering homage to our environment, the SS 17 Inspirations - "The Balance of Nature" - explored the essence of our existence through the four elements:
Air, Earth, Water, and Fire.

The current FW 2017/18 Inspirations - "The Nature of Us" - meanwhile focus on the influence of sustainability and ethical behaviours on the crucial identity-defining activities of eating, working, traveling.

Ascribing further importance to this topic, Swarovski is proud to partner for these two seasons with celebrated filmmaker and environmentalist Céline Cousteau, who is known for her dedication to protecting the world's oceans and who has recently become a spokesperson for indigenous tribes in the Amazon guarding an as yet untamed ecosystem. As expressed in the CLEAR compliance program and through Advanced Crystal, sustainability has always been a core concern of the company; the Swarovski Waterschool program bears testimony to this engagement as it aims to raise awareness of responsible water usage.

CÉLINE COUSTEAU TRIBUTE TO TRIBE



When Daniel Swarovski founded his company in 1895, he did so with a solid belief in technology, integrity, and fair cooperation with his partners and employees. People mattered to him – and to this day, people remain the greatest asset of his company.

Céline Cousteau, the granddaughter of legendary ocean explorer Jacques-Yves Cousteau, is a celebrated filmmaker, environmentalist, and like Daniel Swarovski a genuine humanitarian. Having been

raised with a deep-rooted respect for our planet and all its inhabitants – both in the water and on the land – Céline Cousteau recently took up a project in the Brazilian Amazon region, where she has become an ambassador for an indigenous tribe of roughly 6,000 people living in an area the size of Austria.

These tribe members – about one-third of them considered “uncontacted” – have chosen Céline Cousteau to tell their story.



CÉLINE COUSTEAU TRIBUTE TO TRIBE



Tribute to Tribe Jewelry Collection, designed by Céline Cousteau.
Using Cross Tribe Fancy Stone designed by Céline Cousteau.

It is a story of some of the last guardians of an untamed ecosystem; a balance between man, flora, and fauna. In a world in which biodiversity is increasingly scarce and living in a modern society means being dominated by technology, Céline Cousteau and her Designer Edition remind us what it means to be human - to belong to the "human tribe."

Her designs are inspired by tribal patterns either painted or tattooed on bare skin. They are symbolic of a pristine coexistence with nature and as such are part of a long tradition in which it has always been natural for man to decorate himself, be it for reasons of aesthetics, status, or celebration.

Wearing jewelry is a desire which is immanent to the human being - as given as any other instinct. Céline Cousteau observed this during her studies in the Brazilian rainforest and decided to make it the central theme of her second Designer Edition for Swarovski.

Paradoxically, it was Swarovski's advanced technology and expertise that allowed Céline Cousteau to realize her design ideas. "When I work with Swarovski, I have the feeling that I am working with people who understand my ideas - who deliver the message," she says. "When you work with crystal, you can literally see your concepts come to light."



THINKING OF THE FUTURE: THE SWAROVSKI WATERSCHOOL

SWAROVSKI AND WATER – HOW IT ALL BEGAN

Water has always been central to the Swarovski story. The abundant supply of fresh water provided by the River Wattenbach in Tyrol, Austria, was what first led company founder Daniel Swarovski to choose this region as a home for his business. In addition to its direct role in crystal production, plentiful water also allowed the visionary entrepreneur to generate clean electricity to drive his revolutionary machinery and set his company on a road of sustainability and corporate social responsibility for the next 120 years and beyond. With its heritage of valuing this precious resource, water stewardship became ingrained in the Swarovski Crystal Business' operations and this commitment culminated in the philanthropic Swarovski Waterschool program.

THE SWAROVSKI WATERSCHOOL

The Swarovski Waterschool, the company's flagship community investment program, was established in the year 2000 in Austria. Today Swarovski Waterschool projects are active in seven key locations: Austria, Brazil, China, India, Thailand, Uganda, and the United States.

The aim of the program is to inspire present and future generations to understand and practice sustainable water use, environmental stewardship, and healthy hygiene, in turn promoting long-term health and ensuring the availability of clean water for all.

The Swarovski Waterschool program works at a country level with NGO partners, individual schools, and governments to engage and empower children and their communities, fostering local action to preserve and protect the water of the world. Swarovski Waterschool projects are culturally and environmentally unique, each adapting to the needs of its particular region.

The Swarovski Waterschool offers an educational program revolving around the topic of water, the target audience of which is generally children between the ages of eight and fifteen. Sustainable and responsible usage of this scarce resource and associated issues are taught in a practical and imaginative way, both in schools and through outdoor activities.

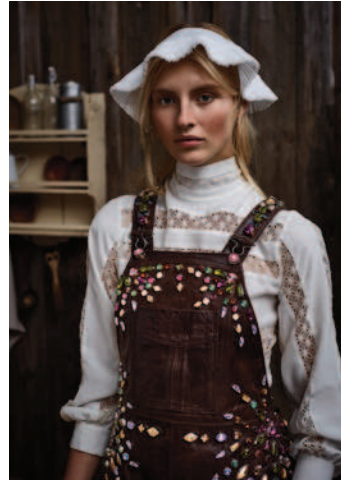
Children and teachers are encouraged to actively engage with the subject material through experiments and local initiatives, as well as through games, music, and theater – all tailored to the specific location and school type. In this way, students develop a real passion for the subject, enabling them to become ideal ambassadors of the Waterschool and to communicate its mission to their families and communities.

"Knowledge is like a tree. Now that it has been planted in me, it is up to me to spread the seeds to everyone I know."

Swarovski Waterschool student

A SUCCESS STORY IN FIGURES

- 16 years in operation
- 7 projects worldwide in 2016: Austria, Brazil, China, India, Uganda, the US, Thailand
- 270,000 students educated
- 6 projects in major river watersheds: Danube, Amazon, Yangtze, Ganges, Nile, Mississippi
- 2,100 schools reached
- 8 NGO partners on the ground
- 9,000 teachers trained
- 1,000s of school activities
- 650,000 community members involved
- 6 editions of Swarovski Waterschool Teaching and Learning Materials about Water Education developed
- 1 global digital platform (launching Sept. 2016)



THE NATURE OF US

As the baby-boom generation retires, consumer focus is shifting toward the millennials and Generation Z.

Growing up during a time of economic struggle, resource shortage, climate change, and environmental destruction, both millennials and Gen Z are rethinking traditional business, lifestyle, production, and consumption cycles.

They are the initiators of probably one of the biggest value revolutions of recent decades.

Indeed, 84% of millennials say lifestyle needs to positively influence society, 65% feel responsible for improving the current global situation, 62% want a career with a positive impact on the world, and 61% have refused a work task that went against their personal values.

This move represents a wider social change where we are free to express ourselves in a variety of ways.

And two important areas are food and sustainability.

Today, ethical and environmental concerns are altering people's eating habits. So much so that younger generations have consciously decided to cut down on or even stop eating animal produce.

Alongside this, sustainable products are no longer a "nice-to-have" feature, but have become a central expectation of consumers.

According to a global study by Nielsen (2015), 66% of consumers are willing to pay more for sustainable products.

Younger people are in the lead, as more than 70% of consumers aged 36 and below are willing to pay more for sustainable items.

And then there is work!

"If you're not projecting an image of inclusivity, diversity, and transparency, your business won't resonate with this age group," according to Christian Ward, Stylus.

Increasingly critical and with the ability to gather data at lightning speed, this generation does not buy into the big advertising campaigns of companies that claim to be engaged in benevolent projects or sustainability programs.

They need to witness it.

With this demand comes the emergence of new business models - where companies focus on the idea of social benevolence and "doing good" while also running profitable businesses.

And if these arenas are not enough for this generation to promote their new value systems, they are also changing the way in which they travel and celebrate.

Indeed, their core focus is increasingly becoming a sense of inclusivity, understanding, and acceptance - an anything goes attitude.

This can be seen in the huge increase in popularity of festivals such as Coachella, SXSW, Roskilde, Burning Man, Fuji Rock, and the Strawberry Festival, Shanghai.

Originally rooted in a counter-consumption and anti-mainstream sentiment, festivals are a much-valued playground of individualism for those with an open outlook on life.

This open outlook extends to travel experiences and global destinations.

These generations increasingly focus on experiences where they can travel and create an exchange with local people and places, gaining a deeper understanding of different cultures and perspectives.

The main aim is a psychological distancing from the known in order to garner and experience a greater world view.

The objective is to focus on acceptance and diversity as part of the everyday.

It can safely be said then, that millennials and Gen Z are currently changing our racial, gender, business, and environmental value concepts in order to create a more conscious perspective on life.

And, in this role, they are also influencing how we conduct important identity-defining activities.

In future, we will eat with a more conscious mindset, we will work in a more ethical way, we will travel with a more open mind, and we will celebrate with a more tolerant view of others.

This season we relish in this new acceptance and the influence it has on design.

Welcome to our FW 2017/18 crystal inspirations: The Nature of Us.



Soul Food

CLASSIC

The simplicity of subdued, authentic colors, with Nude and Olivine creating a pure natural highlight and Lilac becoming the new pink this season.

Segment: Accessories

WORK LIFE

PROGRESSIVE

Colors take their cue from sustainable design, with a palette of smudged pastels and mid-tones appearing as though they have been altered through time or recycling.

Segment: New Segments



TRAVEL AGE

ROMANTIC

Offset by earthy Crystal Copper and a highlight of Colorado Topaz, the simple beauty of blue-based hues offers refined simplicity in this modern romantic design direction.

Segment: Ready to Wear

PARTY SPIRIT

GAMOUR

A sense of rock'n'roll royalty is encapsulated in a strong, bold color palette with metallic riffs of silver and gold. The new Crystal Rainbow Dark effect brings a theatrical edge to the range.

Segment: Jewelry





Soul Food

This theme hinges on the importance of back stories, the emotional interaction that has become a deciding factor for consumers on a global scale, and the importance of regeneration and reuse.

CLASSIC

A new breed of well-informed consumers, particularly the all-important millennials, wants to know not only where products are coming from, but that the product itself will make a positive difference.

Today design must do good, not just be good, and a no-waste ethos pervades the direction.

"A desire for less clutter and a clearer conscience forges a new appreciation of details, materials, craftsmanship, and provenance. Consumers are willing to spend more on less, but expect a longer, more meaningful connection with their purchases in return." (WGSN, Big Ideas AW 2017/18)



The new catchcry for design is "home-spun and humble," with pieces borrowing colors and details from a range of historical influences and morphing them for the modern mindset.

Designs have a pure and humble feel, with the stripped-back necessity of Scandinavian design infiltrating all segments to highlight the beauty of clean lines.

This new focus on pared-back design sees less become even less, but mean even more.

Form follows function as we pay homage to the worker, the laborer, and the farmer, taking direct inspiration from the essential and honest elements of life on the land.

Emulating and incorporating their dress into our daily wardrobes - aprons and hard-wearing boots will become de rigueur - we salute and show solidarity to these unsung heroes.

CLASSIC

Soul Food



Rural

Natural, recycled elements combined with radiant crystal create a patchwork ethos, underlining the prevailing desire for zero waste.

Labor

Industrial elements that show affinity with the land and humble beginnings appear across designs, paying homage to new heroes - the farmhand, the laborer, and the worker.

Humble

Design swings between a rustic tomboy mindset and humble aesthetic in an update of the gender-neutral and slow-folk trends.



Reduced

Design elements are stripped back to the basics in a pure, almost Scandinavian design ethos, as form follows function and crystal highlights the simplicity of design.

Pure

A focus on pure design taken directly from nature marries hard-wearing, sustainable materials with earthy crystal colors.



Jewelry Inspiration

New materials and color combinations modernize jewelry, making it distinctive both in style and substance.

Industrial effects are influential in jewelry.

Designs are encrusted with clusters of modern cut crystals, with mixed-media detailing adding a homogenous spirit.

Modern and architectural shapes evolve, with intricately set crystals bringing a completely unique aesthetic to rings in oversized proportions.

Enlarged profiles, circles, and sculptural constructions highlight the new industrial trend, offering a nod to the simplicity of pared-back design with rustic authenticity.

Bold statement crystal earrings remain a highlight.

"Raw crystal stones in natural colorations have a fresh organic feel." (WGSN, Pre-Fall 2016 Jewelry Analysis)



Fashion Inspiration

A focus on quality and craft is key in sustainable, hard-wearing designs decorated with crystal.

The significance of the apron as a practical element taken from life on the land turns into a high-end fashion statement when combined with radiant crystal.

Fashion pieces are almost sculptural in their simplicity.

Hand-worked crystal lace Transfers add a feminine touch to honest, raw materials.

"An honest integrity is evident in more weathered, worn, and journeyed textures with accents of imperfection." (Stylus, Honest FW 2017/18)

Assuming a new approach, luxury elevates minimalist design to new levels, celebrating simplicity and precision in a reduced design statement.

Oversized, heavy knits interwoven with crystal components continue to show our affiliation with all things natural and simple.

Natural fibers such as lambswool and angora express assured simplicity.





Innovations

CRYSTAL LACQUER^{PRO}: CRYSTAL IVORY CREAM & CRYSTAL DARK RED

The new Crystal Lacquer^{PRO} colors perfectly resonate with the current consumer mood, where sophisticated shine meets refined sparkle. Highlighting a strong new direction for crystal, the on-trend hues of Ivory Cream and Dark Red convey a sense of timelessness in a subtle, reduced color palette speaking of heritage and authenticity. As a perfect match to the new Iridescent Red Pearl, these new effects continue the allure of Crystal Lacquer^{PRO} Powder effects and present a completely new complement to the Swarovski color and effect assortment.

CRYSTAL IRIDESCENT RED PEARL

With people exploring a cultural mash-up of styles and designs, colors no longer simply feature a single hue, but cleverly merge multiple tones together, reflecting a reestablished love of eccentricity and individuality. Crystal Iridescent Red Pearl unites seemingly impossible extremes, oscillating between rich reds and airy gray tones. It serves as a perfect match for the new Crystal Dark Grey and Crystal Dark Red Crystal Lacquer^{PRO} effects, creating very elegant designs.

OVAL RIVOLI FANCY STONE

Reflecting versatility and individuality, the Oval Rivoli Fancy Stone features a modern, softly rounded shape that marries unconventional edges with streamlined directional faceting. Based on the all-time favorite Rivoli cut, it crosses borders and boundaries while its unparalleled versatility ensures that it is able to cater to a variety of style directions - from rock'n'roll glamour, refined simplicity, and cross-cultural mash-ups through to futuristic design directions. Lending new edge to a timeless classic, the Oval Rivoli Fancy Stone is bound to be a new essential for affordable jewelry pieces.

FRAMED FLAT BACK

Millennials and Gen Z are reinventing their work-life balance, moving between a rediscovered love of handcraft and a continued fascination with the digital world. Easy, comfortable shapes, functionality, and clever material mixing are today's heroes, and the Framed Flat Back captures them all perfectly. Cabochons meet metal in a fusion of a pearl and flat rivet for new industrial-inspired looks and sci-fi workwear directions, referencing a new breed of bright young things. The Framed Flat Back brings both the functionality of a cost- and time-saving Hoffix rivet and the elegant look of a timeless piece.



Product Inspiration

Classic round and pear shapes reflect a more humble and pared-back approach to embellishment.

Geometric crystal patterns and metal elements create an industrial-inspired style, celebrating a revived love of the rough and rustic.

Iridescent Crystal Pearls and framed Cabochons alternate with the new Shiny Lacquer™ crystals, highlighting the current desire for reduced shine in authentic and humble design directions.

01 4470 001 L108S NEW | 02 2088 001 L108S NEW | 03 5817 001 947 NEW | 04 4731 001 ANTP F NEW | 05 4161 204 F |
 06 3490/001 R 4007 NEW | 07 2612 539 F | 08 4320 283 F | 09 2740 001 L106S NEW | 10 2739 001 L106S NEW | 11 4470 001 L106S NEW |
 12 2080/H 001 291 082 HF NEW | 13 6541 225 | 14 5045 225 | 15 4122 001 LUMG F NEW | 16 5948 228 | 17 5000 228



Large and small crystals in refined shapes offer a contemporary Scandinavian aesthetic.



Transfers Flag

Crystal Transfers adorn humble materials in discreet repetitive patterning and tone-on-tone color palettes, highlighting the beauty of handcrafted lace and the re-emergence of pure and subtle design elements.

		Material Information
01	842029 Special Motif Leatherette-It (E11 462 L4718 246)	
02	13242 001PGREHFT/001PGREHFT/001/234	A Lace Ribbon
03	13243 R9003/R9003/R1019/001/234	B Alcantara
04	13244 R1019/001GSHA	C Wool
05	13245 R1019/R1019/1019/001GSHA/550/ 001GSHA/550	D Cotton
06	13254 R1019/R1019/001GSHA/001PGREHFT/ 451/450 ^{NEW!}	E Cotton Lace
07	762962 Transfer Special Motif (R1019/R1019/R1019/001GSHA)	
08	762963 Transfer Special Motif (R1019/R1019/001GSHA/001GSHA)	
09	762964 Transfer Special Motif (R1019/R1019/001GSHA)	
10	762965 Transfer Special Motif (515/550)	
11	762966 Transfer Special Motif (001GSHA/001)	
12	762967 Transfer Special Motif (001GSHA/001GSHA)	
13	762968 Transfer Special Motif (001GSHA/001GSHA/001GSHA)	
14	762969 Transfer Special Motif (R1019/001GSHA)	
15	762970 Transfer Special Motif (R1019/001GSHA)	
16	762971 Transfer Special Motif (001GSHA/001)	
17	762972 Transfer Special Motif (001/001)	
18	707221 Crystal Fine Rocks Special Motif (012 227)	
19	1770/129 010 001	

Components Flag

Rural design elements are stripped back to pure basics, with less becoming more and crystal components integrating with hard-wearing materials to convey a new attitude for everyday wear.

- 01 4120 8x6 mm 221 F
- 02 4120 8x6 mm 283 F
- 03 4120/S 8x6 mm 1PH2OZ
- 04 4122 14x10,5 mm 001 F NEW
- 05 4122/S 14x10,5 mm 1PH2OZ NEW
- 06 4320 8x6 mm 228 F
- 07 4320 14x10 mm 001 L104
- 08 4320/S 8x6 mm 1PH2OZ
- 09 4320/S 14x10 mm 1 PH2OH
- 10 4470 10 mm 001 L106S NEW
- 11 4470 10 mm 001 L108S NEW
- 12 4470/S 10 mm 1PH2OZ
- 13 4485 6 mm 001 F
- 14 4485 6 mm 001 BLSH F
- 15 4485/S 6 mm 1PH2OH
- 16 5810 4 mm 001 459
- 17 5810 4 mm 001 930
- 18 5810 4 mm 001 947 NEW
- 19 5810 4 mm 001 966
- 20 5810 8 mm 001 969
- 21 6010 13x6,5 mm 001 IRIG
- 22 3201 10 mm 001 IRIG F
- 23 13246 001HFT/001HFT
- 24 762957 Transfer Special Motif (001HFT/001HFT)
- 25 762958 Transfer Special Motif (001ROSPA/001ROSPA)
- 26 762959 Transfer Special Motif (R1019/001PBLUHFT)
- 27 762960 Transfer Special Motif (001GSHA/001)
- 28 762961 Transfer Special Motif (001HFT/001HFT)
- 29 765877 Transfer Special Motif (084/096/R1019/280HEM/253)
- 30 766422 Transfer Special Motif (084 096 001GSHAGR/001ROSPA)
- 31 605104 Crystal Fabric Special Motif (012001DOR)
- 32 55300 01 004 022 082 001 (C) 650
- 33 57371 012 001MLGLD
- 34 609514 Crystal Fabric Special Motif (012001DOR)
- 35 609515 Crystal Fabric Special Motif (012001COP)
- 36 700780 Crystal Fine Rocks Special Motif (010 292)
- 37 700780 Crystal Fine Rocks Special Motif (012 259)
- 38 895004 Crystal Ultra Fine Rocks Special Motif (010 001MLGLD) NEW
- 39 55000 003 012 086 246

Material Information

- A Cotton / Polyester Mix
- B Cotton
- C Linen
- D Wool
- E Polyester Mix
- F Leather
- G Cotton Embroidery
- H Tulle
- I Satin Banding
- J Alcantara





PROGRESSIVE

WORK LIFE



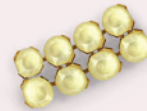
Crystal Dark Grey
(001 L1115) ^{NEW}



Chrysolite Opal (294)



Crystal Royal Blue
(001 L1105) ^{NEW}



Crystal Powder Yellow
(001 L1101)



Rose Water Opal (395)



Crystal Royal Red
(001 L1075) ^{NEW}

A new mindset is being generated as we become more concerned about the rise of robotics in the work sphere and the potential impact of this on our jobs.

It is predicted that robots and humans will work more closely in the future for mutual support and that an influx of technology will lead to the development that *“humans and machines are gradually converging, as we seek to join the dots between our digital and physical identities – our brains and bodies, our hardware and software.”* (WGSN, FW 2017/18.)

With technology continuing its relentless onslaught, designers are embracing these elements and humanizing them in a bid to eradicate fear.

“Artificial intelligence tries to disguise technology by portraying it as human. In fact, humanism is the very thing technology wants to emulate, as it pursues its goal to be closer, more familiar, and beneficial to mankind.” (PANTONE View, FW 2017/18 Color Planner)

As much as technology will become embedded within our clothes and daily working lives, it will also become part of

our bodies in styles that oscillate between cyborg-inspired materials and skin- and body-like details.

Digital initiatives with a conscious focus on personalization arise to satiate consumers’ increasing expectation for individualized engagement as well as a more personable, humanized outlook.

The emergence of the pastel palette is design’s direct response to the need to humanize and feminize the robotic design element, with shapes, figures, and kitsch details also employed to evoke people’s childhoods and create a form of emotional attachment.

Sliced, slashed, and engineered, the theme forecasts a new professional mindset, dedicated to a new breed of human-tech work concepts and the notion that fun and play are central to our working lives.

Within this brave new world, technology comes closer to our bodies, losing its hard-edged character in favor of a softer and more human-like emotive approach.

The future of the robo-morph has arrived.

PROGRESSIVE

WORK LIFE

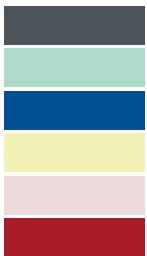
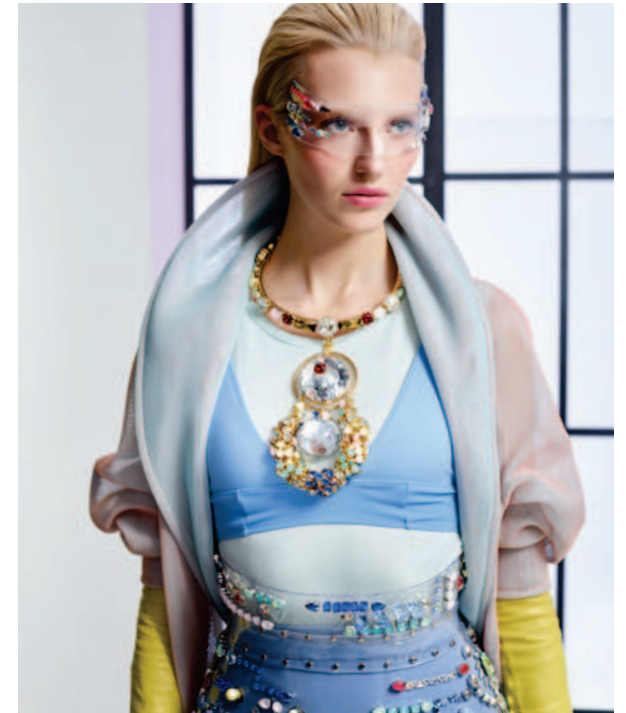


HUMAN-TECH

With hybridization - where humans and technology converge - the homo ludens (playing human) is taking center stage.

ROBO-MORPH

"Robo-morph" design sees futuristic fashion elements combine with radiant, geometric crystal in a sleek, streamlined, yet still approachable and tactile fashion sentiment.



NEW WORK

Flexibility and strength in materials are purposely used to convey a desire for increasingly flexible work solutions. A strong demand from both Gen Z and millennials.

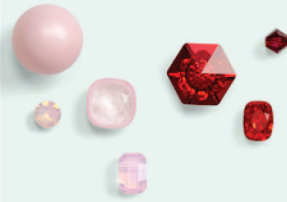


FUN

The continued rise of the kidult and wellness megatrend is conveyed in a sophisticated yet kitsch direction, with playful crystal elements incorporated into designs in an effort to embrace and convey a sense of happiness.

SUSTAINABILITY

Sophisticated sustainability becomes increasingly important, with waste transformed into products that are beautiful and meaningful.



JEWELRY INSPIRATION

A dichotomy of aesthetics comes together in crystal jewelry, with architectural minimalism meeting playfulness, and simplicity merging seamlessly into sophistication.

Architectural codes are expressed through the inclusion of classic and geometric crystals.

Redefining the concepts of flexibility, individuality, and exclusivity, morphed and versatile jewelry pieces in radiant crystal are extremely wearable.

"As the boundary between humans and machines converges, technology influences jewelry both in terms of form and function." (WGSN, FW 2017/18 Jewelry Direction)

The use of bold crystal body jewelry reflects a shift in the maker culture toward more unique aesthetics reflective of individual tastes and preferences.

Colors and materials merge in a fantastic union referencing the continuation of the hacking mindset, where old structures are broken down and reassembled.



FASHION INSPIRATION

In an extreme leap forward for material mixing, recycled plastics and crystal combine in the one garment to highlight a futuristic blend.

How we dress will be reset not only for day wear and office wear, but also day-to-night, as the boundaries between performance wear and fashion continue to be eroded and crystals appear at any time.

The surreal sci-fi aspect of the past two seasons is toned down to create new business styles that are accessible and fashion-forward.

Fashion becomes elegant in its simplicity - with sleek lines in luxurious materials, transparent layers, crystal, and netting all promoted in chic athleisure-inspired directions.

An increasingly time-poor lifestyle generates a new breed of fashion, with performance fabrics crossing over into the workwear arena - blurring the lines between office and leisure.



INNOVATIONS

CRYSTAL LACQUER^{PRO}: CRYSTAL DARK GREY, CRYSTAL ROYAL BLUE, CRYSTAL ROYAL RED

Both versatile and extremely classy, the new Crystal Lacquer^{PRO} effects merge toned-down shine with polished sophistication, perfectly responding to the current consumer mood. Within Crystal Lacquer^{PRO}, Crystal Dark Grey opens up a whole range of mystical yet contemporary design possibilities, while the classic gem colors of Royal Red and Royal Blue create allure with their timeless versatility and add seductive color injections to individual eclectic styles.

TRIANGLE FAMILY: ALPHA, BETA, GAMMA FLAT BACK

A mix-and-match mindset captures the design world as global consumers expect individual styles and tailored one-of-a-kind solutions. People embrace multiple style directions referencing their flexibility and openness, swaying from new performance wear-inspired business styles to grounded rustic looks. The Alpha, Beta, and Gamma Flat Backs from the Triangle Family introduce a contemporary individualism with literally no limits, from humble shimmering details on modern workwear-inspired styles to full-on eccentric glam-rock patterns. They can be combined with one another, arranged like a mosaic to create innovative surface concepts, or used together with other Flat Back articles.





Jewelry designed by Artis Geldis

PRODUCT INSPIRATION

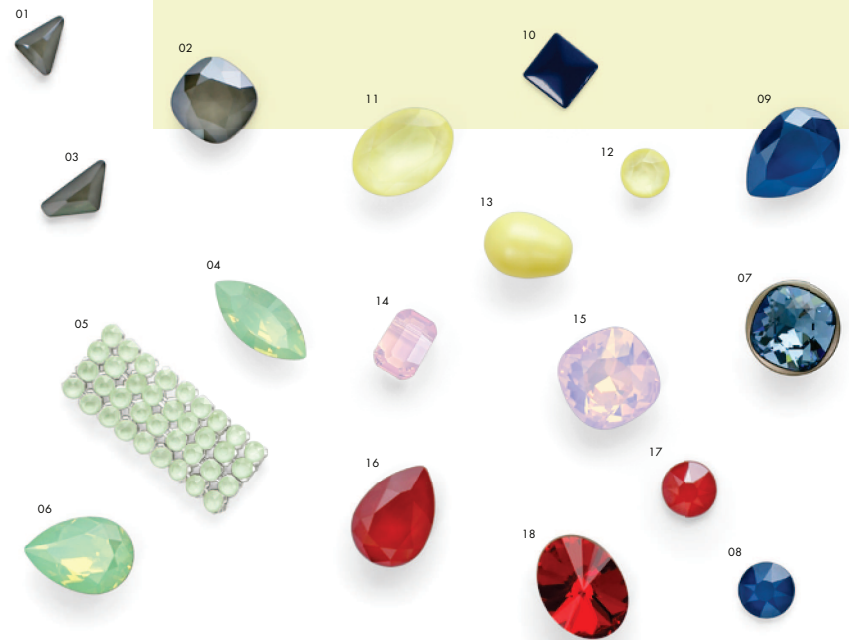
Bulbous, circular crystal shapes inject a sense of playfulness and clever tactility into design.

Crystal Mesh offers an all-important sense of tactility in futuristic-inspired designs, conjuring visions of the human-robot morph.

Augmentation is key, with buttons and pearls creating fascinating 3D structures on functional materials.

The refined shine of the new Lacquer[™] colors offers a calmer and more human approach to tech-inspired design.

- 01 2739 001 L111S NEW!
- 02 4470 001 L111S NEW!
- 03 2738 001 L111S NEW!
- 04 4228 294 F
- 05 40 001/004 082 001 L102
- 06 4320 294 F
- 07 1811/100 266
- 08 2078 001 L110S NEW!
- 09 4320 001 L110S NEW!
- 10 3490/001 R 5003 NEW!
- 11 4120 001 L101
- 12 1088 001 L101
- 13 5821 001 945
- 14 5514 395
- 15 4470 395 F
- 16 4230 001 L108S NEW!
- 17 2078 001 L108S NEW!
- 18 4122 227 F NEW!



TRANSFERS FLAG

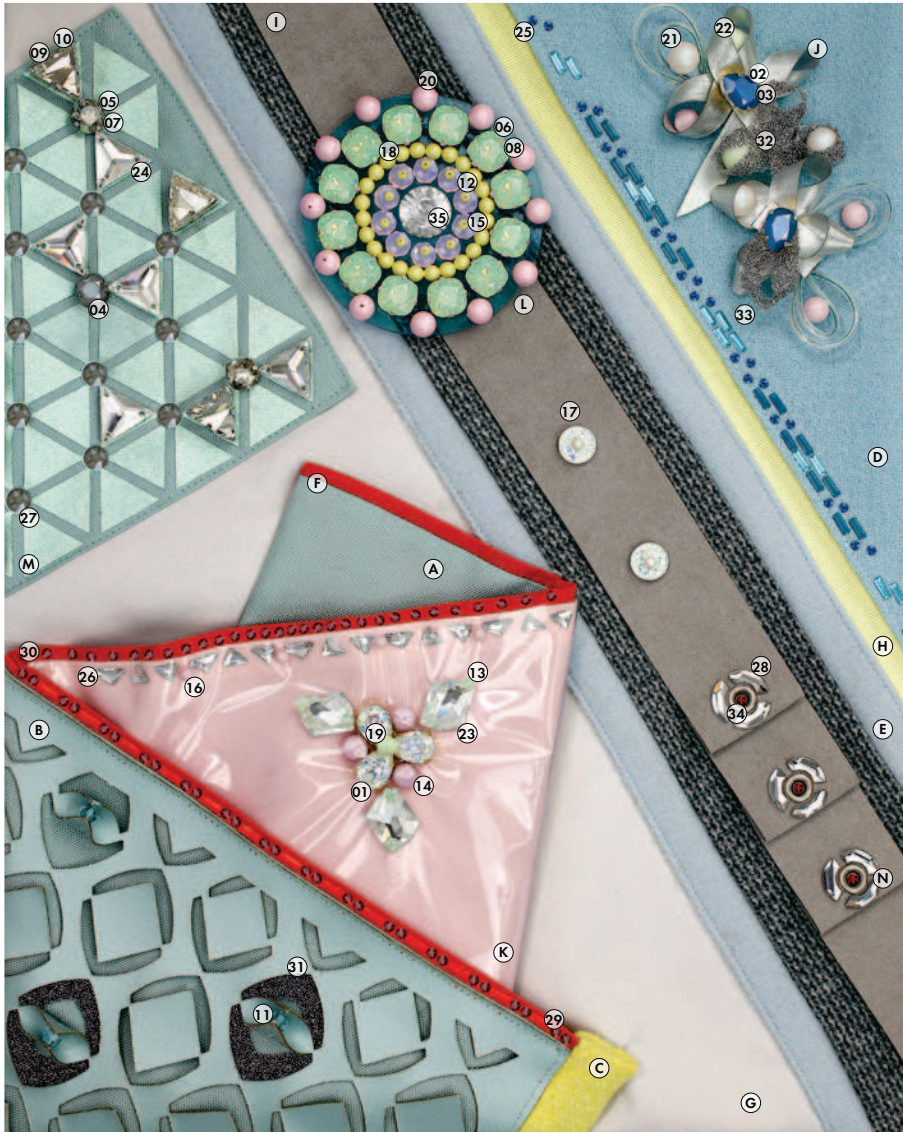
To show our human side and differentiate us from robots, design elements become highly personalized and individualized through the use of radiant crystal Transfers.

- 01 **1028** PP 13 001 AB F
- 02 **1088** PP 14 001 AB F
- 03 **1088** PP 31 001 AB F
- 04 **4120** 14x10 mm 001 L101
- 05 **4120/S** 14x10 mm 1PH2OH
- 06 **4122** 14x10,5 mm 001 AB F ^{NEW}
- 07 **5818** 3 mm 001 969
- 08 **5810** 4 mm 001 944
- 09 **5810** 5 mm 001 945
- 10 **2000** SS 4 001 AB F
- 11 **2058** SS 7 001 AB F
- 12 **13247** 082/092/001PBLUHFT/001LITCH/001/001 NOPERF
- 13 **13251** 001291/279/234/001/213AB/001PYELHFT/213
- 14 **13252** 092/082/001PBLUHFT/001650/001/001/213/453/001PYELHFT/001 NEW
- 15 **13253** 001/001/001 ^{NEW}
- 16 **763901** Transfer Special Motif (R3020/R3020/001PROSHFT/223/257/001AB/455) ^{NEW}
- 17 **763902** Transfer Special Motif (001PBLUHFT/001PBLUHFT/001TRAHFT/234/223AB/213)
- 18 **763903** Transfer Special Motif (001PGREHFT/001PBLUHFT/279/211/390/001PGREHFT/234)
- 19 **763906** Transfer Special Motif (001CHRMV/001/213/279/001SINI/001PBLUHFT/001AB)
- 20 **763907** Transfer Special Motif (001PGREHFT/001PBLUHFT/279/211/453/001PGREHFT/234) ^{NEW}
- 21 **763908** Transfer Special Motif (001/001/001) ^{NEW}
- 22 **764067** Transfer Special Motif (096/070-253/001.MOL/279 NOPERF)
- 23 **764068** Transfer Special Motif (096/070-279/001.MOL/253)

Material Information

- A Organza Mix
- B Imitation Leather
- C Cotton Silk Mix
- D Cotton Mix
- E Viscose Acetat
- F Ribbon
- G Cotton
- H Plush
- I Suiting
- J Plastic





COMPONENTS FLAG

Technology becomes tactile, with new materials and crystal components seamlessly integrating to form a design that evokes the future but remains grounded in the now.

- 01 **4320** 14x10 mm 001 WHIPA F
- 02 **4320** 14x10 mm 001 L1105 F ^{NEW}
- 03 **4320/S** 14x10 mm 1 PH2OH
- 04 **4470** 10 mm 001 L1115 F ^{NEW}
- 05 **4470** 10 mm 215 F
- 06 **4470** 12 mm 294 F
- 07 **4470/S** 10 mm 1 PH2OH
- 08 **4470/S** 12 mm 1 PH2OH
- 09 **4717** 15,5 mm 001 SSHA F
- 10 **4717/S** 15,5 mm 1 PH2OH
- 11 **5000** 6 mm 217
- 12 **5045** 8 mm 395
- 13 **5328** 4 mm 294
- 14 **5328** 4 mm 395
- 15 **5810** 3 mm 001 945
- 16 **5810** 4 mm 001 944
- 17 **5810** 4 mm 001 969
- 18 **5810** 5 mm 001 945
- 19 **5810** 6 mm 001 967
- 20 **5810** 8 mm 001 944
- 21 **5810** 10 mm 001 969
- 22 **5860** 12 mm 004 967
- 23 **3265** 20x16 mm 001 F
- 24 **3270** 16 mm 001 F
- 25 **13255** R5009/071/001L1105 ^{NEW}
- 26 **13256** 001/001/001 NOPERE ^{NEW}
- 27 **763390** Transfer Special Motif (L1115) ^{NEW}
- 28 **763391** Transfer Special Motif (001)
- 29 **763392** Transfer Special Motif (L1085) ^{NEW}
- 30 **763393** Transfer Special Motif (R3020L1085) ^{NEW}
- 31 **609605** Crystal Fabric Special Motif (012 001 CHRM)
- 32 **609606** Crystal Fabric Special Motif (010 001 CHRM)
- 33 **609607** Crystal Fabric Special Motif (010 001 CHRM)
- 34 **53730** 088 208
- 35 **3015** 16 mm 001 F

Material Information

- A Linen
- B Cotton
- C Wool
- D Double Georgette Fabric
- E Wool Mix
- F Belseta Fabric
- G Cotton Mix
- H Ribbon
- I Alcantara
- J Fabric Material
- K Plastic
- L Technical Fabric
- M Satin
- N Metal part



ROMANTIC

TRAVEL AGE

ROMANTIC

In testament to the continued and staggering rise of "selfie" culture, the romantic direction focuses on extreme individualization.

The surge in imaginative and personality-defining styling is conveyed through our fashion choices in a distinct cultural mash-up.

A new, anything-goes attitude gives rise to an adoration of all things unique and unabashedly unconventional.

The symbolic need to understand and appreciate different cultures arises from our increasing unrest with the current global political situation.

No limits, no rules, and no regrets are conveyed in a cultural cross-over of design directions.

Steering away from the strong 70s boho ethos of past summer seasons, the look mixes strength and attitude and crosses both eras and borders.

More is more in this theme, with prints, colors, textures, layers, crystals, and volume all worn at once.



Montana (207)



Crystal Royal Green (001 L1095) ^{NEW}



Indicolite (379)



Amethyst (204)

AS TRAVEL CONTINUES TO COME INTO QUESTION, A DESIRE FOR REMOTE PLACES AND THEIR CULTURES COINS A NEW DESIGN ETHOS WHERE GLOBAL REFERENCES AND MEDIUMS ARE MIXED AND MATCHED TO CREATE A CONTEMPORARY APPRECIATION OF THE REMOTE AND UNKNOWN.



Crystal Copper (001 COP)



Light Colorado Topaz (246)

Wildly fun and highly individual, this eccentric style statement creates a bold new femininity.

Making a distinct effort to celebrate diversity, designers create a subversive statement of the need to understand and engage with different cultures.

At its very core is a subliminal form of acceptance, as fashion challenges us to put away the fear and discriminations of our past and embrace a multicultural future.

ROMANTIC

TRAVEL AGE



CREATE

Textural sculptural pieces with strong crystal inclusion reflect the need for tactility in an increasingly virtual world.

BLEND

Patchwork collaborations in radiant crystal continue to evolve - in direct reference to patchwork or cross-cultural societal elements.

EXPLORE

The exploration of traditional arts and crafts, married with brilliant crystal detailing, creates unique contemporary aesthetics.



CROSS-CULTURAL

A fusion of East and West renders crystal designs culturally blurred, as cross-cultural references find their expression in a combination of patterns taken from around the globe.

INDIVIDUAL

The mixing and layering of crystals and other materials echoes the individualist mindset of millennials and Gen Z.



THE SURGE IN IMAGINATIVE AND PERSONALITY-DEFINING STYLING IS CONVEYED THROUGH OUR FASHION CHOICES IN A DISTINCT CULTURAL MASH-UP.

JEWELRY INSPIRATION

Links in jewelry and design represent connection on a symbolic level, with the circle processing a cycle of new beginnings.

Ceremonial jewelry pieces receive a contemporary update - reinterpreted and enriched with colored fabrics, crystals, and carved metals.

Crystals, resin, and synthetics are merged with folkloric elements, creating new jewelry aesthetics and unusual designs.

Giant proportions for earrings emphasize a strong sculptural direction, with polished metals merging with plastic and oversized crystals.

Extreme cutouts in plain cuffs and statement necklaces are overlaid with crystal, resin, leather, and cord or are embellished with pearls.

Ritual ornaments worn by tribal women inspire modern jewelry designs, with crystal-embellished earrings extended by long chains that meet under the chin.

Bold crystal body jewelry explores new ornamental-inspired designs.

FASHION INSPIRATION

Reuse and regeneration are key buzzwords, with material mixing and combined crystal patterning symbolizing the new consumer.

Patchwork formats become deregulated - non-uniformity and the reuse of materials pay homage to the sustainable mindset.

Shearling is reinterpreted as the next step forward for opulent furs - as hides and skin continue to offer natural protection.

The mixing of styles and cultures appeals to the "look-at-me" mindset, offering a personalized approach.

The excellence and know-how of different cultural artisan directions are reflected in a celebration of colors and shapes.

Embedded crystal floral patterns and 3D textural evolutions continue the rise in tactility.

Surface effects continue to dominate material considerations, with refined tactility superseding the rawness of past seasons.

New material innovations reclaim and merge textile, organic, and synthetic waste and elevate it to new levels of luxury by adding crystal.





INNOVATIONS

**CRYSTAL LACQUER^{PRO}:
CRYSTAL ROYAL GREEN**

Highlighting a strong new direction for crystal, Crystal Lacquer^{PRO} answers a growing consumer demand for versatile, eclectic products that combine various features. In the tradition of precious gemstones, the emerald-like Crystal Royal Green brings a high-quality shine to every design. As a perfect match to the new Celine Cousteau Designer Edition, these new effects continue the allure of Crystal Lacquer^{PRO} Powder effects and present a completely new complement to the Swarovski color and effect assortment.

**DESIGNER EDITION CÉLINE COUSTEAU FOR
SWAROVSKI: CROSS TRIBE FANCY STONE**

Céline Cousteau is a humanitarian dedicated to preserving our planet's last treasures. In her second Designer Edition for Swarovski, she focuses on symbols and ornaments that give us a sense of what it means to be human – with pristine tribal symbols that celebrate mankind's love of adornment. The Oval Tribe Fancy Stone stands for a new design ethos where global references and mediums are mixed and matched to create a contemporary appreciation of the remote and unknown. The Rhombus Tribe Fancy Stone is not only a beautiful rendition of a tribal-inspired design; it also invites us to embrace a multicultural future. As an international, almost universal symbol, the cross is deeply rooted in every culture, making the Cross Tribe Fancy Stone a messenger of social responsibility, mutual respect, and pluralism. Altogether, the Designer Edition by Céline Cousteau represents sustainability as well as environmental and social awareness, adding to this a unique look with an innovative combination of colors and effects.

PRODUCT INSPIRATION

Triangular, round, and square crystal shapes meet in eclectic combinations, referencing an anything-is-possible design mindset.

The Tribute to Tribe Fancy Stone collection perfectly emulates intricate cross-cultural patterns and lends a multicultural air to globalized designs.

Deep, sumptuous crystal colors allude to the rich historic heritage of decoration across all cultures.

The myriad colors of the Iridescent Red Pearl highlight a new blending and integration thought process arising in design.

- 01 3490/001 R 5003 NEW
- 02 4926 202 METBL Z F NEW
- 03 4717 207 F
- 04 4320 001 LI09S NEW
- 05 5051 379
- 06 5040 379
- 07 2078 001 LI09S NEW
- 08 4161 379 F
- 09 3490/001 R 5021 NEW
- 10 6530 204
- 11 4122 001 ANTP F NEW
- 12 4706 204 F
- 13 5818 001 947 NEW
- 14 4927 203 DOR Z F NEW
- 15 5928 001 COP
- 16 2738 001 GSHA F NEW
- 17 4731 001 GSHA F NEW
- 18 2740 246 F NEW



Jewelry designed by Arts Galdis



TRANSFERS FLAG

Unexpected material mixes, such as metal, leather, and synthetics, are combined with stunning crystal Transfers in a new blend of cross-cultural directions.

- 01 4926 19x14 mm 001 AB Z F ^{NEW}
- 02 4926/S 19x14 mm 1PH2OZ ^{NEW}
- 03 5810 3 mm 001 719
- 04 13263 R5021/R5009/001291/001/001GSHA/246/001L109S ^{NEW}
- 05 13264 086001GSHA/R5009/R1019/001/001BLSH/263/204/001L109S ^{NEW}
- 06 13265 R5021/001GSHA/001/229SAT/202/001GSHA NOPERF ^{NEW}
- 07 13266 R4005/001GSHA/246/001ANTP/229SAT/204
- 08 13267 266GR/094/R4005/001/229SAT/001LUSH/001 NOPERF
- 09 13272 266GR/001GSHAGR/R5009/094/001291/001GSHA/246/001/001GSHA NOPERF
- 10 765896 Transfer Special Motif (R5009/090/001GSHA/001COP/229SAT/001GSHA/001L109S) ^{NEW}
- 11 765897 Transfer Special Motif (R4005/094/001295/001COP NOPERF)
- 12 765898 Transfer Special Motif (R1019/094/001295/001/001GSHA/001COP/001L109S) ^{NEW}
- 13 765899 Transfer Special Motif (R4005/090/R5009/001295/001COP/001ANTP NOPERF)
- 14 765900 Transfer Special Motif [229SAT/205/229]
- 15 765901 Transfer Special Motif (R5009/094/R1019/5009/001295/001/001BLSH/263/204/001ANTP/001L109S) ^{NEW}
- 16 765902 Transfer Special Motif [266GR/R1019/R5009-001291/001/001GSHA/246/001COP/001L109S] ^{NEW}
- 17 765903 Transfer Special Motif (R4005/094/001295/001/001COP/001ANTP/001GSHA NOPERF)
- 18 765904 Transfer Special Motif [266GR/R5021/R1019-001295/001/001GSHA/246/001COP/001L109S] ^{NEW}
- 19 765905 Transfer Special Motif (R5021/090/001295/001COP/001GSHA NOPERF) NEW
- 20 765911 Transfer Special Motif (R4005/001291/001GSHA/001GSHA/001LUSH/001GSHA)
- 21 57000 001 012 001 HEL
- 22 73021 010 001IRIG/001IRIG/001IRIG

Material Information

- A Wool
- B Wool Mix
- C Changeant
- D Wild Silk
- E Silk Cord
- F Linen Mix
- G Feather
- H Leather Banding
- I Alcantara

COMPONENTS FLAG

Involved and integrated, radiant crystal components become the highlight of a new age where seasons and cultures blur, underlining an extremely individual style direction.

- | | | | | | | |
|----|--------|---|-----------------------------|----------|--------|--|
| 01 | 4161 | 21x7 mm | 379 F | 288/211) | | |
| 02 | 4161/S | 21x7 mm | 1PH2OZ | 45 | 765909 | Transfer Special Motif |
| 03 | 4228 | 15x7 mm | 207 F | | | [R5021/229/229SAT/001L110S] ^{NEW} |
| 04 | 4228/S | 15x7 mm | 1PH2OZ | 46 | 765910 | Transfer Special Motif |
| 05 | 4230 | 19x12 mm | 360 F | | | [R5021/229SAT/229SAT/205] ^{NEW} |
| 06 | 4230/S | 19x12 mm | 1PH2OZ | 47 | 57000 | 001 010 001 COP |
| 07 | 4926 | 14x10 mm | 202 001METBL ^{NEW} | 48 | 89910 | 012 001 METSI ^{NEW} |
| 08 | 4926/S | 14x10 mm | 1PH2OZ ^{NEW} | 49 | 104215 | Flat Back Banding Special Motif |
| 09 | 5000 | 6 mm | 001 COP | | | [266/001GSHA/266/220/263/001ROGL] |
| 10 | 5000 | 8 mm | 001 COP | 50 | 40001 | 002 082 001 LISH |
| 11 | 5000 | 8 mm | 203 | 51 | 40601 | 003 081 001 ROGL |
| 12 | 5000 | 8 mm | 207 | | | |
| 13 | 5028/4 | 6 mm | 001 METSH | | | |
| 14 | 5028/4 | 8 mm | 001 METSH | | | |
| 15 | 5028/4 | 10 mm | 001 METSH | | | |
| 16 | 5052 | 6 mm | 001 LISH | | | |
| 17 | 5056 | 10x6 mm | 001 LISH | | | |
| 18 | 5056 | 10x6 mm | 379 | | | |
| 19 | 5056 | 12x8 mm | 001 LISH | | | |
| 20 | 5328 | 3 mm | 379 | | | |
| 21 | 5328 | 4 mm | 001 COP | | | |
| 22 | 5328 | 4 mm | 288 | | | |
| 23 | 5515 | 14x9,5 mm | 205 | | | |
| 24 | 5540 | 17 mm | 204 | | | |
| 25 | 5728 | 12 mm | 001 METSH | | | |
| 26 | 5810 | 3 mm | 001 301 | | | |
| 27 | 5810 | 3 mm | 001 818 | | | |
| 28 | 5810 | 6 mm | 001 301 | | | |
| 29 | 5810 | 6 mm | 001 818 | | | |
| 30 | 5810 | 8 mm | 001 818 | | | |
| 31 | 5810 | 12 mm | 001 301 | | | |
| 32 | 5811 | 14 mm | 001 818 | | | |
| 33 | 185001 | 16,5 mm | 29 001 LUSH 2 | | | |
| 34 | 6010 | 11x5,5 mm | 001 LISH | | | |
| 35 | 6010 | 21x10,5 mm | 001 GSHA | | | |
| 36 | 6106 | 28 mm | 001 GOLPA | | | |
| 37 | 6465 | 25x7 mm | 207 | | | |
| 38 | 6868 | 24 mm | 001 AB Z NEW | | | |
| 39 | 13269 | 086/280HEM/R4007/R9005/R9005/
R9005-257/257/001RABDK/001ROSPA ^{NEW} | | | | |
| 40 | 13270 | 288/288/001/001SINI | | | | |
| 41 | 13274 | 211/288/229SAT/288/211/211 ^{NEW} | | | | |
| 42 | 765906 | Transfer Special Motif [001GSHA/GR/
246/001GSHA] ^{NEW} | | | | |
| 43 | 765907 | Transfer Special Motif [086/266/
086001GSHA/001ROGL/266/263/220] | | | | |
| 44 | 765908 | Transfer Special Motif [288/001BLSH/ | | | | |

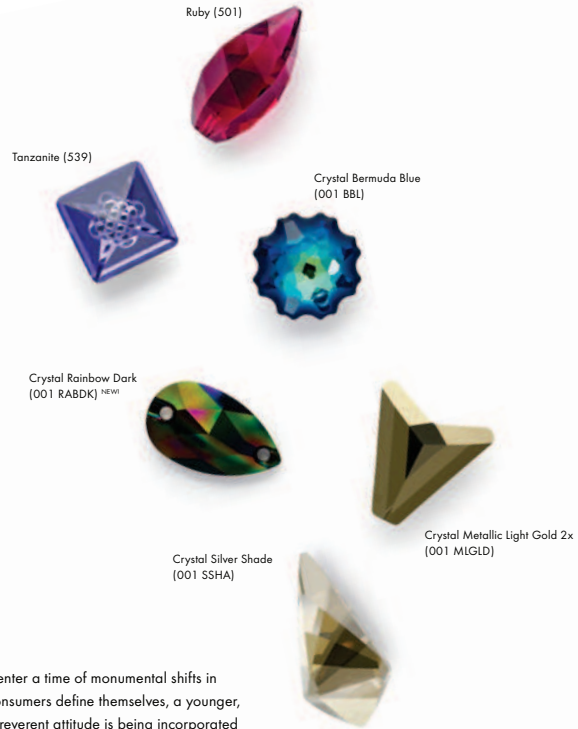
Material Information

- A Imitation Fur
- B Printed Velvet
- C Linen Mix
- D Jacquard
- E Crushed Taft
- F Silk Mix
- G Wool
- H Alcantara
- I Metal Part
- J Yarn





GLAMOUR



As we enter a time of monumental shifts in how consumers define themselves, a younger, more irreverent attitude is being incorporated within modern, edgy glamour directions.

Taking life to the extreme and living on the edge is emulated and encompassed in rebellious design elements, offering an attitude of extreme nonchalance.

With the rise of festival fashion and a focus on music events influencing a new generation, designers pay homage to the stand-out style and stage presence of music legends from the past.

Embodying the heart and soul of rock'n'roll, beauty, energy, and animal magnetism are all conveyed in one profile.

The one overriding and interconnecting detail... an extreme focus on the continued rise of gender neutrality.

"The new style forgets about 'gender' or 'roles', to speak only of 'beauty'. Stereotypes are dead. Never before has the complexity

and fluidity of gender been so recognized and represented in mainstream culture." (Promostyl), Jewelry study 2017 and beyond)

Leather, chains, beads, and crystals combine to influence gender-fluid designs and constructions where nothing is out of bounds.

With fashion having a maximalist moment, the new glamour direction sees an anti-establishment, almost anti-fashion direction at the core of this free-spirited style movement.

Whether it is ghetto glam, 70s sparkle, or 80s funk – eras, decades, and styles converge as fashion opts out of sticking to one idea for its latest style statements.

In this theme, creating and owning your sense of identity – whoever you want to be – is key.

Understatement is not an option.

PARTY SPIRIT



GLAMOUR

PARTY SPIRIT

IRREVERENT

Day and night merge, with consumers using extravagant crystal products as a symbol of individuality and self-expression at any given time, in order to remove themselves from traditional clichés and codes.



EDGY

Dressing up is consciously made to look like dressing down - with an "I don't care" attitude.



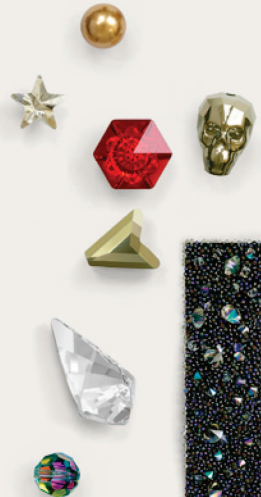
ROCK'N'ROLL

A just-thrown-together attitude prevails, with 70s and 80s inspiration coining a new glam-rock direction with detailed crystal patterning.



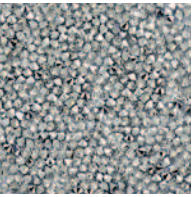
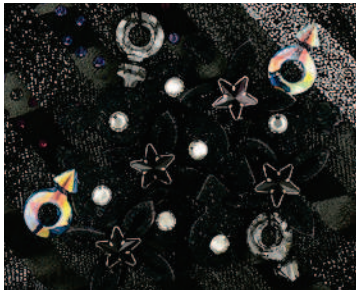
GENDER FLUID

Gender neutrality becomes a mainstream issue; unisex styling and androgynous designs are key; and strong attitudes are conveyed through "look-at-me" design elements.



EXTREME

The putting together of over-the-top crystal pieces to create "the look" is central to the new glam-rock fashion aesthetic.



FASHION INSPIRATION

Fashion becomes intuitive and inventive once more as the “glamcore” trend continues to rise in its different guises.

Decoration and strong crystal embellishment are a key component.

Crystal detailing becomes inherently incorporated into the design, highlighting a new direction.

Glamour dressing combines individuality and the theatrical to create true stage presence, and nothing has more stage presence than radiant, sparkling crystal.

Pieces are tousled and jumbled together in a melting pot of patterns and textures, eras and genders.

Luxurious textiles and sumptuous materials abound, all enhanced by crystal detailing, reflecting our increasing desire for ostentation.

As a counter-trend to the subtleness of former seasons, people now look to the extravagant subcultures of the past and seek to recapture that spirit of freedom and independence in designs.

An unapologetic, more-is-more attitude prevails.



JEWELRY INSPIRATION

Influenced by fashion, vintage, and unisex styling, the glam-rock-inspired theme updates crystal jewelry with edgy gender-neutral designs.

Signet rings embedded with crystal remain important, evolving to take on new proportions.

The “androgynous jewelry” trend suggests a contemporary desire for a more relaxed and modern attitude.

Refinement and rebelliousness meet in a jewelry trend where delicate crystal shapes are subverted.

Zip-inspired jewelry makes a bold statement, while at the same time retaining glamorous appeal.

A precious feel is evoked through the use of crystals, decorative settings, and delicate silhouettes and castings.

The use of unconventional embellished chains adds an edgy twist to the look.

Modern cut crystals and mixed-media detailing add a glamorous edge in exaggerated and sculptured shapes.

Gunmetal and hardware give conventional pieces a rebellious feel.

The statement crystal choker remains prominent, alluding to 1970s glam-rock style.



INNOVATIONS

CRYSTAL RAINBOW DARK

As we enter a time of monumental shifts in how consumers define themselves, a younger, more irreverent attitude is being incorporated into more modern, edgy glamour directions. Crystal Rainbow Dark is an exciting new metallic effect with a dark, oily pattern that appeals to a generation in which old rules are being thrown out, stereotypes are dead, gender and roles are no longer defined, and designs speak only of beauty. With its blurry surface, this new effect perfectly highlights the transitioning of the new “non-gender” thought process, particularly because its color gradients are unique to every single pearl, making it a quality milestone far removed from cheap mass production that shines a spotlight on creative individualism.

KITE FANCY STONE

Individualization and versatility have taken the design world by storm as people no longer want to be defined by just one look or one design direction. Instead, people cherish the multitude of possible upcoming style directions ranging from a modern anti-establishment rock style to boundary-transgressing cross-cultural looks or new casual workwear directions. The Kite Fancy Stone manages to do the seemingly impossible and cross the great divide – appealing to all mindsets at once due to its minimalist shape, uncompromised brilliance, and attractive price.

GENDER SYMBOL FANCY STONE

A new rebellious mood takes center stage, boldly breaking down traditional ideas about gender, race, and age differences. Life is a stage and design celebrates this newfound freedom by embracing a hard-edged glam-rock attitude. Both the Female and Male Symbol Pendants correspond perfectly with the prevailing renegotiation of gender and gender roles. These timeless and well-known symbols tell the story of human nature and modern society. Made of crystal, they are unique to Swarovski and create an all-important unisex and gender-fluid style direction.

PRODUCT INSPIRATION

Bold Fancy Stones meet edgy crystal shapes, expressing a reawakened love of rock-inspired, glamorous styles.

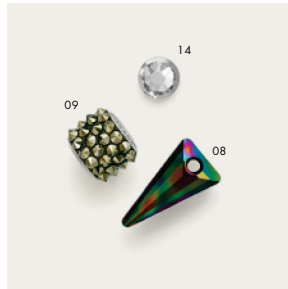
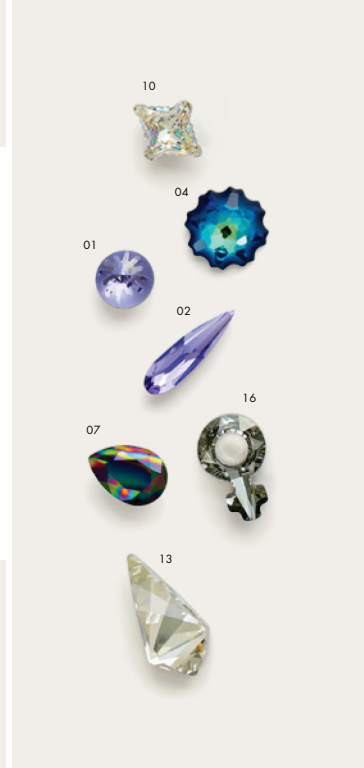
Crystal Ultrafine Rocks lends a rock'n'roll edge to sensational, show-stopping designs.

BeCharmed Beads and angular crystals speak of energy, passion, and independence.

The Crystal Dark Rainbow effect highlights the continuing importance of strong iridescent and metal tones in gender-neutral designs.

Gender symbols showcase the design world's accelerating fascination with genderless designs.

- 01 1695 539 F
- 02 4331 539 F
- 03 2078 001 LI 105 HFT ^{NEW}
- 04 2612 001 BBL
- 05 6480 001 BBL P
- 06 1122 001 RABDK F ^{NEW}
- 07 4320 001 RABDK F ^{NEW}
- 08 6480 001 RABDK ^{NEW}
- 09 80 901/20 001 MGLD
- 10 4927 001 AB Z F ^{NEW}
- 11 4878 001 GSHA ^{NEW}
- 12 2740 001 F ^{NEW}
- 13 4731 001 SSHA F ^{NEW}
- 14 2078/1 001 LTCH Z A HF ^{NEW}
- 15 89 5027 010 001 SSHA
- 16 4876 001 SINI ^{NEW}





TRANSFERS FLAG

A strong individualistic mindset sees luxury materials mixed with crystals and hardcore metallics in the Transfers flag, creating a distinct rock'n'roll edge.

- 01 **4122** 18x13,5 mm 227 F ^{NEW}
- 02 **4122/S** 18x13,5 mm 1PH2OZ ^{NEW}
- 03 **4731** 10x5 mm 001 F ^{NEW}
- 04 **4731** 14x7 mm 001 SINI ^{NEW}
- 05 **4731/S** 10x5 mm 1PH2OZ ^{NEW}
- 06 **4731/S** 14x7 mm 1PH2OZ ^{NEW}
- 07 **3230** 18x10,5 mm 001 RABDK F ^{NEW}
- 08 **13257** 086266/092/096/R4005/001SCGR/501/227
- 09 **13258** 086266/R3020/001CHRMV/001SCGR/539/001BLSH/243
- 10 **13259** 266/SR/096/280HEM/001/227
- 11 **13260** 266/SR/092/092/253/001SCGR/243/227/001SINI/539/227
- 12 **13262** 092/R5003/R4007/266/001SCGR/280HEM/227/502 NOPERF ^{NEW}
- 13 **765081** Transfer Special Motif [R5009/253/001 NOPERF]
- 14 **765083** Transfer Special Motif [R5003/R5009/266SR/001SCGR/001/001 NOPERF] ^{NEW}
- 15 **765084** Transfer Special Motif [001906] ^{NEW}
- 16 **765086** Transfer Special Motif [086001/001906] ^{NEW}
- 17 **765089** Transfer Special Motif [092/280HEM/001SSHA]
- 18 **765090** Transfer Special Motif [001SCGR/001/539/001] ^{NEW}
- 19 **765092** Transfer Special Motif [096/092/001LITCH/501]
- 20 **765093** Transfer Special Motif [092/539/001/227 NOPERF]
- 21 **765094** Transfer Special Motif [R3020/001/001/539/539/001BLSH/243]
- 22 **765095** Transfer Special Motif [001SSHA/280HEM/001906] ^{NEW}
- 23 **765096** Transfer Special Motif [092/001LITCH/001906] ^{NEW}
- 24 **610100** Crystal Graphic Fabric Special Motif [FP 11743 GP 11744 022 001 M500]
- 25 **707594** Crystal Graphic Fine Rocks Special Motif [FP 11745 GP 11747 022 001]

Material Information

- A Synthetic Fabric
- B Taft Changeant
- C Silk Velvet
- D Alcantara
- E Polyester Mix
- F Rubber

COMPONENTS FLAG

Faux leather, with its hard-edged yet supple form, becomes a mainstay material for the new glamour ethos conveyed in the sparkling Components flag.

- 01 4122 8x6 mm 227 F NEW
- 02 4122/S 8x6 mm 1PH2OZ NEW
- 03 4320 8x6 mm 001 SSHA F
- 04 4320 14x10 mm 001 PARSH F
- 05 4320 14x10 mm 208 F
- 06 4320/S 8x6 mm 1PH2OZ
- 07 4320/S 14x10 mm 1PH2OZ
- 08 4331 20 mm 001 SSHA F
- 09 4331/S 20 mm 1PH2OH
- 10 4439 14 mm 001 BBL
- 11 4706 12 mm 539 F
- 12 4706/S 12 mm 1PH2OZ
- 13 4731 18x9 mm 001 SINI NEW
- 14 4731 23x11,5 mm 001 F NEW
- 15 4731/S 18x9 mm 1PH2OZ NEW
- 16 4731/S 23x11,5 mm 1PH2OZ NEW
- 17 4927 19x17 mm 227 001 MLGDZ F NEW
- 18 4927/S 19x17 mm 1PH2OZ NEW
- 19 5000 3 mm 001 SSHA
- 20 5000 4 mm 001 MLG2
- 21 5000 6 mm 001 MLG2
- 22 5328 4 mm 001 MEBL2
- 23 4878 18 mm 001 AB NEW
- 24 4876 18 mm 001 SINI NEW
- 25 13261 501/539/001 SCGR/001 SSHA
- 26 765075 Transfer Special Motif
[001 BBL/001 PARSH/001 MLGLD NOPERF]
- 27 765076 Transfer Special Motif [086280HEM/
001 906/001 MLGLD/001 MLGLD/001 906] NEW
- 28 765077 Transfer Special Motif [227]
- 29 765078 Transfer Special Motif [227/227]
- 30 57000 001 012 001 CAL
- 31 820545 Crystal Medley Special Motif
[012 001 CAL/001 CAL/001 MOL]
- 32 820544 Crystal Medley Special Motif
[012 001 CAL/001 CAL/001 MOL]
- 33 53700 086 001
- 34 53700 086 280
- 35 53303 088 001
- 36 53303 088 001 SSHA
- 37 127004 P1100C K1H 1028 F 001

Material Information

- A Salmon Leather
- B Printed Jersey
- C Silk Mix
- D Tulle
- E Velvet
- F Alcantara
- G Synthetic Fabric
- H Metal Part
- I Leather



JEWELRY DESIGNER

ARIS GELDIS



Intricate and sophisticated craftsmanship defines the aesthetic of Aris Geldis' handmade designs. Born in Greece and trained by leading Italian craftsmen, Aris Geldis arrived in Paris and was instantly discovered by the team of ELLE magazine. He sold his first collection to Maria Luisa and also created an exclusive line for the Museum of Decorative Arts in the Louvre, as well as a special collection for the gallery La Reine Margot. Having collaborated with Christian Lacroix, Chanel and Givenchy, his eponymous line has been featured in leading magazines and sold at top retailers around the world.

How often is it said that designs are autobiographical? Aris Geldis' fall work is a testament to that truth, with four major inspirations and the Parisian savoir-faire of couture training that exalt the artisanal handiwork and the beauty of the materials. These include vermeils, semi-precious stones, crystals, and timeworn chains in shimmering shades. Thanks to their patina effect, the crystals come to life as they surround

antique gold with shimmers of sparkle and touches of glamour. Playfulness and elegance are brought together in serpent chains, which with their elegant spiral shapes, complement vintage-style crystal necklaces or chain bracelets. Both cold and warm hues coexist to give a refined and classy sensuality. The shapes are sophisticated but cut in mild facets to bring a timeless subtle beauty to the pieces.

CLASSIC – SOUL FOOD

Nature is embellished in an "arts et métiers" way in our Classic piece. The natural, organic element of wood in asymmetrical shapes is married with oversized rings in cubic and round shapes with a copper, industrial finish. The approach creates an embellished "tree of life" where crystal elements are encrusted directly onto nature to convey a rustic yet precious feel.

PROGRESSIVE – WORK LIFE

This beautiful design highlights the dichotomy between the warmth of yellow gold combined with colder pastel colors

and the use of surprisingly large, sculptural, oversized crystal elements. The result is a bold yet flat abstract choker that melts into the body, followed by a dramatic three-dimensional, vertical, bulbous pendant. "Augmented shapes" are the inspiration behind this piece.

ROMANTIC – TRAVEL AGE

This cross-cultural theme comes alive in our jewelry piece through the use of gold domes embellished with elegant and sophisticated crystals. The use of natural oak wood chain units linked together creates a spiritual circle with multiple influences.

GLAMOUR – PARTY SPIRIT

We created an androgynous, dramatic jewelry tie for the Glamour theme. A dark oxidized silver chain serves as the base, covered by beautiful crystal elements to create a sober and, at the same time, hyper-glamorous sautoir. A modern yet timeless edgy jewelry piece, which would have been equally appreciated in the vinyl years as it is today.

Credits

CLASSIC

Jewelry Showpiece by Aris Geldis

Hat from Vintage

Blouse from Annie Bing

Skirt from Naa Naa

Dress from Chloé

Pullover from Rabens Saloner

Apron by Atelier Lorand Lajos

Necklace by Schreiner, Jewels of Fantasy collection, 1950s, Source: Swarovski Corporate Archive

Glas from Nordal

PROGRESSIVE

Jewelry Showpiece by Aris Geldis

Visor from Atelier Lorand Lajos

Top from COS

Long sleeve from COS

Trousers from Marcel Ostertag

Skirt from Marcel Ostertag

Corset from Atelier Lorand Lajos

Coat from Ten117 Berlin

Gloves Vintage

Shoes from Baldan

Bracelet, Earrings and Brooch by Schiaparelli, Jewels of Fantasy collection, 1950s, Source: Swarovski Corporate Archive

Bracelet by Philippe Ferrandis for Daniel Swarovski Paris, 1990s, Source: Swarovski Corporate Archive

Earrings by Philippe Ferrandis for Daniel Swarovski Paris, 2000s, Source: Swarovski Corporate Archive

Telephone from Grundig

Yellow Robot from Wow Wee

Dog Robot from Splash Toy

Hoverboard from Smart Scooter

Seats from Philippe Stark

Lamp from Alt Lucialternative

ROMANTIC

Jewelry Showpiece by Aris Geldis

Shirt from Talbot Runhof

Blouse from Talbot Runhof

Poncho from Atelier Lorand Lajos

Trousers from Rabens Saloner

Skirt from Talbot Runhof

Shoes from Nordenfelt

Bracelet, Earrings and Brooch by Schiaparelli,

Jewels of Fantasy collection, 1950s,

Source: Swarovski Corporate Archive

Necklace by Atelier Marangoni collection, 1960s,

Source: Swarovski Corporate Archive

Marly Large Necklace by Daniel Swarovski Paris, 2000s,

Source: Swarovski Corporate Archive

Car from Ford

Camera from Nikon

Shoes from Dockers

GLAMOUR

Jewelry Show Piece by Aris Geldis

Suit from Atelier Lorand Lajos

Cape from Atelier Lorand Lajos

Leather Jacket from Atelier Lorand Lajos

Shirt from Rabens Saloner

Leather Jacket from Rabens Saloner

Bel Ami Bracelet by Daniel Swarovski Paris, 1990s, Source: Swarovski Corporate Archive

Amplifier from Fender

Sound mixer from Peavy

Guitar from Navarra

Content by Design Center Headquarters, Wattens

Model shots:

Photographer: Brandl-Utz

Model: Hannah Kairies @ Modelwerk

Hair: Arzu Küçük @ Phoenix

Make-Up: Dirk Neuhäfer @ Phoenix

Styling: Lorand Lajos @ Les Artists by Jo Stockinger

Still life shots

Photographer: Brandl-Utz

Props: Beatrice Schuell

Art Direction: Swarovski Corporate Creative Services

Inspiration Crystal Product shots: Brandl-Utz

Inspiration Crystal Flags shots: Athesia-Laserpoint

Innovation Crystal Product shots:

Mierswa-Kluska / Athesia Laserpoint

Printed by RWF Frömel-Hechenleiter Werbeges.m.b.H.,

Volders/Austria

Mary Katrantzou
Designer



FALL/WINTER 2017/18

INNOVATIONS

SWAROVSKI

Brilliant Inspiration
VISIT SWAROVSKI.COM/PROFESSIONAL



INNOVATIONS

- 77 Why Swarovski
- 86 Product Overview
- 90 Designer Editions
- 92 Round Stones
- 93 Fancy Stones & Settings
- 98 Beads
- 99 BeCharmed & Pavé
- 101 Crystal Pearls
- 103 Pendants
- 104 Flat Backs No Hotfix
- 107 Flat Backs Hotfix
- 112 Sew-On Articles
- 115 Self-adhesive Elements
- 124 Transfers
- 139 Synthetics
- 153 Metal Trimmings
- 157 Crystal Mesh
- 159 Application Tools & Aids

WHY SWAROVSKI

EXCELLENCE, THROUGH INNOVATION AND ORIGIN



X-CUT
Advanced optical measurement and high-precision manufacturing deliver premium cuts characterized by unmatched brilliance.



PLATINUM* PRO
With its new advanced foiling technique, Swarovski has set a new standard in the lifespan of crystals.



HOTFIX GLUE
The variable temperatures at which Hotfix glue can be activated enable the application of crystals on a broad range of textiles.



CRYSTALS – MADE IN AUSTRIA
The combination of innovation with sustainability and respect for individual wellbeing means that quality is always assured.

PREMIUM, BY SERVICE AND DESIGN



DESIGN SERVICE
Throughout its global network of Design Centers, Swarovski offers exceptional service provided by the industry's best creative talent.



APPLICATION SERVICE
A comprehensive range of application services means customers benefit from the extensive experience of leading international experts, as well as internal specialists.



GLOBAL SERVICE
Swarovski's Global Service Network provides customers with dedicated personal assistance on a local level.



DESIGNER EDITIONS
Creative collaborations with top designers result in exclusive cuts and unique designs for Swarovski crystal.



CUSTOMIZED SERVICE
Choose new variations by going beyond Swarovski's tremendous standard assortment of crystal components and forward integrated elements.

COMPLIANCE, WITH INTEGRITY



ADVANCED CRYSTAL
Swarovski's patented lead-free** formula has changed the DNA of crystal while still offering the same sparkle, dependability, and variety for which Swarovski is famous.



OEKO-TEX
Oeko-Tex® Standard 100 Class II (direct contact with skin) certification creates confidence in chemical safety of textile applications.



CLEAR
Regular legal monitoring of chemical requirements and reasonable testing provide customers with the comfort of trust in Swarovski's products.



COMPLIANCE SERVICE
Assessments regarding substance limitations as well as compliance information and advice to support customers in complying with relevant laws, regulations, and voluntary standards.

* Silver mirror coated with a platinum colored protective layer

** Crystal glass and all other materials containing 0.009% lead or less.



IF YOU WANT THE BEST,
CHOOSE THE ORIGINAL

To signal the presence of crystals from Swarovski, Ingredient Branding partners receive an exclusive branding tool: the "Crystals from Swarovski" Seal.

SWAROVSKI



TO PREDICT THE FUTURE,
WE INVENTED IT.

Stay ahead with our Advanced Crystal. It is lead-free* and helps you to reach full compliance with current laws and regulations.

*Crystal glass and all other materials containing 0.009% lead or less.

SWAROVSKI



Made for iPad

Made for Tablets

SWAROVSKI

CRYSTAL COLLECTION



INSPIRATION IS ONLY AN APP AWAY

Wherever you are, whatever you're looking for, search over 15,000 loose elements and 200,000 forward-integrated elements with Swarovski's inspirational new Crystal Collection App. Online or offline, stay app-to-date with the latest innovations and find popular classics - it's easy to install, easy to browse, easy to use.

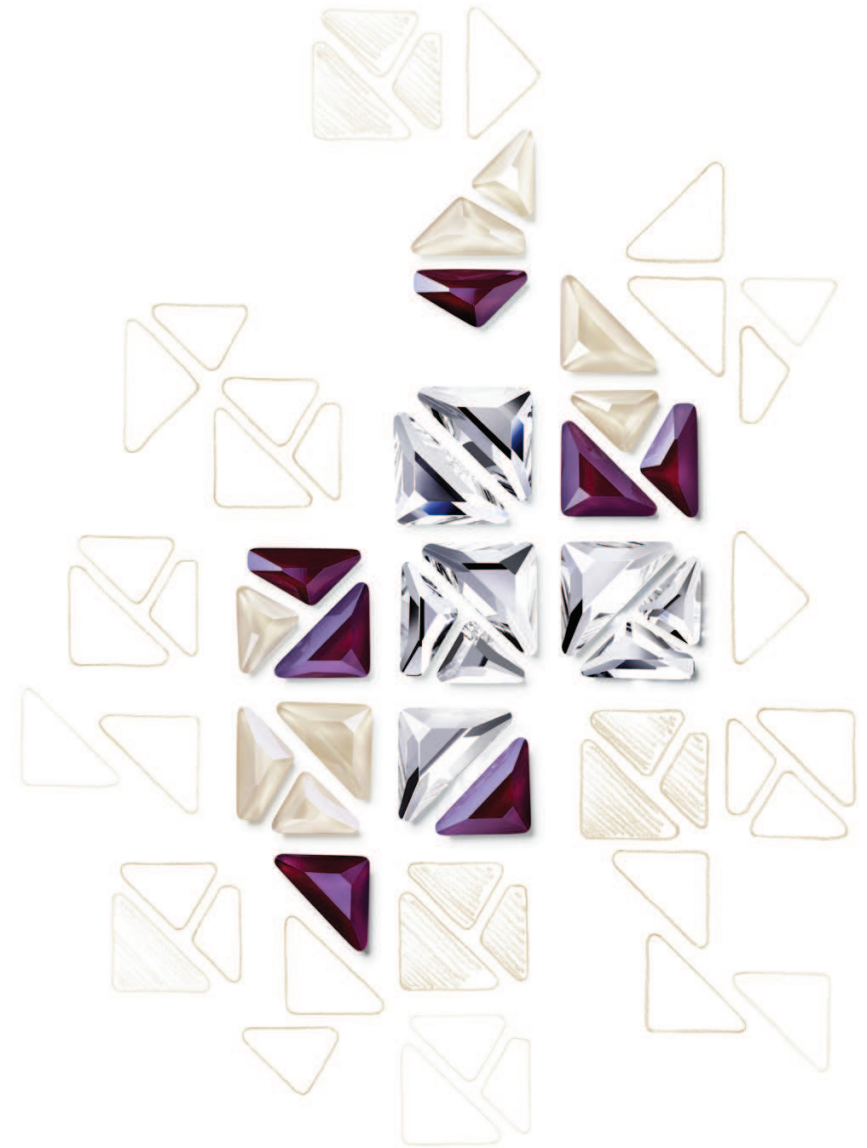
SWAROVSKI

SWAROVSKI



DESIGNER EDITION CÉLINE COUSTEAU

SWAROVSKI



TRIANGLE FLAT BACK FAMILY

SWAROVSKI



CRYSTAL RAINBOW DARK EFFECT

SWAROVSKI



CRYSTAL SHINY LACQUER^{PRO} EFFECTS

PRODUCT OVERVIEW

NEW CRYSTAL ELEMENTS

Designer Editions: Fancy Stones & Settings

4926 Oval Tribe
Fancy Stone
14x10, 19x14 mm

4926/S
14x10, 19x14 mm

4927 Rhombus Tribe
Fancy Stone
14x12, 19x17 mm

4927/S
14x12, 19x17 mm

Fancy Stones & Settings

4122 Oval Rivoli
Fancy Stone
8x6, 14x10.5,
18x13.5 mm

4122/S
8x6, 14x10.5,
18x13.5 mm

4731 Kite Fancy Stone
10x5, 14x7, 18x9
23x11.5 mm

4731/S
10x5, 14x7, 18x9
23x11.5 mm

4876 Female Symbol
Fancy Stone
18x11.5, 30x19 mm

4876/S
18x11.5, 30x19 mm

4878 Male Symbol
Fancy Stone
18x11.5, 30x19 mm

4878/S
18x11.5, 30x19 mm

BeCharmed & Pavé

86 564
BeCharmed Pavé
Eye Charm
14x8.5 mm

86 574
BeCharmed Pavé
Eye Charm
8.5x14 mm

67 534
BeCharmed Pavé
Eye Pendant
14x8.5, 20x12.5 mm

67 544
BeCharmed Pavé
Eye Pendant
8.5x14, 12.5x20 mm

Crystal Pearls

5809 Crystal No Hole
Pearl
1.5, 2, 3 mm

Designer Editions: Pendants

6868
Cross Tribe Pendant
14, 24 mm

Flat Backs No Hotfix

2738 Triangle Alpha
Flat Back
10x5, 12x6 mm

2739 Triangle Beta
Flat Back
5.8x5.3, 7x6.5 mm

2740 Triangle Gamma
Flat Back
8.3x8.3, 10x10 mm

Flat Backs Hotfix

2078/I
Rimmed Flat Back
SS 16, 20, 34

2080/H
Framed Cabochon
SS 34

2738 Triangle Alpha
Flat Back
10x5, 12x6 mm

2739 Triangle Beta
Flat Back
5.8x5.3, 7x6.5 mm

2740 Triangle Gamma
Flat Back
8.3x8.3, 10x10 mm

PRODUCT OVERVIEW

NEW EFFECT

As we enter a time of monumental shifts in the way that consumers define themselves, a younger, more irreverent attitude is being incorporated into more modern, edgy glamour directions. The old rules are being thrown out, stereotypes are dead, gender and roles are no longer defined, and designs speak only of beauty.

With its transitional surface, the New Effect Crystal Rainbow Dark perfectly highlights the transitioning of the new "non-gender" thought process - where products appeal equally to all - perfectly capturing the fluidity and changeability of the new consumer.



Crystal Rainbow
Dark (001 RABDK)

Round Stones

1088
SS 29, 39

1122
SS 29, 39, 47
12, 14 mm

Fancy Stones & Settings

4122
8x6, 14x10.5,
18x13.5 mm

4320
6x4, 8x6, 14x10,
18x13 mm

4327
30x20 mm

4470
10, 12 mm

Beads

5040
6, 8 mm

5328
5, 6 mm

Pendants

6106
16, 22 mm

6228
10.3x10, 14.4x14,
18x17.5 mm

6480
18, 28 mm

Flat Backs No Hotfix

2058
SS 5, 7, 9

2088
SS 12, 16, 20, 30, 34

Flat Backs Hotfix

2038
SS 6, 8, 10

2078
SS 12, 16, 20, 34

Sew-on Articles

3230
12x7, 18x10.5,
28x17 mm

Transfers

2038
SS 6, 8, 10

2078
SS 12, 16, 20, 34

NEW FORWARD-INTEGRATED ELEMENTS

Self-adhesive

Elements

Crystal-# Infinity
Crystal Ultrafine Rocks-it

Synthetics

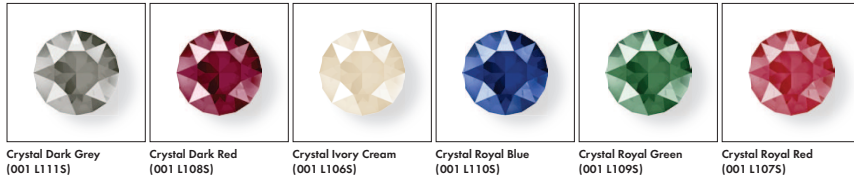
Crystal Ultrafine Rocks
Crystal Medley new effects

PRODUCT OVERVIEW

SHINY STORY

The New Crystal Lacquer^{PRO} Colors resonate perfectly with the current consumer mood, where sophisticated shine meets refined sparkle. Highlighting a strong new direction for crystal, the three perfectly on-trend hues - Ivory Cream, Dark Red, and Dark Grey - convey a sense of timeless authenticity

in a subtle, reduced color palette that speaks of heritage and authenticity. The three Classic gem colors - Royal Red, Royal Blue, and Royal Green - create allure with their timeless versatility and add seductive injections of color to eclectic individual styles.



Crystal Dark Grey (001 L1115) Crystal Dark Red (001 L1085) Crystal Ivory Cream (001 L1065) Crystal Royal Blue (001 L1105) Crystal Royal Green (001 L1095) Crystal Royal Red (001 L1075)

NEW CRYSTAL LACQUER^{PRO} EFFECTS



Crystal Dark Grey (001 L1115) Crystal Dark Red (001 L1085) Crystal Ivory Cream (001 L1065) Crystal Royal Blue (001 L1105) Crystal Royal Green (001 L1095) Crystal Royal Red (001 L1075)

Round Stones

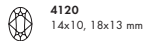


1088
SS 29, 39

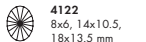


1122
12, 14 mm

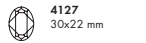
Fancy Stones & Settings



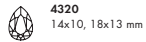
4120
14x10, 18x13 mm



4122
8x6, 14x10.5, 18x13.5 mm



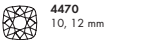
4127
30x22 mm



4320
14x10, 18x13 mm



4327
30x20 mm

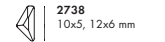


4470
10, 12 mm

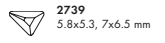
Flat Backs No Hotfix



2088
SS 12, 16, 20, 30



2738
10x5, 12x6 mm

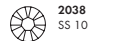


2739
5.8x5.3, 7x6.5 mm



2740
8.3x8.3, 10x10 mm

Flat Backs Hotfix



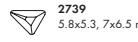
2038
SS 10



2078
SS 16, 34



2738
10x5, 12x6 mm



2739
5.8x5.3, 7x6.5 mm



2740
8.3x8.3, 10x10 mm

Transfers



2038
SS 10



2078
SS 16, 34

Metal Trimmings

55 000, 55 001
SS 20

55 300, 55 301
SS 16

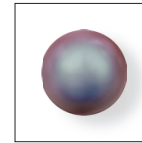
55 500, 55 501
SS 12

PRODUCT OVERVIEW

CRYSTAL IRIDESCENT RED PEARL

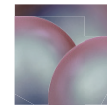
A sense of plurality and openness is prevalent in a globalized world as people explore a cultural mix of styles and designs. Colors no longer simply feature a single hue, but cleverly merge together multiple tones reflecting a rediscovered love for eccentricity and individuality.

Oscillating between red and gray tones, the Crystal Iridescent Red Pearl combines seemingly impossible extremes, speaking to a new consumer mindset accustomed to crossing borders and cultures.



Crystal Iridescent Red Pearl (001 947)

NEW CRYSTAL PEARL COLOR



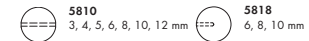
Crystal Iridescent Red Pearl (001 947)

BeCharmed & Pavé



5890
14x9.3 mm
Stainless Steel

Crystal Pearls



5810
3, 4, 5, 6, 8, 10, 12 mm



5817
6, 8 mm



5818
6, 8, 10 mm



5860
10, 12 mm

NEW CERALUN COLORS



Indicolite



Burgundy

DESIGNER EDITIONS

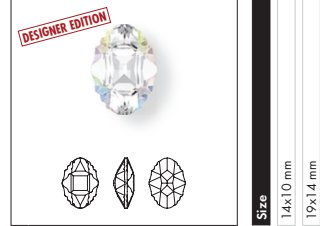
TRIBUTE TO TRIBE COLLECTION DESIGNED BY CÉLINE COUSTEAU

Design Story: Céline Cousteau, the granddaughter of legendary ocean explorer Jacques-Yves Cousteau, is a celebrated filmmaker, environmentalist, and like Daniel Swarovski a genuine humanitarian. Having been raised with a deep-rooted respect for our planet and all its inhabitants – both in the water and on the land – Céline Cousteau recently took up a project in the Brazilian Amazon region, where she has become an ambassador for an indigenous tribe of roughly 6,000 people living in an area the size of Austria.

These tribe members – about one-third of them considered “uncontacted” – have chosen Céline Cousteau to tell their story.

Her designs are inspired by tribal patterns either painted or tattooed on bare skin. They are symbolic of a pristine coexistence with nature and as such are part of a long tradition in which it has always been natural for man to decorate himself, be it for reasons of aesthetics, status, or celebration.

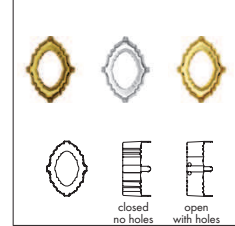
4926 Oval Tribe Fancy Stone ^{NEW!}



Size
14x10 mm
19x14 mm

- Crystal Effects**
- Transparent Effects**
- Crystal AB Z F (001 AB)
- Color Effects**
- Metallic Effects**
- Aquamarine Metallic Blue Z F (202 METBL)
- Graphite Light Chrome Z F (253 LTCH)
- Light Siam Metallic Light Gold Z F (227 MGLD)
- Peridot Scarabaeus Green* Z F (214 SCGR)
- Topaz Dorado Z F (203 DOR)

4926/S ^{NEW!}



Size & color of plating
14x10 mm No plating
19x14 mm No plating
14x10 mm Rhodium
19x14 mm Rhodium
14x10 mm Gold
19x14 mm Gold

- Ring/Hole, Back Configuration**
- 00 C = No ring/hole, closed
- H2 O = 4 holes/2 each side, open

DESIGNER EDITIONS

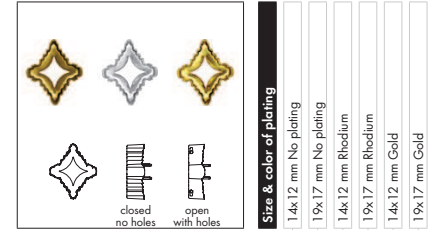
4927 Rhombus Tribe Fancy Stone ^{NEW!}



Size
14x12 mm
19x17 mm

- Crystal Effects**
- Transparent Effects**
- Crystal AB Z F (001 AB)
- Color Effects**
- Metallic Effects**
- Aquamarine Metallic Blue Z F (202 METBL)
- Graphite Light Chrome Z F (253 LTCH)
- Light Siam Metallic Light Gold Z F (227 MGLD)
- Peridot Scarabaeus Green* Z F (214 SCGR)
- Topaz Dorado Z F (203 DOR)

4927/S ^{NEW!}



Size & color of plating
14x12 mm No plating
19x17 mm No plating
14x12 mm Rhodium
19x17 mm Rhodium
14x12 mm Gold
19x17 mm Gold

- Ring/Hole, Back Configuration**
- 00 C = No ring/hole, closed
- H2 O = 4 holes/2 each side, open

6868 Cross Tribe Pendant ^{NEW!}



Size
14 mm
24 mm

- Crystal Effects**
- Transparent Effects**
- Crystal AB Z (001 AB)
- Color Effects**
- Metallic Effects**
- Aquamarine Metallic Blue Z (202 METBL)
- Graphite Light Chrome Z (253 LTCH)
- Light Siam Metallic Light Gold Z (227 MGLD)
- Peridot Scarabaeus Green* Z (214 SCGR)
- Topaz Dorado Z (203 DOR)

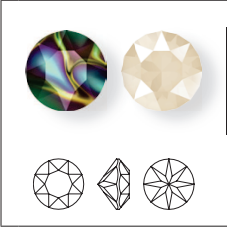
* designed by Jean Paul Gaultier

* designed by Jean Paul Gaultier

ROUND STONES

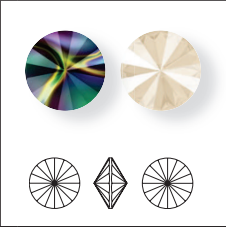
Round Stones are loose crystal elements, most of which are pointed on the reverse side for easy application. The assortment features a wide variety of different cuts. The most innovative is the gemstone-like XIRIUS Chaton.

1088 XIRIUS Chaton



Crystal Effects	SS 29	SS 39
Metallic Effects		
Crystal Rainbow Dark F (001 RABDK)	NEW!	
Crystal Lacquer ^{PRO}		
Crystal Dark Grey (001 L111S)	NEW!	
Crystal Dark Red (001 L108S)	NEW!	
Crystal Ivory Cream (001 L106S)	NEW!	
Crystal Royal Blue (001 L110S)	NEW!	
Crystal Royal Green (001 L109S)	NEW!	
Crystal Royal Red (001 L107S)	NEW!	

1122 Rivoli

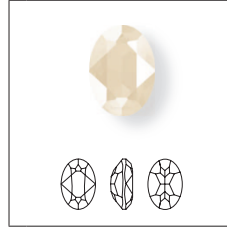


Crystal Effects	SS 29	SS 39	SS 47	12 mm	14 mm
Metallic Effects					
Crystal Rainbow Dark F (001 RABDK)	NEW!				
Crystal Lacquer ^{PRO}					
Crystal Dark Grey (001 L111S)	NEW!				
Crystal Dark Red (001 L108S)	NEW!				
Crystal Ivory Cream (001 L106S)	NEW!				
Crystal Royal Blue (001 L110S)	NEW!				
Crystal Royal Green (001 L109S)	NEW!				
Crystal Royal Red (001 L107S)	NEW!				

FANCY STONES & SETTINGS

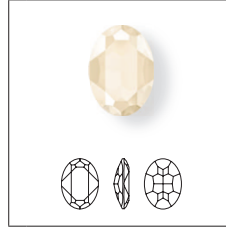
Fancy Stones are offered in a huge assortment of sizes and shapes, from classic to on-trend, with either a faceted or flat reverse side. The settings are each specifically tailored to a Fancy Stone and allow for a myriad of application possibilities.

4120



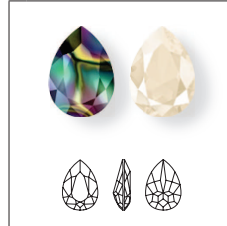
Crystal Effects	14x10 mm	18x13 mm
Crystal Lacquer ^{PRO}		
Crystal Dark Grey (001 L111S)	NEW!	
Crystal Dark Red (001 L108S)	NEW!	
Crystal Ivory Cream (001 L106S)	NEW!	
Crystal Royal Blue (001 L110S)	NEW!	
Crystal Royal Green (001 L109S)	NEW!	
Crystal Royal Red (001 L107S)	NEW!	

4127




Crystal Effects	30x22 mm
Crystal Lacquer ^{PRO}	
Crystal Dark Grey (001 L111S)	NEW!
Crystal Dark Red (001 L108S)	NEW!
Crystal Ivory Cream (001 L106S)	NEW!
Crystal Royal Blue (001 L110S)	NEW!
Crystal Royal Green (001 L109S)	NEW!
Crystal Royal Red (001 L107S)	NEW!

4320



Crystal Effects	14x10 mm	18x13 mm
Metallic Effects		
Crystal Rainbow Dark F (001 RABDK)	NEW!	
Crystal Lacquer ^{PRO}		
Crystal Dark Grey (001 L111S)	NEW!	
Crystal Dark Red (001 L108S)	NEW!	
Crystal Ivory Cream (001 L106S)	NEW!	
Crystal Royal Blue (001 L110S)	NEW!	
Crystal Royal Green (001 L109S)	NEW!	
Crystal Royal Red (001 L107S)	NEW!	

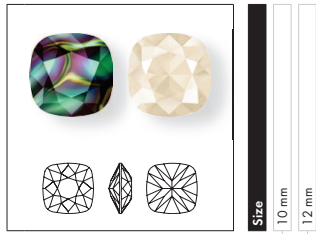
4327



Crystal Effects	30x20 mm
Metallic Effects	
Crystal Rainbow Dark F (001 RABDK)	NEW!
Crystal Lacquer ^{PRO}	
Crystal Dark Grey (001 L111S)	NEW!
Crystal Dark Red (001 L108S)	NEW!
Crystal Ivory Cream (001 L106S)	NEW!
Crystal Royal Blue (001 L110S)	NEW!
Crystal Royal Green (001 L109S)	NEW!
Crystal Royal Red (001 L107S)	NEW!

FANCY STONES & SETTINGS

4470

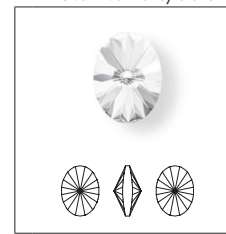


Size	10 mm	12 mm
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- Crystal Effects**
- Metallic Effects**
- Crystal Rainbow Dark F (001 RABDK) NEW!
- Crystal Lacquer^{PRO}**
- Crystal Dark Grey (001 L111S) NEW!
- Crystal Dark Red (001 L108S) NEW!
- Crystal Ivory Cream (001 L106S) NEW!
- Crystal Royal Blue (001 L110S) NEW!
- Crystal Royal Green (001 L109S) NEW!
- Crystal Royal Red (001 L107S) NEW!

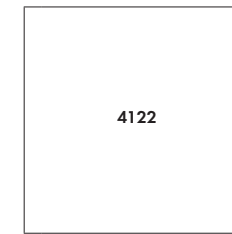
FANCY STONES & SETTINGS

4122 Oval Rivoli Fancy Stone NEW!



Size	8x6 mm	14x10.5 mm	18x13.5 mm
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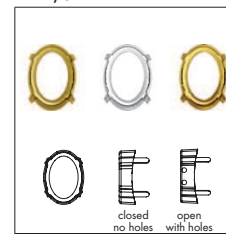
- Crystal**
- Crystal F (001)
- Colors**
- Plain Colors**
- Amethyst F (204)
- Aquamarine F (202)
- Emerald F (205)
- Graphite F (253)
- Jet (280)
- Light Siam F (227)
- Rose F (209)
- Tanzanite F (539)
- Crystal Effects**
- Transparent Effects**
- Crystal AB F (001 AB)
- Crystal Antique Pink F (001 ANTP)
- Crystal Blue Shade F (001 BLSH)
- Crystal Golden Shadow F (001 GSHA)
- Crystal Luminous Green F (001 LUMG)



Size	8x6 mm	14x10.5 mm	18x13.5 mm
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- Metallic Effects**
- Crystal Rainbow Dark F (001 RABDK) NEW!
- Crystal Lacquer^{PRO}**
- Crystal Dark Grey (001 L111S) NEW!
- Crystal Dark Red (001 L108S) NEW!
- Crystal Ivory Cream (001 L106S) NEW!
- Crystal Royal Blue (001 L110S) NEW!
- Crystal Royal Green (001 L109S) NEW!
- Crystal Royal Red (001 L107S) NEW!

4122/S NEW!



Size & color of plating	8x6 mm No plating	14x10.5 mm No plating	18x13.5 mm No plating	8x6 mm Rhodium	14x10.5 mm Rhodium	18x13.5 mm Rhodium	8x6 mm Gold	14x10.5 mm Gold	18x13.5 mm Gold
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- Ring/Hole, Back Configuration**
- 00 C = No ring/hole, closed
- H2 O = 4 holes/2 each side, open

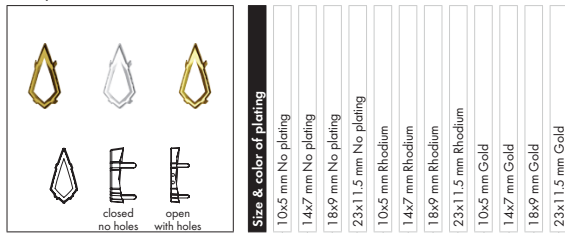
FANCY STONES & SETTINGS

4731 Kite Fancy Stone ^{NEW!}



Crystal	10x5 mm	14x7 mm	18x9 mm	23x11.5 mm
Crystal F (001)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colors				
Plain Colors				
Aquamarine F (202)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Erinite F (360)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tanzanite F (539)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Effects				
Transparent Effects				
Crystal AB F (001 AB)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Antique Pink F (001 ANTP)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Blue Shade F (001 BLSH)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Golden Shadow F (001 GSHA)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Luminous Green F (001 LUMG)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Silver Night (001 SINI)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Silver Shade F (001 SSHA)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

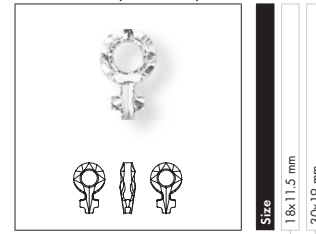
4731/S ^{NEW!}



Ring/Hole, Back Configuration	10x5 mm No plating	14x7 mm No plating	18x9 mm No plating	23x11.5 mm No plating	10x5 mm Rhodium	14x7 mm Rhodium	18x9 mm Rhodium	23x11.5 mm Rhodium	10x5 mm Gold	14x7 mm Gold	18x9 mm Gold	23x11.5 mm Gold
00 C = No ring/hole, closed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H2 O = 4 holes/2 each side, open	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

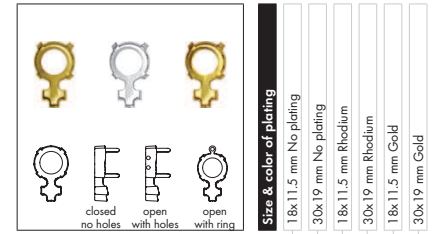
FANCY STONES & SETTINGS

4876 Female Symbol Fancy Stone ^{NEW!}



Crystal	18x11.5 mm	30x19 mm
Crystal (001)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal F (001)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Effects		
Transparent Effects		
Crystal AB (001 AB)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal AB F (001 AB)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Antique Pink (001 ANTP)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Antique Pink F (001 ANTP)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Bermuda Blue F (001 BBL)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Bermuda Blue P (001 BBL)*	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Golden Shadow (001 GSHA)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Golden Shadow F (001 GSHA)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Silver Night (001 SINI)	<input type="checkbox"/>	<input type="checkbox"/>

4876/S ^{NEW!}



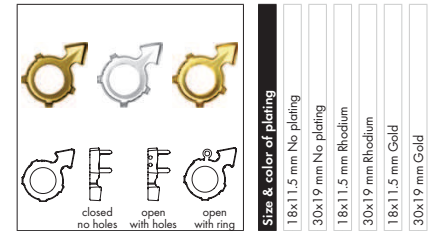
Ring/Hole, Back Configuration	18x11.5 mm No plating	30x19 mm No plating	18x11.5 mm Rhodium	30x19 mm Rhodium	18x11.5 mm Gold	30x19 mm Gold
00 C = No ring/hole, closed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H2 O = 4 holes/2 each side, open	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1T O = 1 Ring/Top, open	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4878 Male Symbol Fancy Stone ^{NEW!}



Crystal	18x11.5 mm	30x19 mm
Crystal (001)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal F (001)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Effects		
Transparent Effects		
Crystal AB (001 AB)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal AB F (001 AB)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Antique Pink (001 ANTP)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Antique Pink F (001 ANTP)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Bermuda Blue F (001 BBL)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Bermuda Blue P (001 BBL)*	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Golden Shadow (001 GSHA)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Golden Shadow F (001 GSHA)	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Silver Night (001 SINI)	<input type="checkbox"/>	<input type="checkbox"/>

4878/S ^{NEW!}



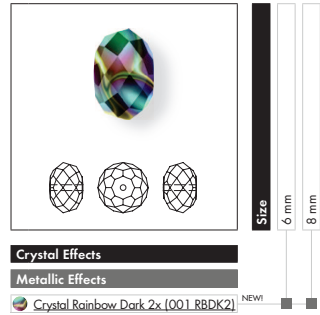
Ring/Hole, Back Configuration	18x11.5 mm No plating	30x19 mm No plating	18x11.5 mm Rhodium	30x19 mm Rhodium	18x11.5 mm Gold	30x19 mm Gold
00 C = No ring/hole, closed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H2 O = 4 holes/2 each side, open	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1T O = 1 Ring/Top, open	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* For details about the "protective layer" please refer to the chapter "Basic Information" in the Swarovski Crystal Collection 2016.

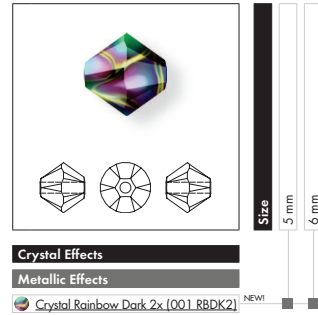
BEADS

Beads offer the highest standard available on the market, with high-quality precision cutting and rounded hole edges for increased brilliance, durability, and reduced wear on threads. They are available in the latest fashion colors for endless creativity.

5040 Briolette Bead



5328 XILLION Bead

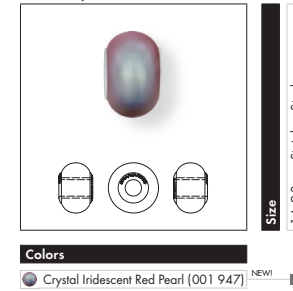


5728 Scarab Bead



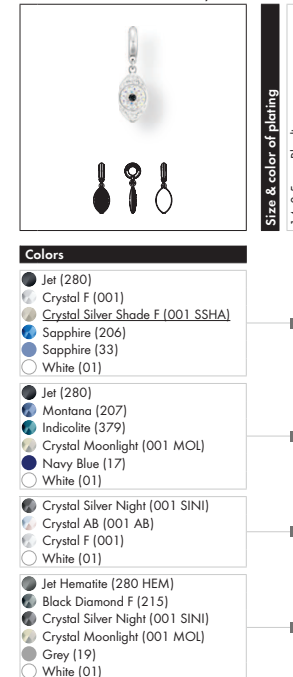
BECHARMED & PAVÉ

5890 Crystal BeCharmed Pearl

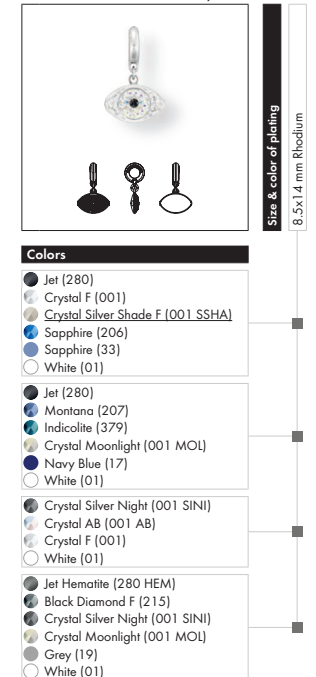


BECHARMED PAVÉ CHARMS

86 564 BeCharmed Pavé Eye Charm ^{NEW!}



86 574 BeCharmed Pavé Eye Charm ^{NEW!}



* designed by Jean Paul Gaultier

* Available from November 2016 onwards

BECHARMED & PAVÉ

BECHARMED PAVÉ PENDANTS

67 534 BeCharmed Pavé Eye Pendant ^{NEW!}



Size & color of plating

- 1.4x8.5 mm Rhodium
- 20x12.5 mm Rhodium
- 1.4x8.5 mm Gold
- 20x12.5 mm Gold

Colors

- Jet (280)
- Crystal F (001)
- Crystal Silver Shade F (001 SSHA)
- Sapphire (206)
- Sapphire (33)
- White (01)
- Jet (280)
- Montana (207)
- Indicolite (379)
- Crystal Moonlight (001 MOL)
- Navy Blue (17)
- White (01)
- Crystal Silver Night (001 SINI)
- Crystal AB (001 AB)
- Crystal (001)
- White (01)
- Jet Hematite (280 HEM)
- Black Diamond F (215)
- Crystal Silver Night (001 SINI)
- Crystal Moonlight (001 MOL)
- Grey (19)
- White (01)
- Light Smoked Topaz F (221)
- Crystal Golden Shadow F (001 GSHA)
- Crystal Metallic Light Gold F (001 MLGLD)
- Pearl Silk (05)
- Antique Gold (35)
- Jet (280)
- Indicolite (379)
- Aquamarine (202)
- Crystal (001)
- Indicolite (50)
- White (01)
- Jet (280)
- Smoked Topaz (220)
- Light Smoked Topaz F (221)
- Crystal Golden Shadow F (001 GSHA)
- Pearl Silk (05)
- Umber (30)
- Jet Hematite (280 HEM)
- Erinite (360)
- Chrysolite (238)
- Crystal Golden Shadow F (001 GSHA)
- Crystal Silver Shade F (001 SSHA)
- Dark Green (13)
- Pearl Silk (05)

67 544 BeCharmed Pavé Eye Pendant* ^{NEW!}



Size & color of plating

- 8.5x1.4 mm Rhodium
- 12.5x20 mm Rhodium
- 8.5x1.4 mm Gold
- 12.5x20 mm Gold

Colors

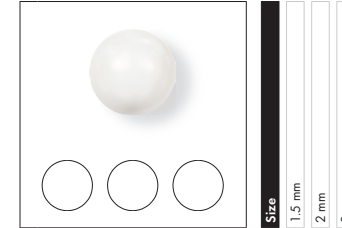
- Jet (280)
- Crystal F (001)
- Crystal Silver Shade F (001 SSHA)
- Sapphire (206)
- Sapphire (33)
- White (01)
- Jet (280)
- Montana (207)
- Indicolite (379)
- Crystal Moonlight (001 MOL)
- Navy Blue (17)
- White (01)
- Crystal Silver Night (001 SINI)
- Crystal AB (001 AB)
- Crystal (001)
- White (01)
- Jet Hematite (280 HEM)
- Black Diamond F (215)
- Crystal Silver Night (001 SINI)
- Crystal Moonlight (001 MOL)
- Grey (19)
- White (01)
- Light Smoked Topaz F (221)
- Crystal Golden Shadow F (001 GSHA)
- Crystal Metallic Light Gold F (001 MLGLD)
- Pearl Silk (05)
- Antique Gold (35)
- Jet (280)
- Indicolite (379)
- Aquamarine (202)
- Crystal (001)
- Indicolite (50)
- White (01)
- Jet (280)
- Smoked Topaz (220)
- Light Smoked Topaz F (221)
- Crystal Golden Shadow F (001 GSHA)
- Pearl Silk (05)
- Umber (30)
- Jet Hematite (280 HEM)
- Erinite (360)
- Chrysolite (238)
- Crystal Golden Shadow F (001 GSHA)
- Crystal Silver Shade F (001 SSHA)
- Dark Green (13)
- Pearl Silk (05)

* Available from November 2016 onwards

CRYSTAL PEARLS

Crystal Pearls are perfect replicas of genuine pearls. They are made of a unique crystal core covered with an innovative pearl coating, which features a flawless, silky smooth, rounded surface, and are available in a variety of shapes, sizes, and colors.

5809 Crystal NoHole Pearl ^{NEW!}

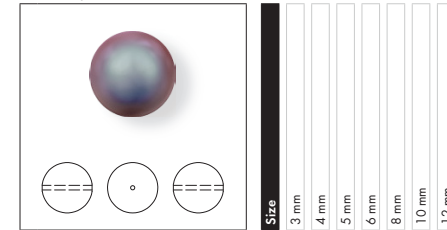


- Size
- 1.5 mm
 - 2 mm
 - 3 mm

Colors

- Crystal Cream Pearl (001 620)
- Crystal Light Grey Pearl (001 616)
- Crystal Rose Gold Pearl (001 769)
- Crystal White Pearl (001 650)
- Gemcolors
- Crystal Mystic Black Pearl (001 335)

5810 Crystal Round Pearl



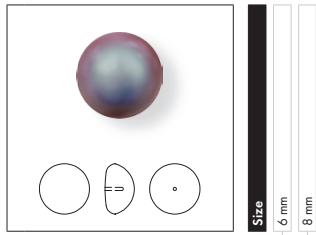
- Size
- 3 mm
 - 4 mm
 - 5 mm
 - 6 mm
 - 8 mm
 - 10 mm
 - 12 mm

Colors

- Crystal Iridescent Red Pearl (001 947) ^{NEW!}

CRYSTAL PEARLS

5817

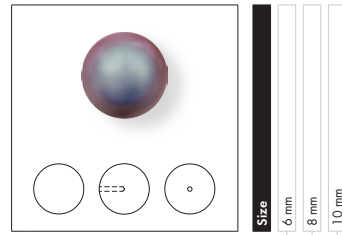


Size
6 mm
8 mm

Colors

Crystal Iridescent Red Pearl (001 947) NEW!

5818

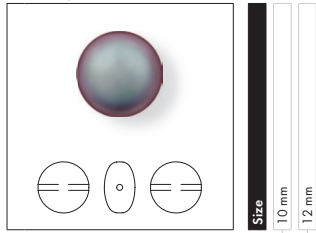


Size
6 mm
8 mm
10 mm

Colors

Crystal Iridescent Red Pearl (001 947) NEW!

5860 Crystal Coin Pearl



Size
10 mm
12 mm

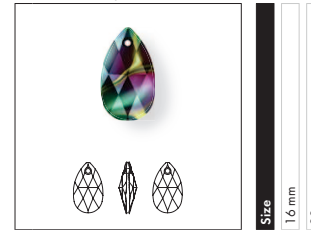
Colors

Crystal Iridescent Red Pearl (001 947) NEW!

PENDANTS

Pendants are available in a large range of classical and avant-garde cuts and shapes. They are highly functional elements thanks to their easy application, with the hole on top requiring only a jump ring/pinch bail with a chain or cord to create beautiful designs.

6106 Pear-shaped Pendant



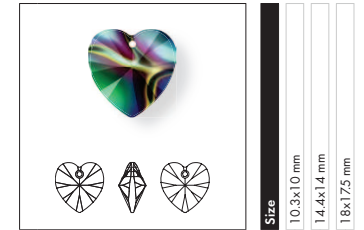
Size
16 mm
22 mm

Crystal Effects

Metallic Effects

Crystal Rainbow Dark (001 RABDK) NEW!

6228 XILION Heart Pendant



Size
10.3x10 mm
14.4x14 mm
18x17.5 mm

Crystal Effects

Metallic Effects

Crystal Rainbow Dark (001 RABDK) NEW!

6480 Spike Pendant



Size
18 mm
28 mm

Crystal Effects

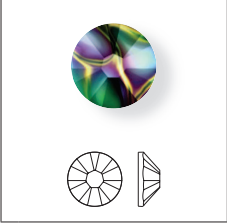
Metallic Effects

Crystal Rainbow Dark (001 RABDK) NEW!

FLAT BACKS NO HOTFIX

Flat Backs No Hotfix are backed with platinum foiling for extra brilliance and protection, and for easy application to a variety of carrier materials using standard glues. They are available in a multitude of sizes, colors, shapes, and cuts, with art. 2088 XIRIUS Rose being the star of the assortment.

2058 XILLION Rose Enhanced



Size

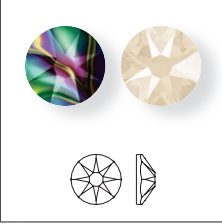
- SS 5
- SS 7
- SS 9

Crystal Effects

Metallic Effects

- Crystal Rainbow Dark F (001 RABDK) ^{NEW!}

2088 XIRIUS Rose



Size

- SS 12
- SS 16
- SS 20
- SS 30
- SS 34

Crystal Effects


Metallic Effects

- Crystal Rainbow Dark F (001 RABDK) ^{NEW!}

Crystal Lacquer^{PRO}

- Crystal Dark Grey (001 L111S) ^{NEW!}
- Crystal Dark Red (001 L108S) ^{NEW!}
- Crystal Ivory Cream (001 L106S) ^{NEW!}
- Crystal Royal Blue (001 L110S) ^{NEW!}
- Crystal Royal Green (001 L109S) ^{NEW!}
- Crystal Royal Red (001 L107S) ^{NEW!}

2304 Raindrop Flat Back



Size

- 6x1.7 mm ^{NEW!}

Crystal

- Crystal F (001)

Colors

Plain Colors

- Blush Rose F (257)

Crystal Effects

Transparent Effects

- Crystal AB F (001 AB)
- Crystal Blue Shade F (001 BLSH)
- Crystal Golden Shadow F (001 GSHA)
- Crystal Luminous Green F (001 LUMG)
- Crystal Silver Night (001 SINI)

FLAT BACKS NO HOTFIX

TRIANGLE FLAT BACK

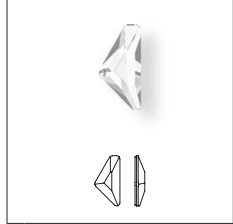
A mix-and-match mindset captures the design world as global consumers expect individual styles and tailored one-of-a-kind solutions. People embrace multiple style directions that reference their flexibility and open mindedness to shift from expressive glam rock to grounded Shaker-inspired looks.

From humble shimmering details on modern workwear-based styles to full-on eccentric glam rock patterns, the Alpha Beta Gamma FBs offer myriad design possibilities, particularly when combined together. These products show that contemporary individualism has literally no limits.



Alpha, Beta & Gamma FBs create together a square.

2738 Triangle Alpha Flat Back ^{NEW!}



Size

- 10x5 mm
- 12x6 mm

Crystal

- Crystal F (001)

Colors

Plain Colors

- Blush Rose F (257)
- Jet (280)
- Light Colorado Topaz F (246)
- Light Sapphire F (211)
- Light Siam F (227)

Crystal Effects

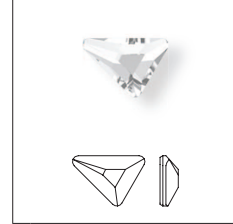
Transparent Effects

- Crystal AB F (001 AB)
- Crystal Golden Shadow F (001 GSHA)
- Crystal Silver Night (001 SINI)

Crystal Lacquer^{PRO}

- Crystal Dark Grey (001 L111S) ^{NEW!}
- Crystal Dark Red (001 L108S) ^{NEW!}
- Crystal Ivory Cream (001 L106S) ^{NEW!}

2739 Triangle Beta Flat Back ^{NEW!}



Size

- 5.8x5.3 mm
- 7x6.5 mm

Crystal

- Crystal F (001)

Colors

Plain Colors

- Blush Rose F (257)
- Jet (280)
- Light Colorado Topaz F (246)
- Light Sapphire F (211)
- Light Siam F (227)

Crystal Effects

Transparent Effects

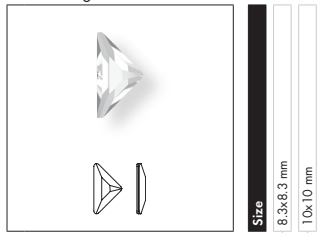
- Crystal AB F (001 AB)
- Crystal Golden Shadow F (001 GSHA)
- Crystal Silver Night (001 SINI)

Crystal Lacquer^{PRO}

- Crystal Dark Grey (001 L111S) ^{NEW!}
- Crystal Dark Red (001 L108S) ^{NEW!}
- Crystal Ivory Cream (001 L106S) ^{NEW!}

FLAT BACKS NO HOTFIX

2740 Triangle Gamma Flat Back ^{NEW!}

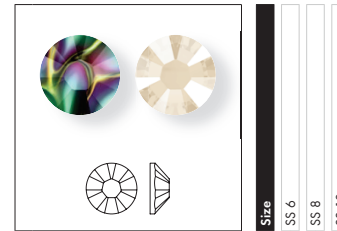


Crystal	Size	8.3x8.3 mm	10x10 mm
Crystal F (001)			
Colors			
Plain Colors			
Blush Rose F (257)			
Jet (280)			
Light Colorado Topaz F (246)			
Light Sapphire F (211)			
Light Siam F (227)			
Crystal Effects			
Transparent Effects			
Crystal AB F (001 AB)			
Crystal Golden Shadow F (001 GSHA)			
Crystal Silver Night (001 SINI)			
Crystal Lacquer^{PRO}			
Crystal Dark Grey (001 L111S) ^{NEW!}			
Crystal Dark Red (001 L108S) ^{NEW!}			
Crystal Ivory Cream (001 L106S) ^{NEW!}			

FLAT BACKS HOTFIX

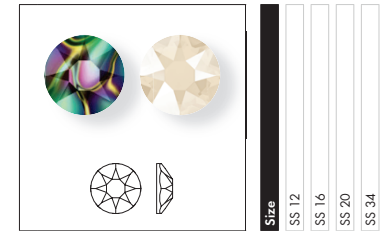
Flat Backs Hotfix have a flat reverse side that has been pre-coated with a heat-sensitive glue. They can be easily applied to a large range of textile carrier materials. The most innovative single item in this product group is art. 2078 XIRIUS Rose.

2038 XILION Rose Hotfix



Crystal Effects	Size	SS 6	SS 8	SS 10
Metallic Effects				
Crystal Rainbow Dark A HF (001 RABDK) ^{NEW!}				
Crystal Lacquer^{PRO}				
Crystal Dark Grey HFT (001 L111S) ^{NEW!}				
Crystal Dark Red HFT (001 L108S) ^{NEW!}				
Crystal Ivory Cream HFT (001 L106S) ^{NEW!}				
Crystal Royal Blue HFT (001 L110S) ^{NEW!}				
Crystal Royal Green HFT (001 L109S) ^{NEW!}				
Crystal Royal Red HFT (001 L107S) ^{NEW!}				

2078 XIRIUS Rose Hotfix



Crystal Effects	Size	SS 12	SS 16	SS 20	SS 34
Metallic Effects					
Crystal Rainbow Dark A HF (001 RABDK) ^{NEW!}					
Crystal Lacquer^{PRO}					
Crystal Dark Grey HFT (001 L111S) ^{NEW!}					
Crystal Dark Red HFT (001 L108S) ^{NEW!}					
Crystal Ivory Cream HFT (001 L106S) ^{NEW!}					
Crystal Royal Blue HFT (001 L110S) ^{NEW!}					
Crystal Royal Green HFT (001 L109S) ^{NEW!}					
Crystal Royal Red HFT (001 L107S) ^{NEW!}					

FLAT BACKS HOTFIX

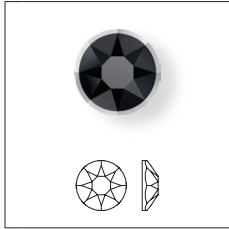
RIMMED FLAT BACK

While the partial metal coating of the Rimmed Flatback resonates with the desire for refined shine and lends itself perfectly to a modern puritan-inspired style, the dichotomy

RIMMED FLAT BACK

of metal and crystal also meets the need to unify opposites, which elevates gender-fluid design directions to new heights.

2078/I Rimmed Flat Back ^{NEW!}



Size
SS 16
SS 20
SS 34

Crystal Effects	SS 16	SS 20	SS 34
Metallic Effects			
Crystal & Dorado Z AHF (001 DORZ)	■	■	■
Crystal & Lt. Chrome Z A HF (001 LTCHZ)	■	■	■
Color Effects			
Metallic Effects			
Black Diamond & Dorado Z A HF (215 DORZ)	■	■	■
Black Diamond & Lt. Chrome Z A HF (215 LTCHZ)	■	■	■
Burgundy & Dorado Z A HF (515 DORZ)	■	■	■
Burgundy & Lt. Chrome Z A HF (515 LTCHZ)	■	■	■
Denim Blue & Dorado Z A HF (266 DORZ)	■	■	■
Denim Blue & Lt. Chrome Z A HF (266 LTCHZ)	■	■	■
Greige & Dorado Z A HF (284 DORZ)	■	■	■
Greige & Lt. Chrome Z A HF (284 LTCHZ)	■	■	■
Jet & Dorado Z A HF (280 DORZ)	■	■	■
Jet & Lt. Chrome Z A HF (280 LTCHZ)	■	■	■
Khaki & Dorado Z A HF (550 DORZ)	■	■	■
Khaki & Lt. Chrome Z A HF (550 LTCHZ)	■	■	■
Light Siam & Dorado Z A HF (227 DORZ)	■	■	■
Light Siam & Lt. Chrome Z A HF (227 LTCHZ)	■	■	■
White Opal & Dorado Z A HF (234 DORZ)	■	■	■
White Opal & Lt. Chrome Z A HF (234 LTCHZ)	■	■	■

FLAT BACKS HOTFIX

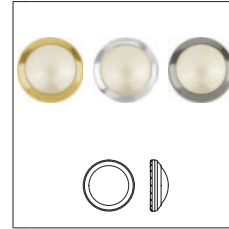
FRAMED FLAT BACKS NEW SHAPES

Framed Flat Backs are a significantly upgraded version of ringed roses. Framed Cabochons are the non-sparkling line extension. Cabochons meet metal, which are plated in silver,

FRAMED FLAT BACKS

gun metal and gold colors. Both the plating quality and the glue applicability have been greatly improved.

2080/H Framed Cabochon ^{NEW!}



Size & color of ring
SS 34 gold (GR)
SS 34 silver (SR)
SS 34 gun metal (GM)

Colors	SS 34 gold (GR)	SS 34 silver (SR)	SS 34 gun metal (GM)
Plain Colors			
Jet M HF (280)	■	■	■
Crystal Pearl Colors			
Crystal Cream Pearl HF (001 291)	■	■	■
Crystal White Pearl HF (001 650)	■	■	■
Crystal Effects			
Transparent Effects			
Crystal Golden Shadow HF (001 GSHA)	■	■	■
Crystal Nacre HF (001 191)	■	■	■
Crystal Color Effects			
Metallic Effects			
Jet Hematite M HF (280 HEM)	■	■	■

FLAT BACKS HOTFIX

TRIANGLE FLAT BACK

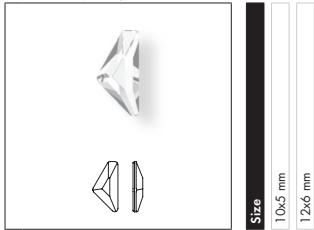
A mix-and-match mindset captures the design world as global consumers expect individual styles and tailored one-of-a-kind solutions. People embrace multiple style directions that reference their flexibility and open mindedness to shift from expressive glam rock to grounded Shaker-inspired looks.



Alpha, Beta & Gamma FBs create together a square.

From humble shimmering details on modern workwear-based styles to full-on eccentric glam rock patterns, the Alpha Beta Gamma FBs offer myriad design possibilities, particularly when combined together. These products show that contemporary individualism has literally no limits.

2738 Triangle Alpha Flat Back ^{NEW!}

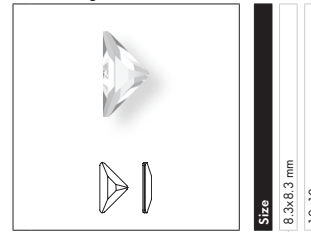


Size
10x5 mm
12x6 mm

- Crystal**
- Crystal M HF (001)
- Colors**
- Plain Colors**
- Blush Rose M HF (257)
- Jet M HF (280)
- Light Colorado Topaz M HF (246)
- Light Sapphire M HF (211)
- Light Siam M HF (227)
- Crystal Effects**
- Transparent Effects**
- Crystal AB M HF (001 AB)
- Crystal Golden Shadow M HF (001 GSHA)
- Crystal Silver Night M HF (001 SINI)
- Crystal Lacquer^{PRO}**
- Crystal Dark Grey HFT (001 L111S) ^{NEW!}
- Crystal Dark Red HFT (001 L108S) ^{NEW!}
- Crystal Ivory Cream HFT (001 L106S) ^{NEW!}

FLAT BACKS HOTFIX

2740 Triangle Gamma Flat Back ^{NEW!}



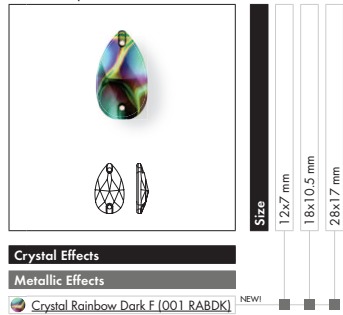
Size
8.3x8.3 mm
10x10 mm

- Crystal**
- Crystal M HF (001)
- Colors**
- Plain Colors**
- Blush Rose M HF (257)
- Jet M HF (280)
- Light Colorado Topaz M HF (246)
- Light Sapphire M HF (211)
- Light Siam M HF (227)
- Crystal Effects**
- Transparent Effects**
- Crystal AB M HF (001 AB)
- Crystal Golden Shadow M HF (001 GSHA)
- Crystal Silver Night M HF (001 SINI)
- Crystal Lacquer^{PRO}**
- Crystal Dark Grey HFT (001 L111S) ^{NEW!}
- Crystal Dark Red HFT (001 L108S) ^{NEW!}
- Crystal Ivory Cream HFT (001 L106S) ^{NEW!}

SEW-ON ARTICLES

Sew-on articles are loose crystals that can be easily sewn on either by hand or with a standard embroidery sewing machine. They come in one-, two-, and three-hole varieties, including round, oval, and triangular holes, all with rounded edges for thread protection.

3230 Drop Sew-on Stone



PRODUCT DETAILS CRYSTAL ELEMENTS

Article Size	Packing Unit = Minimum Order Quantity in Pieces	Average Net Weight in Gram per Packing Unit Crystal (001)	Average Gross Weight in Gram per Packing Unit Crystal (001)
4122			
8x6 mm	180	41.1	42.5
14x10.5 mm	108	127.0	150.5
18x13.5 mm	48	95.6	115.0
4731			
10x5 mm	144	22.5	40.7
14x7 mm	96	38.6	56.8
18x9 mm	48	40.5	60.8
23x11.5 mm	30	54.2	79.5
4876			
18x11.5 mm	24	33.9	52.4
30x19 mm	10	45.2	66.9
4878			
18x11.5 mm	24	24.5	44.7
30x19 mm	10	51.4	73.2
4926			
14x10 mm	36	27.6	45.1
19x14 mm	24	47.0	63.0
4927			
14x12 mm	36	37.9	20.4
19x17 mm	24	44.2	26.6
5809			
1.5 mm	2,000	8.5	18.8
2 mm	1,500	20.4	30.4
3 mm	1,000	36.6	46.4
6868			
14 mm	36	21.4	39.8
24 mm	15	41.1	58.8
2304			
6x1.7 mm	360	7.5	16.2
2738			
10x5 mm	144	16.7	35.1
12x6 mm	96	20.2	38.3
2739			
5.8x5.3 mm	216	19.2	41.9
7x6.5 mm	144	22.6	39.8
2740			
8.3x8.3 mm	216	35.1	54.2
10x10 mm	96	25.1	41.1
2078/I			
SS 16	1,440	39.1	47.1
SS 20	1,440	72.0	79.6
SS 34	144	25.9	48.6
2080/H			
SS 34	144	40.5	49.5

PRODUCT DETAILS BECHARMED & PAVÉ ELEMENTS

Article Size	Packing Unit = Minimum Order Quantity in Pieces	Average Net Weight in Gram per Packing Unit Crystal (001)	Average Gross Weight in Gram per Packing Unit Crystal (001)
86 564 14x8.5 mm	6	2.1	32.4
86 574 8.5x14 mm	6	2.1	32.4
67 534 14x8.5 mm	6	1.3	27.6
20x12.5 mm	6	3	37.8
67 544 8.5x14 mm	6	1.3	27.6
12.5x20 mm	6	3	37.8

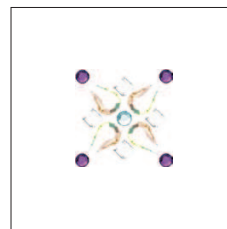
SELF-ADHESIVE ELEMENTS

Crystal-it Infinity is made up of Flat Backs in different shapes, sizes and colors (up to 9 elements per motif possible). An easy-to-apply product due to the specially developed adhesive on the back of the stones.

You can create your own individual and exclusive Crystal-it Infinity designs with Swarovski's special motif service.

ARTICLE EXPLANATION

75 505



C	204/202/001AB/001
E	S10/S12/CS8x5/CS3x3
S	-19x19 (TAPE : 38x33)
M	32 PCS
	100%

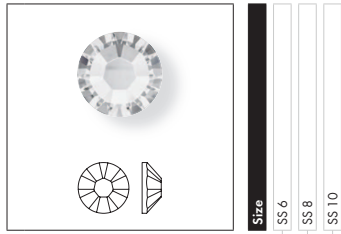
75 505	C	E	S	M	100%
Article number	Color assortment	Elements	Motif size in mm	Minimum order quantity in pieces (PCS)	% of actual size
	For further details, please refer to the color and product charts at the beginning of this chapter. Color code 1(204) corresponds to element 1 (S10); color code 2 (202) corresponds to element 2 (S12) etc.	For details of stone sizes and element codes, please refer to the color and product charts at the beginning of this chapter.	and size of the tape the motif is attached to in mm (TAPE)		

ORDERING EXAMPLE & PRODUCT VARIETY EXPLANATION

75 505	022	204	202	001 AB	001
Article number	Carrier film color	Crystal color corresponding to element 1, color of most frequently used element in the motif.	Crystal color corresponding to element 2, color of second most frequently used element in the motif.	Crystal color corresponding to element 3, color of third most frequently used element in the motif.	Crystal color corresponding to element 4, color of fourth most frequently used element in the motif.
	022 White	Please see the respective color chart for all available reference codes.			

SELF-ADHESIVE ELEMENTS

2038 XILLION Rose



Size
SS 6
SS 8
SS 10

- Crystal
- Crystal (001)
- Colors
- Plain Colors
- Amethyst (204)
- Aquamarine (202)
- Citrine (249)
- Fern Green (291)
- Fuchsia (502)
- Greige (284)
- Indian Siam (327)
- Jet (280)
- Light Peach (362)
- Light Rose (223)
- Montana (207)
- Peridot (214)
- Sapphire (206)
- Siam (208)
- Smoked Topaz (220)
- Tanzanite (539)
- Topaz (203)
- Crystal Effects
- Transparent Effects
- Crystal AB (001 AB)
- Crystal Golden Shadow (001 GSHA)
- Crystal Silver Night (001 SINI)
- Crystal Silver Shade (001 SSHA)
- Metallic Effects
- Crystal Dorado (001 DOR)
- Crystal Light Chrome (001 LTCH)
- Crystal Metallic Light Gold (001 MLGLD)
- Color Effects
- Metallic Effects
- Jet Hematite (280 HEM)

FLAT BACKS FOR CRYSTAL-IT INFINITY

2078 XIRIUS Rose

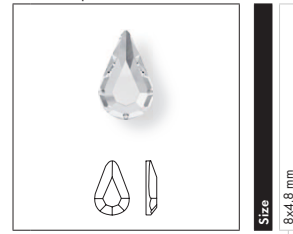


Size
SS 12
SS 16

- Crystal
- Crystal (001)
- Colors
- Plain Colors
- Amethyst (204)
- Aquamarine (202)
- Citrine (249)
- Fern Green (291)
- Fuchsia (502)
- Greige (284)
- Indian Siam (327)
- Jet (280)
- Light Peach (362)
- Light Rose (223)
- Montana (207)
- Peridot (214)
- Sapphire (206)
- Siam (208)
- Smoked Topaz (220)
- Tanzanite (539)
- Topaz (203)
- Crystal Effects
- Transparent Effects
- Crystal AB (001 AB)
- Crystal Golden Shadow (001 GSHA)
- Crystal Silver Night (001 SINI)
- Crystal Silver Shade (001 SSHA)
- Metallic Effects
- Crystal Dorado (001 DOR)
- Crystal Light Chrome (001 LTCH)
- Crystal Metallic Light Gold (001 MLGLD)
- Color Effects
- Metallic Effects
- Jet Hematite (280 HEM)

SELF-ADHESIVE ELEMENTS

2300 Drop Flat Back

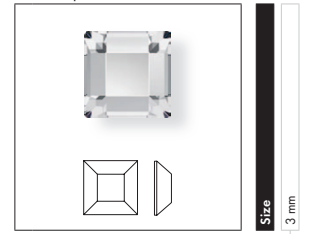


Size
8x4.8 mm

- Crystal
- Crystal (001)
- Colors
- Plain Colors
- Jet (280)
- Crystal Effects
- Transparent Effects
- Crystal AB (001 AB)
- Crystal Golden Shadow (001 GSHA)
- Metallic Effects
- Crystal Light Chrome (001 LTCH)
- Color Effects
- Metallic Effects
- Jet Hematite (280 HEM)

FLAT BACKS FOR CRYSTAL-IT INFINITY

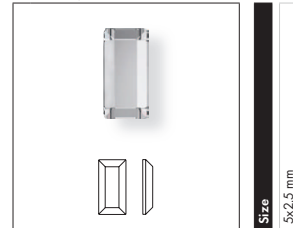
2400 Square Flat Back



Size
3 mm

- Crystal
- Crystal (001)
- Colors
- Plain Colors
- Jet (280)
- Crystal Effects
- Transparent Effects
- Crystal AB (001 AB)
- Crystal Golden Shadow (001 GSHA)
- Metallic Effects
- Crystal Light Chrome (001 LTCH)
- Color Effects
- Metallic Effects
- Jet Hematite (280 HEM)

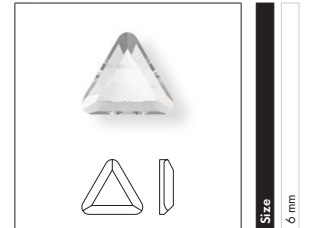
2510 Baguette Flat Back



Size
5x2.5 mm

- Crystal
- Crystal (001)
- Colors
- Plain Colors
- Jet (280)
- Crystal Effects
- Transparent Effects
- Crystal AB (001 AB)
- Metallic Effects
- Crystal Light Chrome (001 LTCH)
- Color Effects
- Metallic Effects
- Jet Hematite (280 HEM)

2711 Triangle Flat Back




Size
6 mm

- Crystal
- Crystal (001)
- Colors
- Plain Colors
- Jet (280)
- Crystal Effects
- Transparent Effects
- Crystal AB (001 AB)
- Metallic Effects
- Crystal Light Chrome (001 LTCH)
- Color Effects
- Metallic Effects
- Jet Hematite (280 HEM)

SELF-ADHESIVE ELEMENTS

2728 Marguerite Flat Back



Size
SS 10

Crystal

- Crystal (001)

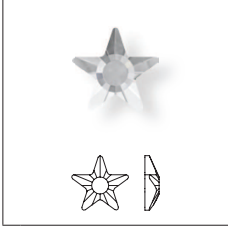
Crystal Effects

Transparent Effects

- Crystal AB (001 AB)

FLAT BACKS FOR CRYSTAL-IT INFINITY

2817 Star Flat Back



Size
5 mm

Crystal

- Crystal (001)

Colors

Plain Colors

- Jet (280)

Crystal Effects

Transparent Effects

- Crystal AB (001 AB)
- Crystal Golden Shadow (001 GSHA)
- Crystal Silver Night (001 SINI)

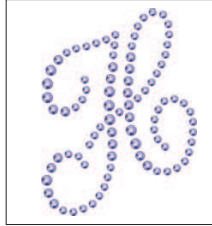
Color Effects

Metallic Effects

- Jet Hematite (280 HEM)

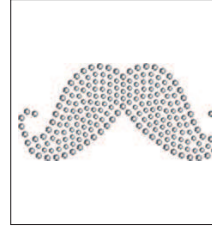
SELF-ADHESIVE ELEMENTS

75 502



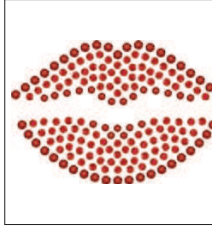
C 539/539/539
E S6/S8/S10
S ~51x38 [TAPE : 75x53]
M 16 PCS **80%**

75 503



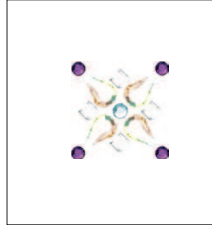
C 280HEM/280HEM
E S6/S8
S ~35x76 [TAPE : 75x105]
M 8 PCS **55%**

75 504



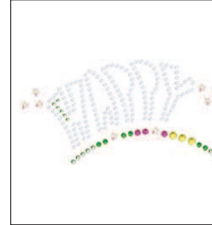
C 327/208/208
E S6/S6/S8
S ~55x38 [TAPE : 75x53]
M 16 PCS **76%**

75 505



C 204/202/001AB/001
E S10/S12/CS8x5/CS3x3
S ~19x19 [TAPE : 38x53]
M 32 PCS **100%**

75 506



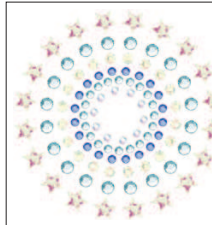
C 001AB/214/214/291/502/249/001AB
E S6/S6/S8/S10/S12/S16T/2817MM5
S ~103x52 [TAPE : 150x105]
M 4 PCS **40%**

75 507




C 001GSHA/001/001GSHA/280HEM/001LTC
E S6/S8/CS8x5/CS3x3/CS3x3
S ~57x34 [TAPE : 75x53]
M 200 PCS **71%**

75 508




C 202/206/001AB/202/001AB/001AB
E S6/S6/S6/S12/CB10/2817MM5
S ~48x48 [TAPE : 75x105]
M 8 PCS **86%**

75 509



C 223/502/223/001/001AB
E S6/S6/S8/CB10/2817MM5
S ~49x36 [TAPE : 75x53]
M 16 PCS **88%**

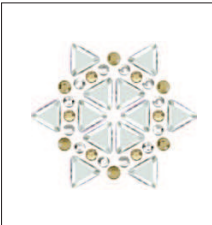
75 510



C 280HEM/001/280HEM/001/280HEM/280/280/001LTC/280
E S6/S6/S8/S10/CS6/CS8x5/CS3x3/CS5x2.5/2817MM5
S ~115x81 [TAPE : 150x105]
M 4 PCS **35%**




75 500



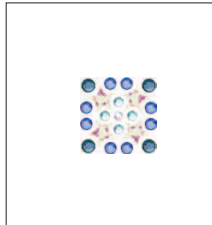
C 001LTC/001GSHA/001MIGLD/001
E S8/S8/S10/CS6
S ~33x29 [TAPE : 75x53]
M 16 PCS **100%**

75 501




C 214/291/001AB/001AB
E S6/S6/S6/2817MM5
S ~60x37 [TAPE : 75x53]
M 16 PCS **66%**

75 511



C 202/001AB/206/207/001AB
E S6/S6/S8/S10/2817MM5
S ~15x15 [TAPE : 38x53]
M 32 PCS **100%**

75 512



C 001SINI/280HEM/001LTC
E S6/S10/CS5x2.5
S ~6x10 [TAPE : 43x210]
M 14 PCS **38%**

SELF-ADHESIVE ELEMENTS

Self-adhesive Elements such as Crystal-it, Crystal Fabric-it, Crystalex-it Chaton, and Crystal Fine Rocks-it are eye-catching and innovative products that come ready to apply.

CRYSTAL ULTRAFINE ROCKS-IT

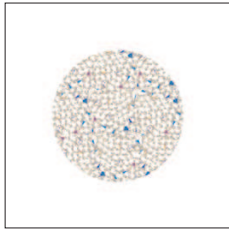
They are pressure-sensitive and self-adhesive and can be used to create elegant, romantic, or sporty designs.

CRYSTAL ULTRAFINE ROCKS-IT

Small, double-pointed PP9 Chatons create a refined surface structure and flexible texture that is thin and lightweight. Available in a wide selection, Crystal Ultrafine Rocks is set to become the star design element across all segments.

ARTICLE EXPLANATION

89 905



C	I010001AB
S	~26x26
M	110 PCS
	100%

89 905	C	S	M	100 %
Article number	Color of crystal	Motif size in mm	Minimum order quantity in pieces (PCS)	% of actual size

ORDERING EXAMPLE & PRODUCT VARIETY EXPLANATION

89 905	I010	001 AB
Article number	Color of film	Color of crystals
	I010 Transparent I012 Black	Please see the respective product matrix for all available reference codes.

SELF-ADHESIVE ELEMENTS

AVAILABLE BASE MATERIALS AND CRYSTAL COLORS & EFFECTS

89 900-89 999

Color of Film

I010 Transparent

I012 Black

Crystal

- Crystal (001)

Color

- Plain Color
- Jet (280)

Crystal Effects

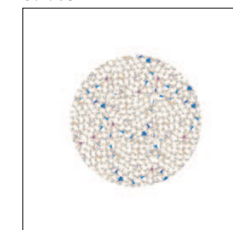
Transparent Effects

- Crystal Aurore Boreale (001 AB)
- Crystal Bermuda Blue (001 BBL)
- Crystal Golden Shadow (001 GSHA)
- Crystal Moonlight (001 MOL)
- Crystal Red Magma (001 REDM)
- Crystal Silver Shade (001 SSHA)

Metallic Effects

- Crystal Comet Argent Light (001 CAL)
- Crystal Metallic Light Gold (001 MGLD)
- Crystal Metallic Silver (001 METSI)

89 905

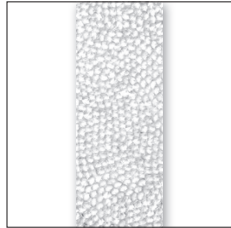


C	I010001AB
S	~26x26
M	110 PCS
	100%

SELF-ADHESIVE ELEMENTS

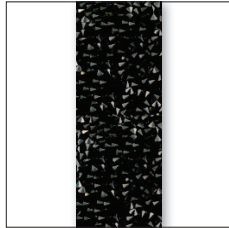
OVERVIEW OF AVAILABLE COLORS & EFFECTS

Crystal (001)



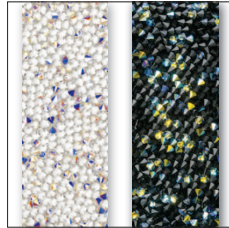
010 Transparent

Jet (280)



012 Black

Crystal Aurore Boreale (001 AB)



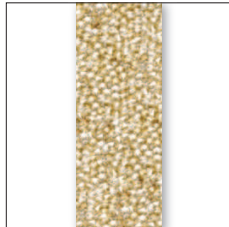
010 Transparent 012 Black

Crystal Bermuda Blue (001 BBL)



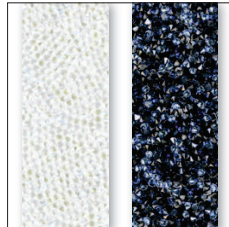
012 Black

Crystal Golden Shadow (001 GSHA)



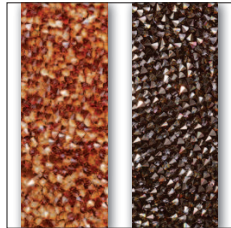
010 Transparent

Crystal Moonlight Blue (001 MOL)



010 Transparent 012 Black

Crystal Red Magma (001 REDM)



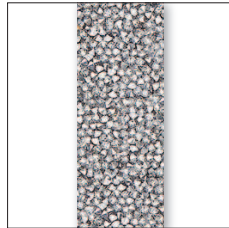
010 Transparent 012 Black

Crystal Silver Shade (001 SSHA)



010 Transparent 012 Black

Crystal Comet Argent Light (001 CAL)



010 Transparent

Crystal Metallic Light Gold (001 MGLD)



010 Transparent

Crystal Metallic Silver (001 METSI)



010 Transparent 012 Black

CRYSTAL ULTRAFINE ROCKS-IT

SELF-ADHESIVE ELEMENTS

SPECIAL MOTIF SERVICE

A special motif is any individual design created by the customer that differs to the Self-adhesive Elements Standard or Crystal Inspirations Collections. This service opens up an abundance of customization possibilities and enables you to profit from Swarovski's longstanding experience and design expertise. A range of customization options for existing Motifs is also available (see "Customization Possibilities" below). You can also submit design sketches that meet your specialist requirements – such as a brand image or an image for a particular sales campaign. This will then be made up according to your specifications using Computer Aided Design, which means that adjustments can be made easily according to your needs.

CUSTOMIZATION POSSIBILITIES FOR CRYSTAL-IT INFINITY

- Change of elements and colors of elements of an existing motif
- Change of size of an existing motif
- Logos or brand names
- Up to 9 different elements per motif are possible

CUSTOMIZATION POSSIBILITIES FOR CRYSTAL ULTRAFINE ROCKS-IT MOTIFS

- Min. size: 15 x15 mm or effective surface of 2.25cm²
- Max. size: 400x330 mm
- Min. Crystal Ultrafine Rocks-it surface: 3.4 mm
- Min. width of holes within motifs: 3 mm
- Min. gap between motif outlines: 9 mm

Due to production issues, motifs with edges and angles of less than 90° need to be rounded off. Tolerance value = 1.0 mm (diameter Ø 2.0mm).

ORDERING PROCESS

Send your request with the drawing you wish to order to your nearest Swarovski sales office. Make sure you include all measurements for the desired motif. Please also indicate which product group your special motif applies to (Crystal-it Infinity, Crystal Ultrafine Rocks-it). You will then receive a quotation including your article number, minimum order quantity, price, and the line drawing of your special motif in PDF format. Please contact your Swarovski sales office again if any changes are required. Your special motif will be produced and delivered following your confirmation.

PLEASE NOTE

Please always submit the drawing of your desired motif to represent it in the actual size you require. A small sketch, when enlarged to the desired size, will have blurred lines that will make it difficult to correctly reproduce. Pictures or drawings representing 100% size of the design or very good quality scans in JPG, BMP, or DXF format will ensure that we have clear data to work with. These can also be sent via e-mail or on CD-ROM. If you are sending a sewing pattern, please include the whole pattern and not just cut-outs. When the sketch is submitted as a hard copy by fax or e-mail, please include a scale legend (e.g. copy/scan with ruler next to the drawing). This will ensure that the desired size of the motif can be identified.

Special productions are generally offered to all our customers if these are deemed to be feasible and comply with our General Terms and Conditions. Please note that ordering a design does not grant exclusive production of this design to the customer.

If detailed information on potential tolerances is needed (e.g. cavity production for a metal parts), please contact Swarovski who will enter an application request into our application database.

For detailed application information, please refer to the Application Manual and our business website SWAROVSKI.COM/PROFESSIONAL or contact your Swarovski sales office.

TRANSFERS

Transfers are ideal for hotfix application on all kinds of textiles. They are available in a large range of motifs from the in-house design team, but also offer the option of customized

designs when combined with different articles from the Flat Back Hotfix assortment.

New Exclusive Effect for art. 2038 XILION Rose and art. 2078 XIRIUS Rose

Crystal Rainbow Dark AHF (001 RABDK)

Available in the following sizes:

2038 XILION Rose
SS 6, SS 8, SS 10

2078 XIRIUS Rose
SS 12, SS 16, SS 20, SS 34

New Exclusive Crystal Lacquer^{PRO} Effects for art. 2038 XILION Rose and art. 2078 XIRIUS Rose

Crystal Dark Grey HFT (001 L111S)
Crystal Dark Red HFT (001 L108S)
Crystal Ivory Cream HFT (001 L106S)
Crystal Royal Blue HFT (001 L110S)
Crystal Royal Green HFT (001 L109S)
Crystal Royal Red HFT (001 L107S)

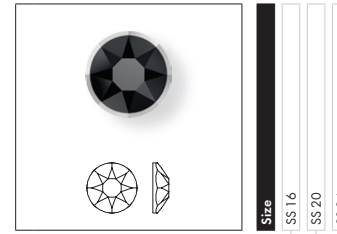
Available in the following sizes:

2038 XILION Rose
SS 10

2078 XIRIUS Rose
SS 16, SS 34

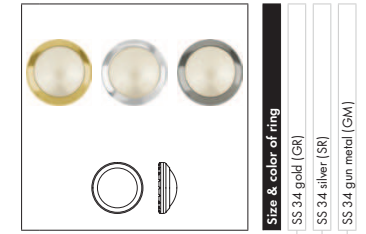
TRANSFERS

2078/I Rimmed Flat Back ^{NEW!}



Crystal Effects	SS 16	SS 20	SS 34
Metallic Effects			
Crystal & Dorado Z AHF (001 DORZ)	■	■	■
Crystal & Lt. Chrome Z A HF (001 LTCHZ)	■	■	■
Color Effects			
Metallic Effects			
Black Diamond & Dorado Z A HF (215 DORZ)	■	■	■
Black Diamond & Lt. Chrome Z A HF (215 LTCHZ)	■	■	■
Burgundy & Dorado Z A HF (515 DORZ)	■	■	■
Burgundy & Lt. Chrome Z A HF (515 LTCHZ)	■	■	■
Denim Blue & Dorado Z A HF (266 DORZ)	■	■	■
Denim Blue & Lt. Chrome Z A HF (266 LTCHZ)	■	■	■
Greige & Dorado Z A HF (284 DORZ)	■	■	■
Greige & Lt. Chrome Z A HF (284 LTCHZ)	■	■	■
Jet & Dorado Z A HF (280 DORZ)	■	■	■
Jet & Lt. Chrome Z A HF (280 LTCHZ)	■	■	■
Khaki & Dorado Z A HF (550 DORZ)	■	■	■
Khaki & Lt. Chrome Z A HF (550 LTCHZ)	■	■	■
Light Siam & Dorado Z A HF (227 DORZ)	■	■	■
Light Siam & Lt. Chrome Z A HF (227 LTCHZ)	■	■	■
White Opal & Dorado Z A HF (234 DORZ)	■	■	■
White Opal & Lt. Chrome Z A HF (234 LTCHZ)	■	■	■

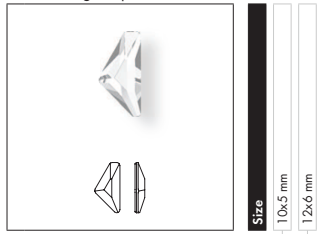
2080/H Framed Cabochon ^{NEW!}



Colors	SS 34 gold (GR)	SS 34 silver (SR)	SS 34 gun metal (GM)
Plain Colors			
Jet M HF (280)	■	■	■
Crystal Pearl Colors			
Crystal Cream Pearl HF (001 291)	■	■	■
Crystal White Pearl HF (001 650)	■	■	■
Crystal Effects			
Transparent Effects			
Crystal Golden Shadow HF (001 GSHA)	■	■	■
Crystal Nacre HF (001 191)	■	■	■
Crystal Color Effects			
Metallic Effects			
Jet Hematite M HF (280 HEM)	■	■	■

TRANSFERS

2738 Triangle Alpha Flat Back ^{NEW!}

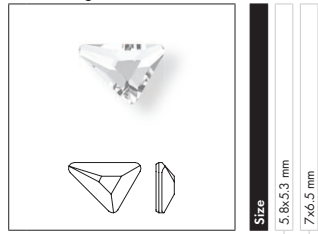


Size
10x5 mm
12x6 mm

Crystal	
<input type="checkbox"/>	Crystal M HF (001)
Colors	
Plain Colors	
<input type="checkbox"/>	Blush Rose M HF (257)
<input type="checkbox"/>	Jet M HF (280)
<input type="checkbox"/>	Light Colorado Topaz M HF (246)
<input type="checkbox"/>	Light Sapphire M HF (211)
<input type="checkbox"/>	Light Siam M HF (227)
Crystal Effects	
Transparent Effects	
<input type="checkbox"/>	Crystal AB M HF (001 AB)
<input type="checkbox"/>	Crystal Golden Shadow M HF (001 GSHA)
<input type="checkbox"/>	Crystal Silver Night M HF (001 SINI)
Crystal Lacquer ^{PRO}	
<input type="checkbox"/>	Crystal Dark Grey HFT (001 L111S) ^{NEW!}
<input type="checkbox"/>	Crystal Dark Red HFT (001 L108S) ^{NEW!}
<input type="checkbox"/>	Crystal Ivory Cream HFT (001 L106S) ^{NEW!}

TRANSFERS

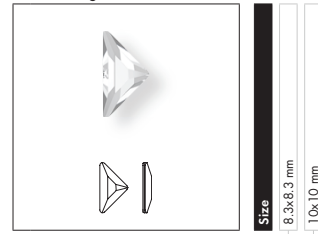
2739 Triangle Beta Flat Back ^{NEW!}



Size
5.8x6.3 mm
7x6.5 mm

Crystal	
<input type="checkbox"/>	Crystal M HF (001)
Colors	
Plain Colors	
<input type="checkbox"/>	Blush Rose M HF (257)
<input type="checkbox"/>	Jet M HF (280)
<input type="checkbox"/>	Light Colorado Topaz M HF (246)
<input type="checkbox"/>	Light Sapphire M HF (211)
<input type="checkbox"/>	Light Siam M HF (227)
Crystal Effects	
Transparent Effects	
<input type="checkbox"/>	Crystal AB M HF (001 AB)
<input type="checkbox"/>	Crystal Golden Shadow M HF (001 GSHA)
<input type="checkbox"/>	Crystal Silver Night M HF (001 SINI)
Crystal Lacquer ^{PRO}	
<input type="checkbox"/>	Crystal Dark Grey HFT (001 L111S) ^{NEW!}
<input type="checkbox"/>	Crystal Dark Red HFT (001 L108S) ^{NEW!}
<input type="checkbox"/>	Crystal Ivory Cream HFT (001 L106S) ^{NEW!}

2740 Triangle Gamma Flat Back ^{NEW!}



Size
8.3x8.3 mm
10x10 mm

Crystal	
<input type="checkbox"/>	Crystal M HF (001)
Colors	
Plain Colors	
<input type="checkbox"/>	Blush Rose M HF (257)
<input type="checkbox"/>	Jet M HF (280)
<input type="checkbox"/>	Light Colorado Topaz M HF (246)
<input type="checkbox"/>	Light Sapphire M HF (211)
<input type="checkbox"/>	Light Siam M HF (227)
Crystal Effects	
Transparent Effects	
<input type="checkbox"/>	Crystal AB M HF (001 AB)
<input type="checkbox"/>	Crystal Golden Shadow M HF (001 GSHA)
<input type="checkbox"/>	Crystal Silver Night M HF (001 SINI)
Crystal Lacquer ^{PRO}	
<input type="checkbox"/>	Crystal Dark Grey HFT (001 L111S) ^{NEW!}
<input type="checkbox"/>	Crystal Dark Red HFT (001 L108S) ^{NEW!}
<input type="checkbox"/>	Crystal Ivory Cream HFT (001 L106S) ^{NEW!}







TRANSFERS

Swarovski Metallics for Transfers are now available in five new appealing colors. Highly sought after by all markets, these colors beautifully complement the existing crystal assortment and lay the foundation for versatile new looks and design opportunities.

NEW COLORS



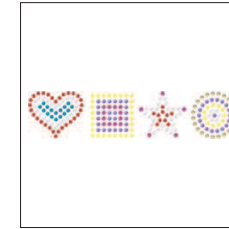
CARE INSTRUCTIONS

					
Turn inside out, choose a gentle wash cycle and use mild laundry detergent.	Do not use chlorine bleach!	Do not tumble dry!	Iron inside out using a silk/polyester/viscose setting.	The textile can be gently dry-cleaned using hydrocarbon. Turn inside out.	The textile will withstand gentle professional wet cleaning. Turn inside out.
To protect the crystals as much as possible, the use of a soft wash bag is recommended.			Please be advised that ironing too long may reactivate the adhesive. It is recommended to turn the textile inside out and use a pressing cloth.	To protect the crystals as much as possible, the use of a soft wash bag is recommended.	To protect the crystals as much as possible, the use of a soft wash bag is recommended.

TRANSFERS



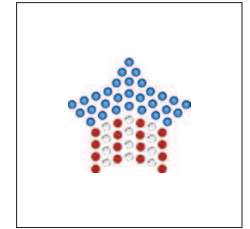
13 275



C R4005/R5009-001AB/227/231/
001GSHA/502
E M2/M2-S5/S5/S6/S6/S6
S ~104x23
M 52 PCS 40%

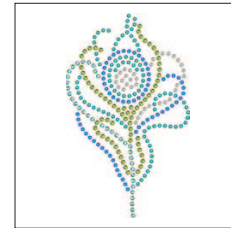
STANDARD COLLECTION

13 276



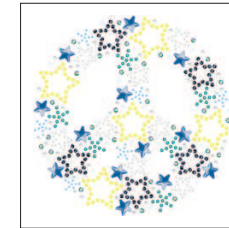
C 243/227/001
E S5/S5/S5
S ~24x23
M 180 PCS 100%

13 277



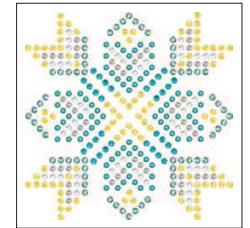
C 229/243/215/228/001SCGR
E S5/S5/S5/S6/S6
S ~53x88
M 39 PCS 46%

13 278



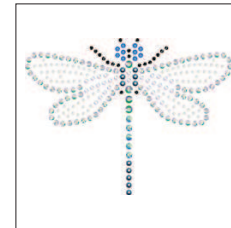
C R5009-001PBLUHFT/001AB/202/229/
001/231/253/001SCGR
E MST-P3/S3/S3/S5/S5/S6/S6/S8
S ~99x99
M 8 PCS 40%

13 279



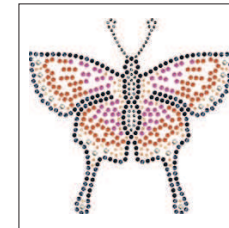
C 229/001/215/001METSH/001SCGR/263
E S5/S5/S5/S6/S6/S6
S ~62x62
M 39 PCS 66%

13 280



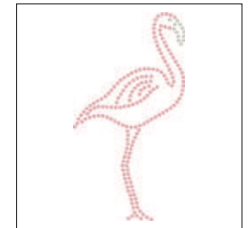
C 001AB/280/001AB/243/001PARSH/
001METBL/001RIG/001SCGR
E S3/S3/S5/S5/S6/S6/S8/S10
S ~75x56
M 21 PCS 55%

13 281



C 001ROGL/280HEM/280/236/253/
502/001SSHA
E S3/S3/S6/S6/S6/S6/S8
S ~93x88
M 10 PCS 44%

13 282

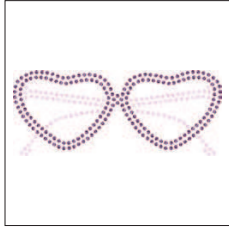


C 262/001SSHA
E PP7/PP7
S ~42x80
M 6 PCS 52%

* Color tones according to the RAL colors.

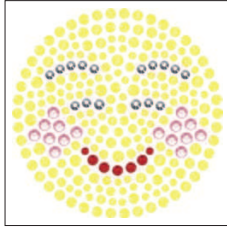
TRANSFERS

13 283



C	204/223
E	S3/S3
S	~77x31
M	36 PCS
	54%

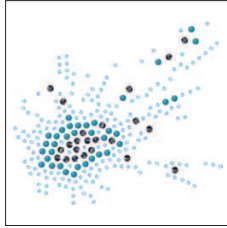
13 284



C	231/227/231/280HEM/231/227/ 280HEM/223/231
E	S6/S6/S8/S8/S10/S10/S10/S12/S12
S	~73x71
M	20 PCS
	78%

STANDARD COLLECTION

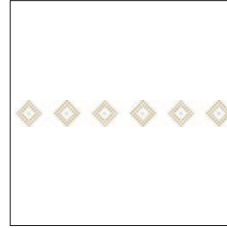
13 285



C	R5009-202/253
E	M2.S3/S6
S	~63x55
M	28 PCS
	66%

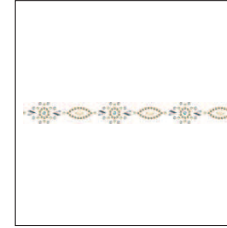
TRANSFERS

13 293



C	R1019/R9003-001/001GSHA/246
E	M2/M7x7-CS3x3/S6/S6
S	~976x22 [15 seg./row]
M	7 ROWS
	23%

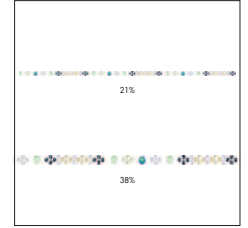
13 294



C	001LITCH/001GSHA/001DOR/ 001GSHA/215/001SCGR
E	CS8x5/CS8x4/S6/S8/S10/S12
S	~951x19 [15 seg./row]
M	7 ROWS
	22%

STANDARD COLLECTION

13 295



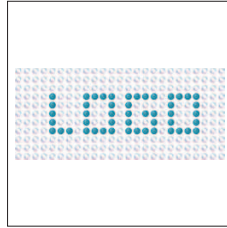
C	001PGRHFT/001SCGR/ 265/213/253/246
E	P4/P4/S6/S6/S6/S6
S	~967x4 [14 seg./row]
M	12 ROWS

13 286



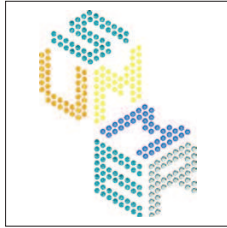
C	223/209/327
E	S3/S8/S8
S	~81x62
M	20 PCS
	50%

13 287



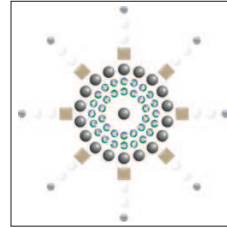
C	R5009-001AB
E	M2.S6
S	~59x26
M	84 PCS
	70%

13 288



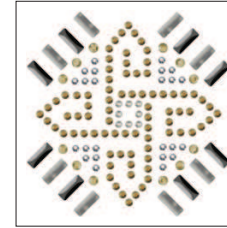
C	263/360/231/243/259
E	S6/S6/S6/S6/S6
S	~57x75
M	44 PCS
	55%

13 298



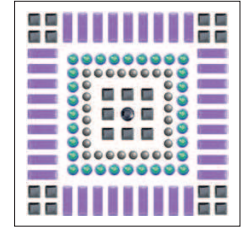
C	086/R9003/R1019-001617/001SCGR
E	M2/M2.5/M3x3P3/S6
S	~52x53
M	48 PCS
	80%

13 300



C	086/070-280HEM/215/001DOR/ 001MLGLD
E	M7x3/M7x3-S5/S5/S6/S8
S	~50x51
M	48 PCS
	80%

13 301



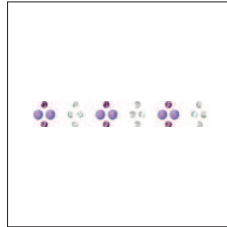
C	R4005-001617/001SCGR/280HEM/253
E	M10x3-P3/P4/CS4x4/S20
S	~66x67
M	24 PCS
	60%

13 289



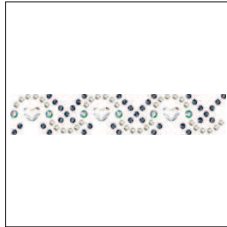
C	001LITCH
E	S6
S	~231x39
M	16 PCS
	18%

13 290



C	R4005-001SSHA/204
E	M2.S3/S3
S	~506x5 [41 seg./row]
M	15 ROWS
	100%

13 291



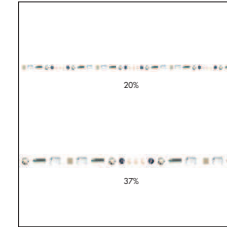
C	001/253/001SSHA/001SCGR
E	2808MM60/S6/S6/S10
S	~979x15 [39 seg./row]
M	9 ROWS
	55%

13 302



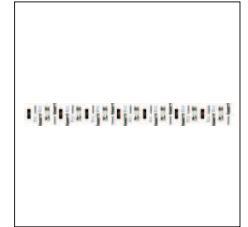
C	084/R1019/R9005-280HEM/001GSHA
E	M3x3/M7x3/M12x6-CS5x2.5/CS4x4
S	~80x31
M	50 PCS
	50%

13 303



C	R1019/096-001GSHA/001/253/ 001SSHA
E	M3x3/M7x3-P3/CS6x4/S12/S16
S	~956x4 [13 seg./row]
M	12 ROWS

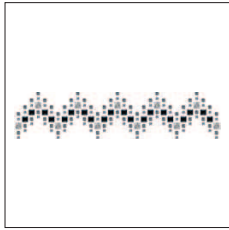
13 304



C	096/092-001/280/001SSHA
E	M10x3/M7x3-CS5x2.5/2555MM8x2.6/ 2555MM12x4
S	~174x19
M	35 PCS
	23%

TRANSFERS

13 305



C R9005-253/280HEM/001BLAPA
E M7x7-CS3x3/CS4x4/2493MM8
S ~253x56
M 9 PCS 16%

STANDARD COLLECTION

13 306



C 280HEM/280/001GSHA/280HEM/
001MLGLD/001SCGR/253/204
E CS5x2/CS5x2,5/CS4x4/56/56/58/
S10/S12
S ~48x83
M 39 PCS 50%

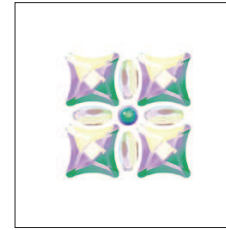
13 307



C 001617/280HEM/001/001SINI/
001LTCH/280HEM/001SSHA/215
E P3/CS8x4/2037MM8/2611MM8/
S6/S6/S6/S6
S ~133x84
M 6 PCS 32%

TRANSFERS

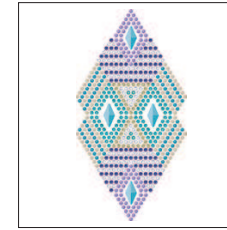
13 315



C 001SCGR/001AB/001PARSH
E P4/CE8x4/2494MM10,5
S ~25x25
M 78 PCS 100%

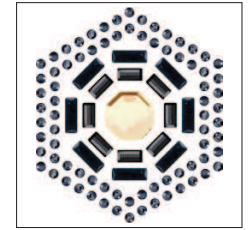
STANDARD COLLECTION

13 316



C R1019/R4005/R5009/071-
265/263/277/001MLGLD/229
E M2/M2/M2/M12x6-S6/S6/S6/S6
S ~55x105
M 15 PCS 40%

13 321



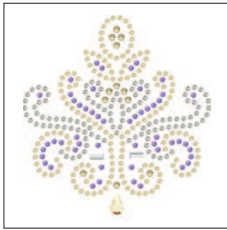
C R9005-280HEM/001GSHA/253
E M7x3-CS5x2,5/2611MM10/S6
S ~37x43
M 84 PCS 100%

13 308



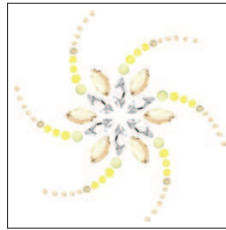
C R1019-001GSHA/001MLGLD/253
E M2P3/S6/S6
S ~82x127
M 16 PCS 33%

13 309



C R4005-001GSHA/001LTCH/246/
215/001GSHA
E M2-CS8x5/CS5x2,5/S5/S5/S8
S ~67x71
M 39 PCS 56%

13 311



C 01GSHA/001/001GSHA/246/231/
231/001PYELHFT
E CS8x4/2797MM8x4/S3/S5/S6/S8/S10
S ~52x52
M 24 PCS 80%

13 312



C 001SSHA/001GSHA/001LTCH
E 2555MM8x2,6/25040MM9x7/S6
S ~112x45
M 10 PCS 36%

13 313



C 001AB/280HEM
E CS7x6/CS7x6
S ~22x22
M 72 PCS 100%

13 314



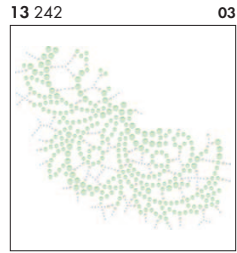
C 001BLAPA/001SSHA/001
E 2493MM8/2555MM15x5/
2555MM15x5
S ~86x21
M 26 PCS 46%

TRANSFERS

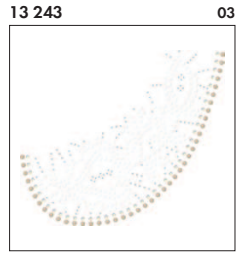


CRYSTAL INSPIRATIONS
COLLECTION
CLASSIC

CRYSTAL INSPIRATIONS COLLECTIONS



13 242 03
C 001PGRHFT/001PGRHFT/001/234
E P3/P4/S3/S6
S ~134x113
M 6 PCS 32%



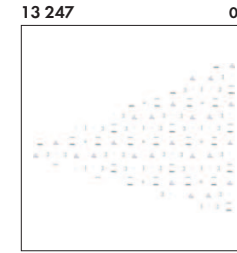
13 243 03
C R9003/R9003/R1019/001/234
E M2/M2.5/M2.5-S3/S6
S ~107x91
M 10 PCS 38%

TRANSFERS

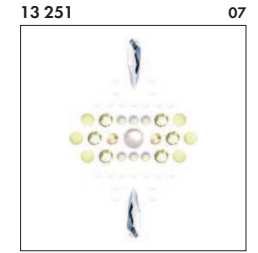


CRYSTAL INSPIRATIONS
COLLECTION
PROGRESSIVE

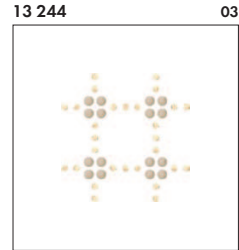
CRYSTAL INSPIRATIONS COLLECTIONS



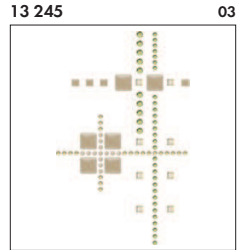
13 247 07
C 082/092/001PBLUHFT/001LTC/001/001
E M7x3/M7x3-P4/P4/CS6x4/CS7x6
S ~266x196
M 3 PCS 15%



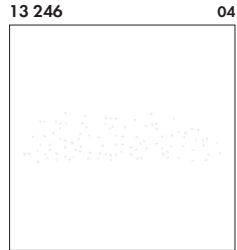
13 251 07
C 001621/279/234/001/213AB/
001PYELHFT/213
E P4/S6/S6/2304MM10x2.8/S8/S10/S10
S ~25x40
M 114 PCS 100%



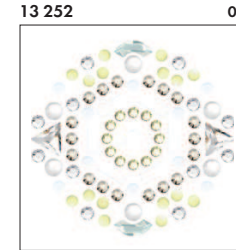
13 244 03
C R1019/001GSHA
E M2-S3
S ~25x25
M 105 PCS 100%



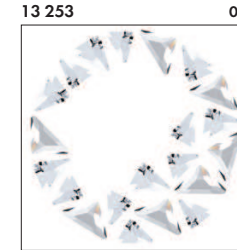
13 245 03
C R1019/R1019/R1019/
001GSHA/S50/001GSHA/S50
E M2/M7x7/M3x3-CS3x3/S6/S6/S10
S ~57x92
M 33 PCS 46%



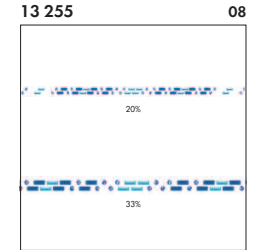
13 246 04
C 001HFT/001HFT
E S8/S10
S ~196x49
M 16 PCS 20%



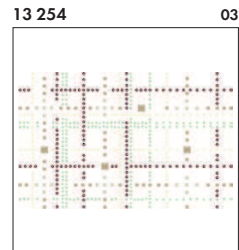
13 252 07
C R9003/R9003-001PBLUHFT/001650/001/
001/213/001SSHA/001PYELHFT/001
E M8/M7x3-P3/P4/2720MM7.5/
2037MM8/S8/S10/S10/S12
S ~45x43
M 32 PCS 90%



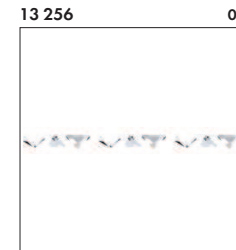
13 253 07
C 001/001/001
E 2739MM5.8x5.3/2739MM7x6.5/
2740MM8.3x8.3
S ~46x47
M 51 PCS 90%



13 255 08
C R5009/071-L1105
E M7x3/M7x3-S10
S ~234x6
M 52 PCS



13 254 03
C R1019/R1019/001GSHA/001PGRHFT/
001L108S/001L106S
E M7x7/M3x3-CS3x3/S10/S10/S10
S ~212x134
M 6 PCS 20%



13 256 08
C 001/001/001
E 2738MM10x5/2739MM5.8x5.3/
2740MM8.3x8.3
S ~973x6 (28 SEG/ROW)
M 12 ROWS 43%

TRANSFERS



13 263 **05**

C R5021/R5009/001291/001/001GSHA/246/001L109S
E M2,5/M3x3P3/CS5x2/CS4x4/SB/S10
S ~18x92
M 72 PCS **46%**

13 264 **05**

C 001GSHA GM/R5009/R1019/001/001BLSH/263/204/001L109S
E FFB16/M2,5/M8-CS8x5/2714MM60/S10/S10/S10
S ~61x21
M 90 PCS **72%**

TRANSFERS

13 274 **06**

C 288/211/229SAT/288/211/000
E S6/S6/S10/S10/S10/2739MM7x6,5
S ~49x42
M 68 PCS **81%**

CRYSTAL INSPIRATIONS COLLECTIONS

13 265 **05**

C R5021-001GSHA/001/229SAT/202/001GSHA
E M2P4/CS8x4/S6/S6/2612MM6
S ~57x57
M 51 PCS **74%**

13 266 **05**

C R4005-001GSHA/246/001ANTP/229SAT/204
E M2,5-CS3x3/S5/S6/SB/S10
S ~99x36
M 40 PCS **43%**

13 267 **05**

C 266 GR/094/R4005-001/229SAT/001LISH/001
E FFB34/M2/M3-S3/S6/SB/2304MM10x2,8
S ~42x92
M 20 PCS **46%**



13 257 **09**

C 266 GM/092/096/R4005-001SCGR/501/227
E FFB16/M2,5/M12x6/M12x6-2813MM8x5,5/S8/2304MM10x2,8
S ~158x24
M 12 PCS **27%**

13 258 **09**

C 086266/R3020-001CHRMV/001SCGR/539/001BLSH/243
E FFB20/M7x3P3/P3/SB/2304MM10x2,8/S10
S ~168x5
M 23 PCS

13 269 **06**

C 280 GM/R4007/R9005/R9005/R9005-257/257/001RABDK/001ROSPA
E FFB34/M7x7/M3x3/M10x3/M7x3-2304MM10x2,8/2304MM14x3,9/S10/2034SS20
S ~191x110
M 8 PCS **22%**

13 270 **06**

C 288/288/001A8/001SINI
E S6/S10/2205MM7,5/2205MM10
S ~33x38
M 45 PCS **100%**

13 272 **05**

C 266 GR/001GSHA GR/R5009/094-001291/001GSHA/246/001/001GSHA
E FFB16/FFB20/M2/M3x3P3/CS8x5/S6/2753MM10/S8
S ~83x80
M 20 PCS **54%**

13 259 **09**

C 266 SR/096-280HEM/001/227
E FFB16/M7x3P3/2037MM8/2304MM10x2,8
S ~14x22
M 117 PCS **100%**

13 260 **09**

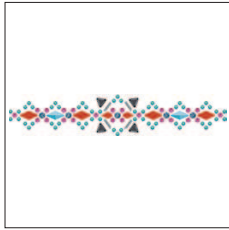
C 266 SR/092/092-253/001SCGR/243/227/001SINI/539/227
E FFB16/M7x3/M12x6-CS3x3/2813MM8x5,5/S8/2304MM10x2,8/2304MM14x3,9/S10/S12
S ~56x55
M 21 PCS **78%**

13 261 **10**

C 501/539/001SCGR/001SSHA
E S8/S10/S10/S10
S ~253x57
M 9 PCS **17%**

TRANSFERS

13 262 09



C 086266/092/R5003/R4007-001SCGR/280HEM/227/502
 E FFB16/M7x3/M12x6/M12x6-P3/CS7x6/2205MM7,5/S12
 S ~144x27
 M 30 PCS 30%

CRYSTAL INSPIRATIONS COLLECTIONS

SYNTHETICS

CRYSTAL FABRIC

MOTIFS

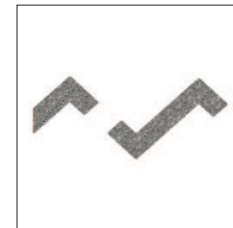


57 362



C 012-001PARSH
 S ~71x57
 M 60 PCS 50%

57 365



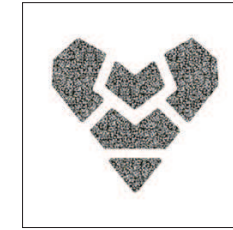
C 010-001CHRM
 S ~110x46
 M 48 PCS 35%

57 368



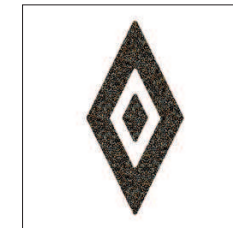
C 012-001HEL
 S ~78x96
 M 44 PCS 40%

57 360



C 012-001CAL
 S ~54x50
 M 80 PCS 60%

57 363



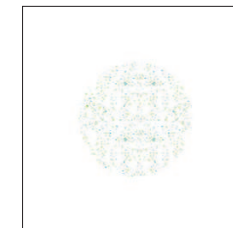
C 012-001DOR
 S ~38x77
 M 84 PCS 50%

57 366



C 012-001MOL
 S ~108x48
 M 48 PCS 35%

57 369



C 010-001AB
 S ~22x22
 M 290 PCS 100%

57 361



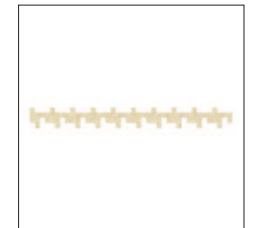
C 012-280HEM
 S ~53x71
 M 60 PCS 50%

57 364



C 010-001COP
 S ~57x57
 M 75 PCS 60%

57 367

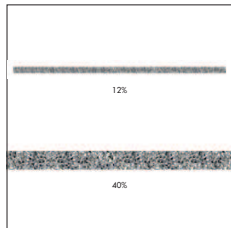


C 010-001GSHA
 S ~160x16
 M 72 PCS 25%

SYNTHETICS



72 038



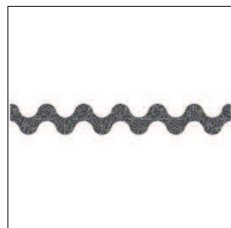
C 010001CAL
S ~345x9
M 18 PCS

72 041



C 012001MOL
S ~68x66
M 23 PCS

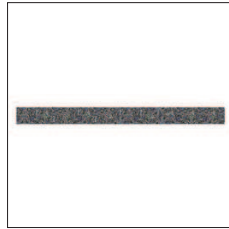
72 045



C 012001PARSH
S ~199x27
M 16 PCS

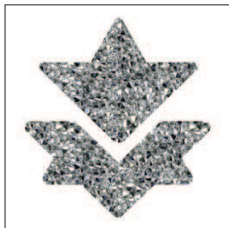
CRYSTAL ROCKS

72 036



C 012001PARSH
S ~165x13
M 30 PCS

72 039



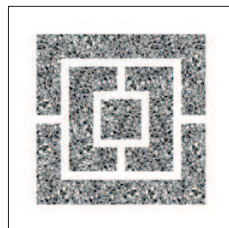
C 010001CAL
S ~46x49
M 46 PCS

72 042



C 012280
S ~51x104
M 17 PCS

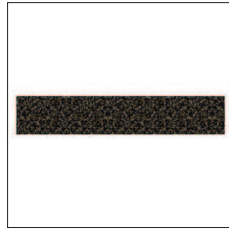
72 046



C 010001CAL
S ~63x64
M 20 PCS

MOTIFS

72 037



C 012280NUT
S ~165x30
M 17 PCS

72 040



C 012001HEL
S ~64x70
M 25 PCS

72 043



C 010395
S ~132x110
M 8 PCS

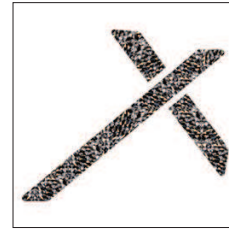
72 047



C 010001MFMILG
S ~63x78
M 20 PCS

SYNTHETICS

72 048



C 010001MLGD
S ~103x85
M 12 PCS

72 051



C 010227
S ~60x118
M 20 PCS

72 044



C 010395
S ~132x110
M 8 PCS

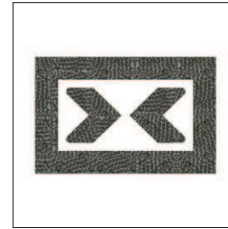
72 047



C 010001MFMILG
S ~63x78
M 20 PCS

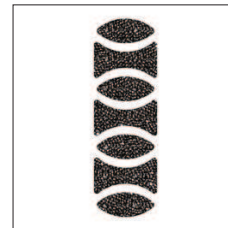
CRYSTAL ROCKS

72 049



C 012001MAT
S ~72x46
M 30 PCS

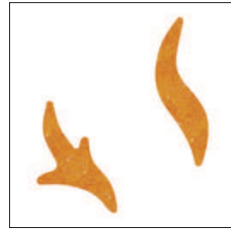
72 052



C 012001METSJ
S ~35x112
M 23 PCS

MOTIFS

72 050

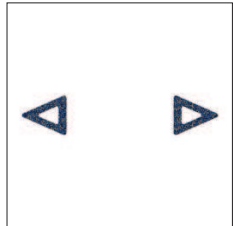


C 010259
S ~76x86
M 16 PCS

SYNTHETICS



74 037



C 012001MFBLL
S ~122x24
M 30 PCS 31%

74 040



C 012001M106
S ~79x73
M 16 PCS 45%

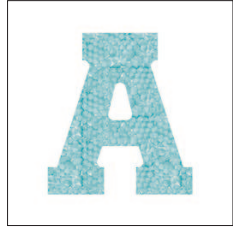
74 043



C 010001CAL
S ~89x79
M 16 PCS 45%

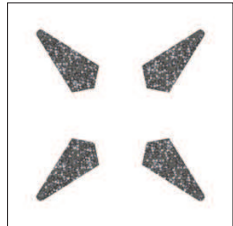
CRYSTAL FINE ROCKS

74 035



C 010267
S ~36x40
M 56 PCS 80%

74 038



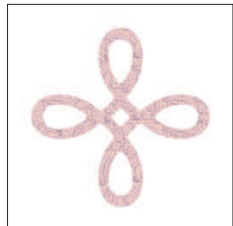
C 012001MFSSH
S ~64x65
M 20 PCS 52%

74 041



C 012001METS1
S ~66x66
M 23 PCS 51%

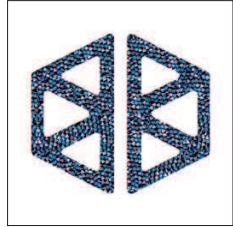
74 044



C 012001PARSH
S ~71x71
M 30 PCS 50%

MOTIFS

74 036



C 012001BBL
S ~59x53
M 30 PCS 60%

74 039



C 012001SSHA
S ~76x77
M 30 PCS 48%

74 042



C 010001MLGLD
S ~31x52
M 63 PCS 65%

74 045



C 012227
S ~43x34
M 63 PCS 75%

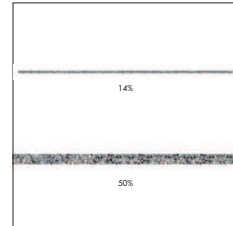
SYNTHETICS

74 046



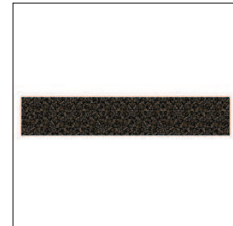
C 012001MFAB
S ~51x38
M 48 PCS 70%

74 049



C 010001CAL
S ~345x4
M 26 PCS

74 053



C 012280NUT
S ~165x30
M 17 PCS 25%

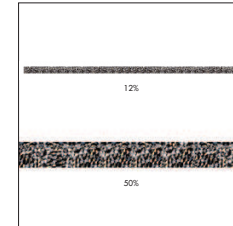
CRYSTAL FINE ROCKS

74 047



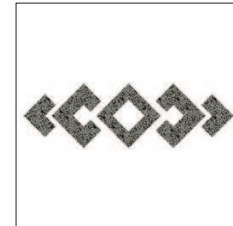
C 012001HEL
S ~63x61
M 20 PCS 55%

74 050



C 010001MLGLD
S ~345x10
M 17 PCS

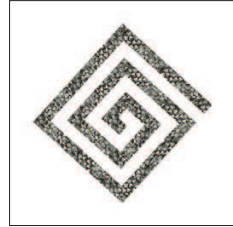
74 054



C 012001CHRM
S ~139x42
M 14 PCS 30%

MOTIFS

74 048



C 010001CHRM
S ~59x59
M 48 PCS 60%

74 052



C 012001PARSH
S ~165x15
M 30 PCS 25%

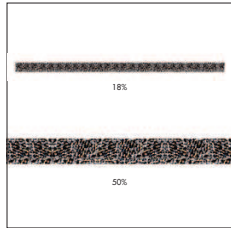
SYNTHETICS

CRYSTAL ULTRAFINE ROCKS

Small, double-pointed PP9 Chatons create a refined surface structure and flexible texture that is thin and lightweight. Available in a wide selection, Crystal Ultrafine Rocks is set to become the star design element across all segments.

ARTICLE EXPLANATION

89 906



C	010-001MLGLD
S	-230x10
M	17 PCS

89 906	C	S	M	18 %
Article number	Color of crystal	Motif size in mm	Minimum order quantity in pieces (PCS)	% of actual size

ORDERING EXAMPLE & PRODUCT VARIETY EXPLANATION

89 906	010	001 MLGLD
Article number	Color of film	Color of crystals
	010 Transparent 012 Black	Please see the respective product matrix for all available reference codes.

CRYSTAL ULTRAFINE ROCKS

SYNTHETICS

AVAILABLE BASE MATERIALS AND CRYSTAL COLORS & EFFECTS

89 900-89 999

Color of Film

Crystal

- Crystal (001)

Color

Plain Color

- Jet (280)

Crystal Effects

Transparent Effects




- Crystal Aurore Boreale (001 AB)
- Crystal Bermuda Blue (001 BBL)
- Crystal Golden Shadow (001 GSHA)
- Crystal Moonlight (001 MOL)
- Crystal Red Magma (001 REDM)
- Crystal Silver Shade (001 SSHA)

Metallic Effects

- Crystal Comet Argent Light (001 CAL)
- Crystal Metallic Light Gold (001 MLGLD)
- Crystal Metallic Silver (001 METSI)

SYNTHETICS

OVERVIEW OF AVAILABLE COLORS & EFFECTS


<p>Crystal (001)</p>  <p>010 Transparent</p>	<p>Jet (280)</p>  <p>012 Black</p>	<p>Crystal Aurore Boreale (001 AB)</p>  <p>010 Transparent 012 Black</p>
<p>Crystal Bermuda Blue (001 BBL)</p>  <p>012 Black</p>	<p>Crystal Golden Shadow (001 GSHA)</p>  <p>010 Transparent</p>	<p>Crystal Moonlight Blue (001 MOL)</p>  <p>010 Transparent 012 Black</p>
<p>Crystal Red Magma (001 REDM)</p>  <p>010 Transparent 012 Black</p>	<p>Crystal Silver Shade (001 SSHA)</p>  <p>010 Transparent 012 Black</p>	<p>Crystal Comet Argent Light (001 CAL)</p>  <p>010 Transparent</p>
<p>Crystal Metallic Light Gold (001 MGLD)</p>  <p>010 Transparent</p>	<p>Crystal Metallic Silver (001 METSI)</p>  <p>010 Transparent 012 Black</p>	

CRYSTAL ULTRAFINE ROCKS

SYNTHETICS

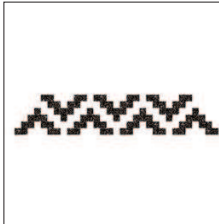


89 908



C	010-001CAL	
S	~39x38	
M	68 PCS	100%

89 911



C	012-001METSI	
S	~135x26	
M	27 PCS	30%

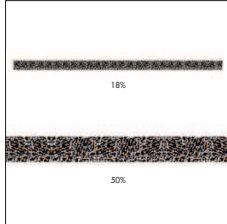
89 914



C	012-001SSHA	
S	~73x71	
M	20 PCS	50%


CRYSTAL ULTRAFINE ROCKS

89 906



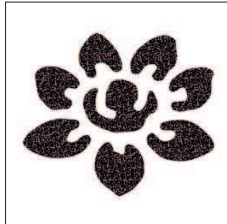
C	010-001MGLD	
S	~230x10	
M	17 PCS	

89 909



C	012-001MOL	
S	~39x54	
M	48 PCS	70%

89 912



C	012-001REDM	
S	~84x71	
M	16 PCS	45%

89 915



C	010-001CAL	
S	~144x24	
M	24 PCS	30%

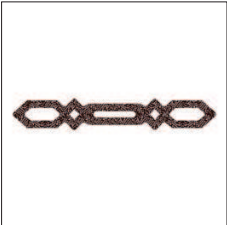
MOTIFS

89 907



C	012-001BBL	
S	~28x25	
M	110 PCS	100%

89 910



C	012-280	
S	~106x16	
M	39 PCS	38%

89 913



C	010-001GSHA	
S	~62x55	
M	28 PCS	60%

89 916



C	012-280	
S	~160x28	
M	20 PCS	25%

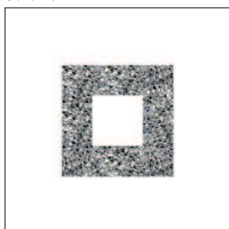
SYNTHETICS

89 917



C	012001AB	
S	~16x121	32%
M	39 PCS	

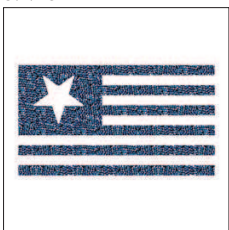
89 920



C	010001CAL	
S	~22x22	100%
M	130 PCS	

CRYSTAL ULTRAFINE ROCKS

89 918



C	012001BBL	
S	~86x48	45%
M	20 PCS	

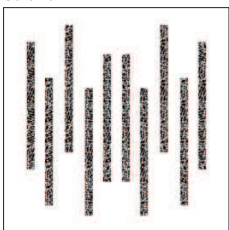
89 921



C	010001MGLD	
S	~30x30	100%
M	86 PCS	

MOTIFS

89 919



C	010001MGLD	
S	~79x84	45%
M	12 PCS	

89 922



C	012280	
S	~21x18	100%
M	180 PCS	

SYNTHETICS

A special motif is a design created by the customer that differs to the Crystal Ultrafine Rocks Standard Collection. This service opens up an abundance of customization possibilities and enables you to profit from Swarovski's longstanding experience and design expertise. A range of customization options for existing motifs is available (see "Customization Possibilities" below). You can also submit design sketches that meet your special needs, such as a brand image or an image for a particular sales campaign. This will then be made up according to your specifications using Computer Aided Design, which means that adjustments can be made easily according to your needs.

CUSTOMIZATION POSSIBILITIES FOR CRYSTAL ULTRAFINE ROCKS

- Min. size: 15 x 15 mm or effective surface of 2.25cm²
- Max. size: 400 x 330 mm
- Min. Crystal Ultrafine Rocks surface: 3.4 mm
- Min. width of holes within motifs: 3 mm
- Min. gap between motif outlines: 9 mm

Due to production issues, motifs with edges and angles of less than 90° need to be rounded off. Tolerance value = 1.0 mm (diameter Ø 2.0mm).

ORDERING PROCESS

Send your request with the drawing you wish to order to your nearest Swarovski sales office. Make sure you include all measurements for the desired motif. Please also indicate which product group your special motif applies to (Crystal Ultrafine Rocks). You will then receive a quotation including your article number, minimum order quantity, price, and the line drawing of your special motif in PDF format. Please contact your Swarovski sales office again if any changes need to be made. Your special motif will be produced and delivered following your confirmation.

CRYSTAL ULTRAFINE ROCKS SPECIAL MOTIF SERVICE

PLEASE NOTE

Please always submit the drawing of your desired motif to represent it in the actual size you require. A small sketch, when enlarged to the desired size, will have blurred lines that will make it difficult to correctly reproduce. Pictures or drawings representing 100% size of the design or very good quality scans in JPG, BMP, or DXF format will ensure that we have clear data to work with. These can also be sent via email or on CD-ROM. If sending a sewing pattern, please include the whole pattern and not just cut-outs. When the sketch is submitted as a hard copy by fax or e-mail, please include a scale legend (e.g. copy/scan with ruler next to the drawing). This will ensure that the desired size of the motif can be identified.

Special productions are generally offered to all our customers if these are deemed to be feasible and comply with our General Terms and Conditions. Please note ordering of a design does not grant exclusive production of this design to the customer.

If detailed information on the possible tolerances is required (e.g. cavity production for metal parts), please contact Swarovski who will enter an application request into our application database.

For detailed application information, please refer to the Application Manual and our business website SWAROVSKI.COM/PROFESSIONAL or contact your Swarovski sales office.

SYNTHETICS

NEW EFFECTS FOR CRYSTAL MEDLEY MOTIFS

73 000
onwards

Color of Film
010 Transparent
012 Black

Crystal Effects

Transparent Effects

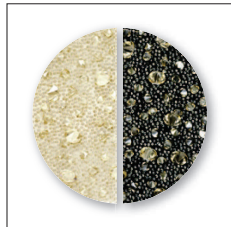
- Crystal Golden Shadow (001 GSHA) NEW!
- Crystal Paradise Shine (001 PARSH) NEW!

Multicolors

- Crystal Metallic Light Gold (001 MLGLD) NEW!
- Jet (280)

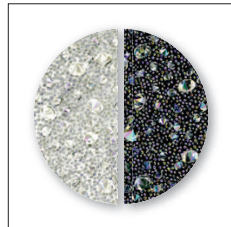
OVERVIEW OF AVAILABLE EFFECTS

Crystal Golden Shadow (001 GSHA)



010 Transparent 012 Black

Crystal Paradise Shine (001 PARSH)



010 Transparent 012 Black

Crystal Metallic Light Gold (001 MLGLD) & Jet (280)



012 Black

CRYSTAL MEDLEY

SYNTHETICS



CRYSTAL MEDLEY

73 017



C 010-001MLGLD/001MLGLD/001MLGLD
S ~39x37
M 56 PCS 100%

73 018



C 010-001CAL/001CAL/001CAL
S ~52x52
M 30 PCS 65%

MOTIFS

73 019



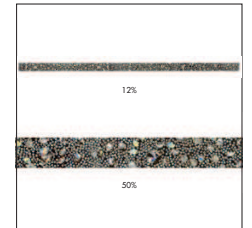
C 012-001CAL/001CAL/001CAL
S ~44x50
M 42 PCS 80%

73 020



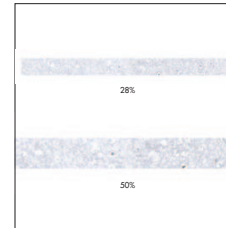
C 012-280/280/280
S ~30x30
M 86 PCS 100%

73 021



C 012-001IRIG/001IRIG/001IRIG
S ~350x12
M 15 PCS

73 022



C 010-001CAL/001CAL/001CAL
S ~150x12
M 36 PCS

SYNTHETICS

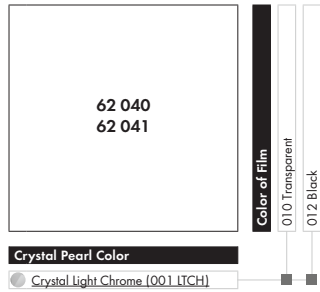
CRYSTALTEX

CABOCHON BANDINGS

METAL TRIMMINGS

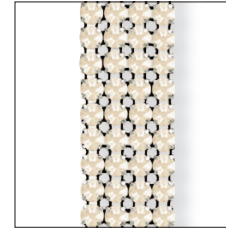
FLAT BACK BANDINGS

NEW EFFECT FOR CRYSTALTEX
CABOCHON BANDINGS



Metal Trimmings are forward-integrated metal products and bestsellers across different segments. They can be sewn on by hand or machine or applied mechanically to different fabrics or other materials.

55 000

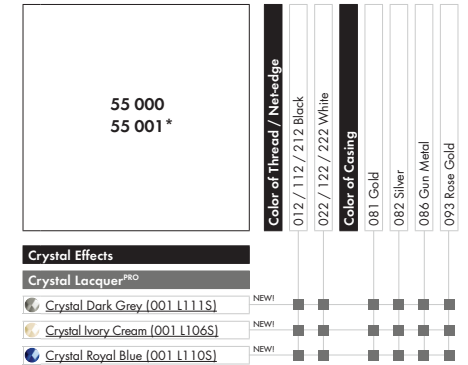


R 001-024
SS SS 20
M 05 M | 100%

55 001*



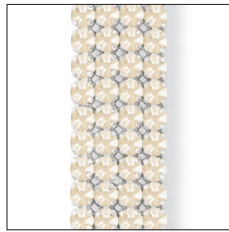
R 001
SS SS 20
M 10 M | 100%



* Art. 55 001 is not available with net-edge. When ordering one row with net-edge, art. 55 000 is to be used.

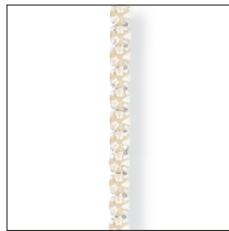
METAL TRIMMINGS

55 300



R 001-024
 SS SS 16
 M 05 M 100%

55 301*



R 001
 SS SS 16
 M 05 M 100%

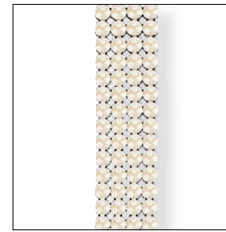
FLAT BACK BANDINGS



Crystal Effects		Color of Thread / Net-edge	
Crystal Lacquer ^{PRO}		012 / 112 / 212 Black	
Crystal Dark Grey [001 L111S]		022 / 122 / 222 White	
Crystal Ivory Cream [001 L106S]		Color of Coating	
Crystal Royal Blue [001 L110S]		081 Gold	
		082 Silver	
		086 Gun Metal	
		093 Rose Gold	

METAL TRIMMINGS

55 500



R 001-024
 SS SS 12
 M 10 M 100%

55 501*



R 001
 SS SS 12
 M 10 M 100%

FLAT BACK BANDINGS



Crystal Effects		Color of Thread / Net-edge	
Crystal Lacquer ^{PRO}		012 / 112 / 212 Black	
Crystal Dark Grey [001 L111S]		022 / 122 / 222 White	
Crystal Ivory Cream [001 L106S]		Color of Coating	
Crystal Royal Blue [001 L110S]		081 Gold	
		082 Silver	
		086 Gun Metal	
		093 Rose Gold	

* Art. 55 301 is not available with net-edge. When ordering one row with net-edge, art. 55 300 should be used.

* Art. 55 501 is not available with net-edge. When ordering one row with net-edge, art. 55 500 is to be used.

METAL TRIMMINGS

55 100 onwards

Color of Thread / Net-edge
 012 / 112 / 212 Black
 022 / 122 / 222 White

Color of Coating
 081 Gold
 082 Silver
 086 Gun Metal
 093 Rose Gold

COLOR OF CRYSTALS
Crystal Effects
Crystal Lacquer^{PRO}

Crystal Dark Grey (001 L111S)	NEW!	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Ivory Cream (001 L106S)	NEW!	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Royal Blue (001 L110S)	NEW!	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

FLAT BACK MOTIFS

STANDARD COLLECTION

55 128

C 082-266/001/001IRIG
 E SS20/SS20/SS20
 S ~115x65 [EXCL. NET-EDGE]
 M 10 PCS 31%

55 129

C 093-220/259/502/001GSHA
 E SS20/SS20/SS20/SS20
 S ~80x65 [EXCL. NET-EDGE]
 M 10 PCS 52%

55 130

C 081-001METSH/001DOR/001GSHA/001
 E SS20/SS20/SS20/SS20
 S ~276x20 [EXCL. NET-EDGE]
 M 10 PCS 15%

55 400

C 082-284/319/001PGRHFT/001PROSHT/001191
 E SS16/SS16/SS16CA/SS16CA/SS16CA
 S ~189x63 [EXCL. NET-EDGE]
 M 10 PCS 20%

55 622

C 086-253/263/001PBLUHT/001IRIG/001LITCH/001SCGR
 E SS12/SS12/SS12/SS12/SS12/SS12
 S ~196x91 [EXCL. NET-EDGE]
 M 10 PCS 20%

CRYSTAL MESH

STANDARD COLLECTION

40 796

C 012-280/001METBL/001PGRHFT/266/213
 E PP21/PP21/PP21/PP21/PP21
 S ~203x53
 M 6 PCS 21%

40 799

C 012-280HEM/246/284/001MLGLD/001GSHA/280
 E PP21/PP21/PP21/PP21/PP21/PP21
 S ~168x106
 M 2 PCS 25%

MOTIFS

40 794

C 012-280/215/001SINI/001MOL/280HEM/001LITCH/001
 E PP21/PP21/PP21/PP21/PP21/PP21
 S ~215x127
 M 2 PCS 20%

40 797

C 082-001BLSH/001LITCH/001METBL
 E PP21/PP21/PP21
 S ~62x35
 M 40 PCS 70%

41 003

C 081-220/280/001GSHA/280HEM/203/001DOR/001MLGLD/280LUT/391
 E PP21/PP21/PP21/PP21/PP21/PP21/PP21/PP21/PP21
 S ~144x100
 M 3 PCS 29%

STANDARD COLLECTION

40 795

C 012-227/001SSHA/280HEM/208/542/001LITCH/280
 E PP21/PP21/PP21/PP21/PP21/PP21
 S ~180x53
 M 6 PCS 23%

40 798

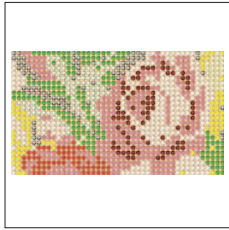
C 082-001/280/001SINI/280HEM
 E PP21/PP21/PP21/PP21
 S ~345x32
 M 6 PCS 12%

75 132

C 082-291/001IRIG/001LISH/001GSHA/280HEM/539
 E PP9/PP9/PP9/PP9/PP9/PP9
 S ~70x32
 M 42 PCS 61%

CRYSTAL MESH

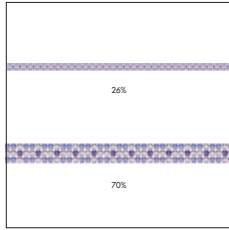
75 133



C 081-542/319/291/001IRIG/
280HEM/208/292/227/213
E PP9/PP9/PP9/PP9/PP9/PP9/PP9/PP9/PP9/PP9
S ~75x44
M 24 PCS 56%

MOTIFS

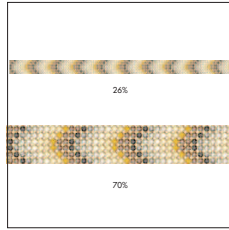
75 134



C 082-539/001ANTP/277
E PP9/PP9/PP9
S ~170x5
M 72 PCS

STANDARD COLLECTION

75 135



C 081-220/261/284/215/001SINI/280/
001GSHA/246/203
E PP9/PP9/PP9/PP9/PP9/PP9/PP9/PP9/PP9/PP9
S ~170x10
M 36 PCS

APPLICATION TOOLS & AIDS

CERALUN 9020

Basic Colors

- CE Burgundy (A+B)
- CE Indicolite (A+B)

Packaging Size

- 5x20 g
- 100 g
- 10x100 g
- 1 kg

Regional Variation

- America
- Asia
- Europe

NEW! NEW!

NEW BASIC COLORS



CERALUN

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General Warning

Loose crystals may present a small parts hazard to young children, particularly children under three years old. Depending on the size of the crystal and any attached material (such as glue, fabric, etc.), children may choke on, inhale, swallow, or insert the crystal into their noses. Magnetic products with crystal applications pose a particular risk of serious intestinal injury if ingested. The application techniques as stated in the Application Manual do not guarantee that crystals will not come loose. For each application, the manufacturer must determine whether the product meets the relevant requirements related to small parts hazards and assess any risk it may pose to small children. Failure to follow Swarovski's care instructions may result in damage to the crystal, which could pose a risk of laceration or other harm.

Warning for Crystal Tattoos

Crystal Tattoos may be applied on healthy skin only. Do not adhere to eyes or on mucous membranes. Crystal Tattoos are not recommended for young children. Loose crystals may present a small parts hazard to young children, particularly children under three years old. If a crystal comes loose, depending on the size of the crystal, children may choke on, inhale, swallow, or insert the crystal into their noses.

Warning for Tableware

Application of loose crystals to tableware presents a potential risk of aspiration, choking, swallowing, or tooth damage should crystals become loose. To reduce this risk, crystals should never be applied to any surface of tableware likely to come in contact with food or the mouth, and crystals should never be placed on any tableware intended for use by children. Tableware with crystals intended for decorative use only should be marked as such. To avoid dishwasher damage, tableware decorated with crystals should be washed by hand. The application techniques or suggestions in this manual do not guarantee that crystals will not come loose. For each application, the manufacturer must determine whether the product meets relevant requirements related to small parts hazards or use in food contact items and assess any risk it may pose to users.

The use of crystals (which may contain restricted substances deemed hazardous under local laws) and adhesives on tableware is subject to legal restrictions in specific countries. The customer is fully responsible to comply with these country-specific provisions and shall defend, indemnify, and hold Swarovski harmless from any and all third-party claims based on product liability or otherwise relating to uses of Swarovski products and waives all its own claims against Swarovski.

Notice for Application on Packaging

The use of crystal that may contain substances like lead, cadmium or hexavalent chromium, on packaging is subject to legal restrictions in specific countries, including but not limited in regard to the total content of substances based on the proportion between crystal mass to the remaining weight of packaging. The customer is fully responsible to comply with these country-specific provisions and to pass on this information to his customers.

Care Instructions

Failure to follow Swarovski's care instruction may result in damage to the Swarovski product, which could pose a risk of laceration or other harm. Please be informed that all conventional laundering processes (household washing machine as well as professional dry-cleaning) have a considerable mechanical influence onto the garment, which is based on the rotation of the washing drum. The essential requirement for a safety laundering process is that the Swarovski products are proper applied without restrictions regarding the adherence of the Swarovski products. The bigger the size of the used Swarovski product is and the more Swarovski products are applied next to each other, the more a risk of damage has to be taken into consideration. Swarovski products are made of or incorporate crystal and therefore must be handled with due care! Generally, to best protect the Swarovski products from breaking we recommend the use of a soft washing bag and to fill up the washing drum. Turning inside out before washing and selection of a gentle washing program, plus the use of mild detergents are important prerequisites to safeguard the quality of our Swarovski products. Our care instructions based on DIN EN ISO 3758 list up all Swarovski product groups as overview so that each used Swarovski product still needs to be judged in terms of its cleaning suitability for the intended purpose and finished product by the customer. Swarovski's recommendations are given according to the current state of our knowledge and Swarovski's determination of the qualification as textile application product. The customer is therefore fully responsible to determine the cleaning process applicable to the finished product, taking the Swarovski care instructions as well as those of third party materials into account. The variety of shape, cut, surface effect, size and application weight respectively amount of used Swarovski products are decisive for the determination of the suitable cleaning process. To be entirely safe customers respectively dry-cleaners usually take off Sew-on Stones, Buttons, etc. of bigger size before cleaning and re-apply them afterwards.

Unsuitable Applications

Crystals from Swarovski are intended for use in the fields of fashion, jewelry, accessories, textile products, and for interior décor. Due to their physical properties, crystals from Swarovski are unsuitable for other uses (e.g. gluing onto teeth, using crystals on or near mucous membranes, and other unsafe uses). The customer shall defend, indemnify and hold Swarovski harmless from any and all third-party claims based on product liability or otherwise relating to uses of Swarovski products purchased by the customer, and waives all its own claims.

Responsibility of User

Any oral, written, or test-based advice that Swarovski provides regarding techniques for application of its products are recommendations based on Swarovski's current knowledge and the information provided by its suppliers. Such advice does not discharge the customer from carrying out its own tests of techniques it proposes to use and their suitability for the intended application. The application, use, and processing of these techniques and products are solely the user's responsibility.

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Errors and misprints excepted.

Please note, the actual products may deviate from the pictures in color and effect.

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