

TIME TO SHINE

CELEBRATE CRYSTAL
IN ALL OF ITS FACETS

INNOVATIONS AND INSPIRATIONS
SPRING/SUMMER 2021



SWAROVSKI

FEB 2021

01

02

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04

TIME TO SHINE

SPECIAL MOMENTS HAVE ALWAYS BEEN CENTRAL TO OUR LIVES. AS OUR WORLD BECOMES INCREASINGLY DIGITAL, WE PERCEIVE THAT TIME IS PASSING TOO QUICKLY. SLOWING DOWN AND TAKING A STEP BACK TO PROPERLY APPRECIATE OUR SURROUNDINGS HAS BECOME A FOCAL POINT WITH ATTENTION NOW A VALUABLE COMMODITY AND RECONNECTION AN IMPERATIVE, TIME ITSELF BECOMES A LUXURY. MORE THAN EVER WE RELISH THE MOMENTS THAT CREATE THE MOST MEANINGFUL OF MEMORIES: TIME WITH LOVED ONES AND ACTIVITIES THAT BRING US JOY AND HAPPINESS. SPARKLING MOMENTS THAT GROUND US, ALLOWING US TO EXPRESS OURSELVES AND OUR BELIEFS. OUR DEMANDS ON TIME ARE AS OLD AS THE EARTH ITSELF, AND OUR CURRENT DEMAND HAS UNEARTHED THE NEED TO LIVE IN THE NOW. FOR THERE ARE MOMENTS IN TIME WHERE WE DON'T KNOW WHAT OUR FUTURE HOLDS, WHERE WE NEED TO STAND STILL, WHERE WE NEED TO REDUCE, OR WE NEED TO EXTRAVAGANTLY CREATE, AND THERE ARE MOMENTS IN TIME WHEN WE NEED TO SHINE.

THIS IS ONE SUCH MOMENT.
WELCOME TO SPRING/SUMMER 2021 - TIME TO SHINE.



4460 NEW!
CRYSTAL VITRAIL MEDIUM
001 VM

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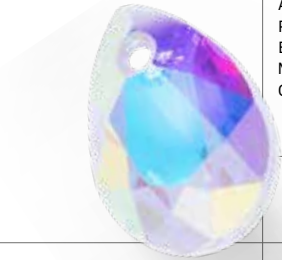
SWAROVSKI 125TH ANNIVERSARY

AFTER 125 YEARS AT THE LEADING EDGE OF PRECISION-CUT CRYSTAL DESIGN AND TECHNOLOGY, SWAROVSKI IS PROUD TO MARK ITS MANY INNOVATION MILESTONES. FROM PIONEERING SUSTAINABLE MANUFACTURING TO INVENTING A REVOLUTIONARY CRYSTAL FABRIC THAT IS REGULARLY SEEN ON TODAY'S RED CARPETS, THE WORLD'S FOREMOST CRYSTAL COMPANY HAS MUCH TO CELEBRATE. NOW, WITH THE RECENT ESTABLISHMENT OF MANUFAKTUR, THE CRYSTAL ATELIER OF THE 21ST CENTURY, IT LOOKS FORWARD TO MANY MORE DECADES OF SPARKLING BRILLIANCE.

1895

COMPANY FOUNDED IN WATTENS

THE SEARCH FOR A SUITABLE BUSINESS LOCATION BROUGHT BUSINESS PARTNERS DANIEL SWAROVSKI, FRANZ WEIS, AND ARMAND KOSMANN TO WATTENS. THE SMALL TOWN IN TYROL OFFERED SIGNIFICANT ADVANTAGES, INCLUDING DISTANCE FROM POTENTIAL IMITATORS, A GOOD TRANSPORT LINK TO THE FASHION CAPITAL OF PARIS, AND ABOVE ALL, THE POSSIBILITY OF CREATING ENERGY USING HYDROELECTRIC POWER. THE BUILDING NOW KNOWN AS "PLANT 2" (WERK 2) ONCE SERVED AS THE COMPANY'S FIRST PRODUCTION SITE.



1931

TRIMMINGS

FASHION HAD STARTED TO PLACE NEW DEMANDS ON CRYSTAL. AS THE SHORT HAIRSTYLES OF THE TIME COULD NOT ACCOMMODATE DECORATIVE COMBS, SWAROVSKI DEVELOPED A CRYSTAL EMBELLISHED BAND OF MATERIAL IN COLLABORATION WITH LEADING COUTURIERS AND REGISTERED A PATENT FOR IT. THE FASHION WORLD WAS THRILLED. THE «PATENT BAND,» ALSO KNOWN AS «TRIMMING,» BECAME THE FIRST IN A LONG LINE OF TREND-DRIVEN PRODUCT INNOVATIONS, SUCH AS THE BESTSELLING CRYSTAL MESH THAT WAS CREATED IN 1993 AND WENT ON TO BECOME A RED-CARPET FAVORITE.



1956

CREATION OF AURORA BOREALIS

IN 1956 DANIEL SWAROVSKI ADDED THE "AURORA BOREALIS" EFFECT TO HIS CREATIVE LEGACY. THIS CRYSTAL EFFECT SEEMS TO MAGICALLY SHIMMER IN EVERY COLOR OF THE RAINBOW AND WAS NAMED «AURORA BOREALIS» AFTER THE NORTHERN LIGHTS. CHRISTIAN DIOR WAS THE FIRST DESIGNER TO BE ENCHANTED BY ITS CAPTIVATING CRYSTAL SHADES. FROM THAT POINT ONWARD, «AURORA BOREALIS» EXPERIENCED UNPARALLELED SUCCESS IN THE DESIGN WORLD. THIS COLLABORATION MARKED THE START OF MANY FURTHER DESIGNER COLLABORATIONS. THESE INCLUDED ANDRÉE PUTMAN (2008); MANISH AURORA (2011); YOKO ONO (2012); MAISON MARTIN MARGIELA (2013); JEAN PAUL GAULTIER (2014, 2015); CELINE COUSTEAU (2015); IRIS VAN HERPEN (2017); AND CHRIS BANGLE (2017).



1974

HOTFIX TECHNOLOGY

THE MID-SEVENTIES STARTED BRILLIANTLY WITH THE ARRIVAL OF HOTFIX, A TECHNOLOGY THAT ENABLES CRYSTAL ELEMENTS TO BE APPLIED WITHOUT SETTINGS. IT REVOLUTIONIZED THE FASHION INDUSTRY, OFFERING AN ARRAY OF NEW DESIGN POSSIBILITIES AS WELL AS REPRESENTING THE BEGINNING OF CRYSTAL TRANSFERS.

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2004

CRYSTAL FABRIC



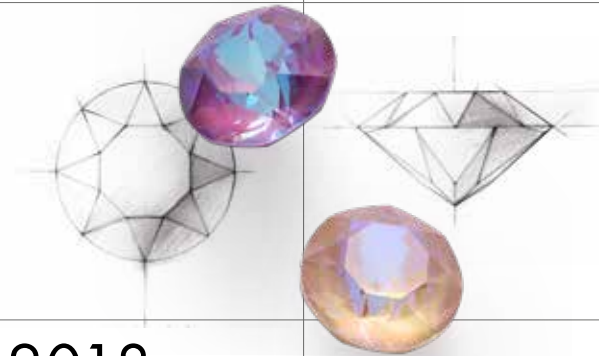
SWAROVSKI PRESENTED ANOTHER WORLD FIRST: CRYSTAL FABRIC. IT FUSES CRYSTAL WITH FABRIC BY MEANS OF A TRANSPARENT HOTFIX FOIL COMPLETELY COVERED WITH TINY ROUND CRYSTALS. CRYSTAL FABRIC CAN BE IRONED, SEWN OR GLUED ONTO MATERIALS SUCH AS LACE, VELVET, SILK, DENIM, LEATHER OR SYNTHETICS. AS THE INSPIRATION FOR THE RUNWAY ROCKS DESIGN INITIATIVE, IT HELPED DESIGNERS SUCH AS CHRISTOPHER KANE, PHILIP TREACY AND SHAUN LEANE TO CREATE EXTRAORDINARY FASHION AND JEWELRY PIECES. THE SUCCESS OF CRYSTAL FABRIC LED TO THE CREATION OF OTHER STARS IN SWAROVSKI'S SYNTHETICS RANGE, INCLUDING CRYSTAL ROCKS (2010), CRYSTAL MEDLEY (2014), AND CRYSTAL GALUCHAT (2017).



2012

XIRIUS

SWAROVSKI CONTINUED TO SET NEW STANDARDS IN PRECISION CUTTING WITH THE RELEASE OF THE MOST BRILLIANT CUT OF ITS X SERIES: XIRIUS CUT 1088. AFTER LAUNCHING XILION (2004) AND XIRIUS (2012), THE XERO (2015) WAS TO FOLLOW, BOASTING THE SMALLEST DIAMETER IN THE WORLD AT AN INCREDIBLE 0.7MM.



2018

MANUFAKTUR, WATTENS, AUSTRIA

SWAROVSKI MANUFAKTUR, THE CRYSTAL ATELIER OF THE 21ST CENTURY, IS A SPACE FOR INSPIRATION AND CO-CREATION. SPREAD OVER THREE STORIES AND 7,000 SQUARE METERS, THE FOCUS IS ON CRAFTSMANSHIP AND THE EXPERIENCE OF CRYSTAL MANUFACTURING. WITH THE AID OF THE VERY LATEST TECHNOLOGIES, INNOVATIONS CAN BE RAPIDLY PROTOTYPED AND DEVELOPED TOGETHER WITH CLIENTS TO PRODUCE NEW TYPES OF CUSTOM-MADE CRYSTALS. SIGNIFICANT INCREASES IN PRODUCTION EFFICIENCY, COMBINED WITH REDUCED ENERGY CONSUMPTION THROUGHOUT THE WHOLE PROCESS, HERALD A NEW ERA OF DEVELOPMENT OPPORTUNITIES.



2020

SPARKING DELIGHT SINCE 1895

SWAROVSKI CELEBRATES 125 YEARS OF INNOVATION AND CREATIVITY WITH AN ARRAY OF PROJECTS SHOWCASING THE BRAND'S COLLABORATIONS ACROSS THE WORLDS OF FASHION, JEWELRY, DESIGN AND ENTERTAINMENT AND UNDERLINING ITS LONGSTANDING COMMITMENTS TO SUSTAINABILITY AND CREATING POSITIVE IMPACT. IN 2020 THE OSCARS STAGE AND FASHION CATWALKS WILL ONCE AGAIN SHIMMER WITH COUNTLESS SWAROVSKI CRYSTALS, COMMEMORATIVE JEWELRY COLLECTIONS WILL BRING JOY TO MILLIONS AROUND THE GLOBE, AND SWAROVSKI'S TECHNICIANS AND MASTER-CUTTERS WILL CONTINUE TO TURN LIGHT INTO DELIGHT WITH THEIR BRILLIANT INNOVATIONS.



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INSPIRATIONS

IN AN EXTENDED SPELL OF ELEGANT IMAGINATION, A GLAMOROUS CHAMELEON EMERGES FOR SS21 AS DIVERSITY IN DESIGN IS EMBRACED AND APPLAUDED. AESTHETICS WITH DIGITAL IN MIND AND HISTORY AT THEIR CORE RESULT IN ENCHANTING COSMIC COLORS, ETHEREAL PASTELS AND AMPED UP BRIGHTS BALANCED BY CLASSIC CUTS AND TRANSFORMATIVE SHAPES. STEMMING FROM OUR DESIRE FOR HEDONISTIC ESCAPISM AND ARCHAIC REINTERPRETATION, ECCENTRICITY AND ACTIVISM ARE BROUGHT TO LIFE IN SPELLBINDINGLY BRILLIANT CRYSTAL CUTS IN A TIMELY AND TRULY TRANS-SEASONAL COLLECTION. A TIMELY REMINDER THAT DIFFERENCE IS DEFINING.

01
FUTURISTIC REFLECTIONS
 THE ADVENT OF
 A VISIONARY CULTURE

02
EDGY ILLUMINATION
 THE RETURN OF
 TOUGH ROMANCE

03
SLEEK SHIMMER
 THE ART OF
 TIMELESS SIMPLICITY

04
EXTRAVAGANT BRILLIANCE
 THE NEW RELEVANCE OF
 GLAMOROUS EXCESS

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CULTURAL HERITAGE



WORLDVIEW



GLOBAL FUTURISM

NEW REALITIES



FUTURISTIC REFLECTIONS

THE ADVENT OF A VISIONARY CULTURE



INCLUSIVITY

NO BOUNDARIES



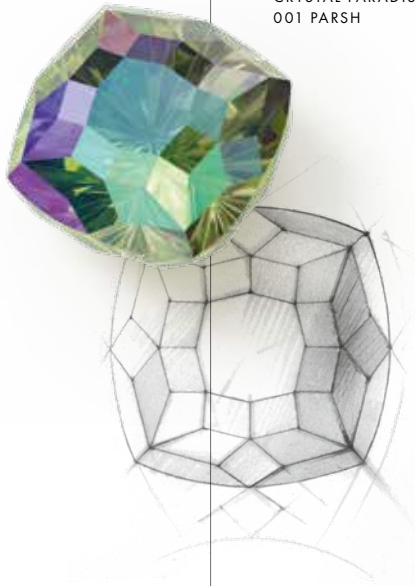
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4460 NEW!
CRYSTAL PARADISE SHINE
001 PARSH

5810 NEW COLOR!
CRYSTAL IRIDESCENT DREAMY
ROSE PEARL 001 2025



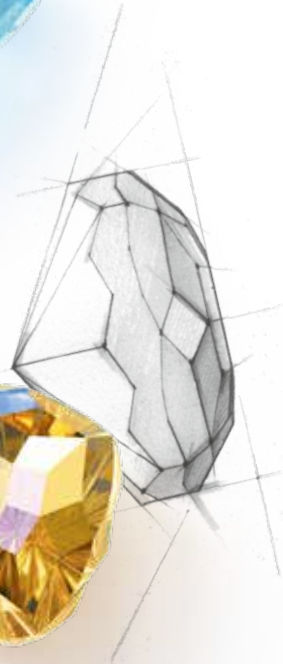
4460 NEW!
CRYSTAL ASTRAL PINK
001 API



4228 NEW EFFECT!
CRYSTAL IGNITE
001 IGNIT



4228 NEW EFFECT!
AQUAMARINE IGNITE
202 IGNIT



4460 NEW!
LIGHT TOPAZ SHIMMER
226 SHIM

INFLUENCES

IT IS TIME TO TRANSFORM OURSELVES. ELEMENTS OF A PRIMITIVE PAST COMBINE WITH OTHERWORLDLY EFFECTS TO CREATE A NEW REALITY. BORROWING FROM BOTH THE DIGITAL AND THE DOWN-TO-EARTH, DESIGN WIDENS ITS FOCUS TO CELEBRATE CULTURAL HERITAGE, SPACE-AGE FORMATS AND EXOTIC ANCIENT TALES. THE SKY IS THE LIMIT IN THIS MASH-UP OF DIRECTIONS, WHERE THE ESCAPISM AND SELF-EXPRESSION OFFERED BY THE CYBER AGE IS BROUGHT BACK TO BASICS WITH THE BEAUTY OF THE ARCHAIC, CREATING DESIGNS INFUSED WITH INDIGENOUS WISDOM AND THE OPTIMISM OF A NEW GENERATION.



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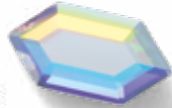
5000 NEW EFFECT!



5328 NEW EFFECT!
ROSE WATER OPAL
SHIMMER 395 SHIM



5810 NEW COLOR!



2776 NEW!

5860 NEW COLOR!
CRYSTAL IRIDESCENT DREAMY
ROSE PEARL 001 2025

2774 NEW!
CRYSTAL AB
001 AB



1088 NEW EFFECT!
LIGHT ROSE IGNITE
223 IGNIT

3297
LIGHT TOPAZ SHIMMER
226 SHIM



4320
CRYSTAL METALLIC
SUNSHINE 001 METSH

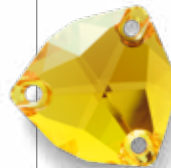


5601

3210
CRYSTAL METALLIC
SUNSHINE 001 METSH



3272
SUNFLOWER 292



3200



2088



1088

4320



4122
CRYSTAL ROYAL RED SHINY
LACQUER^{PRO} 001 L1075



4460 NEW!
SCARLET 276



2776 NEW!
LIGHT SIAM 227



2088



2775 NEW!



2773



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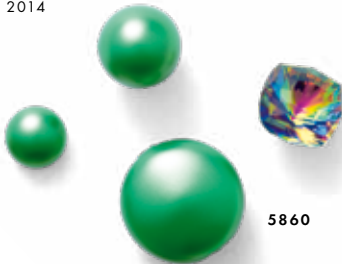
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ASSORTMENT / COLORS

ARTIFICIAL BRIGHTS STREAMED DIRECT FROM DIGITAL FILTERS ARE GROUNDED WITH PRIMARY EARTH HUES AND EXAGGERATED CRYSTAL CUTS AND FORMS TO PREPARE FOR A MIXED-REALITY FUTURE.

5810
CRYSTAL EDEN GREEN
PEARL 001 2014



5860

5810



4460 NEW!
EMERALD 205

3272

6480

4320
MAJESTIC BLUE 296

4799

4162 NEW!

2365



4320
CRYSTAL CAPPUCCINO
DELITE 001 L133D

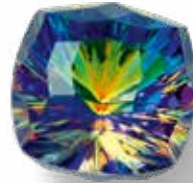


1122

1088

2088

4460 NEW!
CRYSTAL VITRIL
MEDIUM 001 VM



CRYSTAL IRIDESCENT DREAMY
ROSE PEARL 001 2025
PANTONE 13-3405 TPX

CRYSTAL METALLIC
SUNSHINE 001 METSH
PANTONE 13-0859 TPX

CRYSTAL ROYAL RED
SHINY LACQUER^{PRO} 001 L107S
PANTONE 19-1761 TPX

CRYSTAL CAPPUCCINO
DELITE 001 L133D
PANTONE 17-1327 TPX

CRYSTAL EDEN GREEN
PEARL 001 2014
PANTONE 17-6030 TPX

MAJESTIC BLUE 296
PANTONE 18-3949 TPX

2088 NEW EFFECT!
CRYSTAL ELECTRIC GREEN
DELITE 001 L135D



5601
SAPPHIRE 206



4683

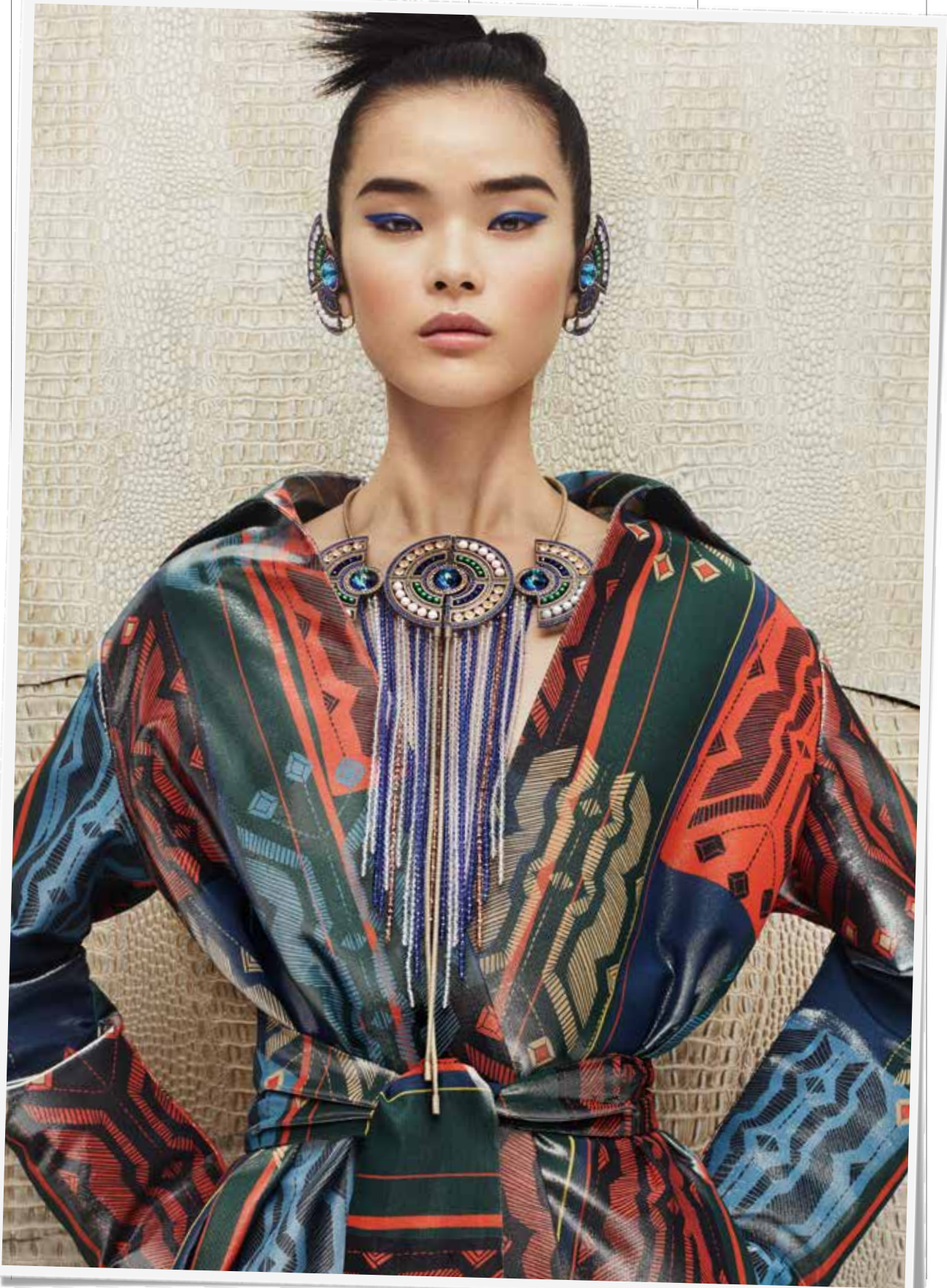


3252



4926
AQUAMARINE METALLIC
BLUE 202 MEBLZ





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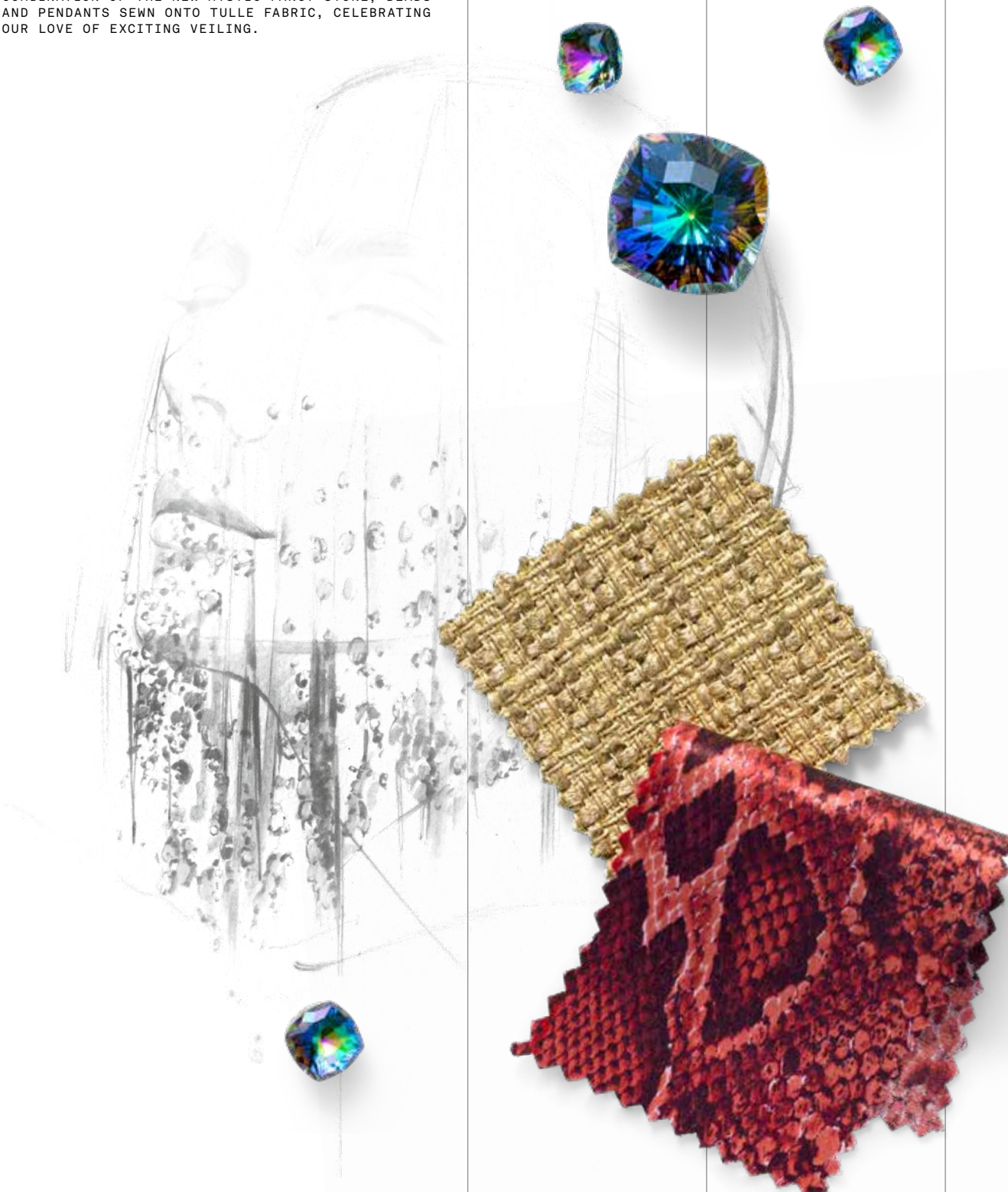


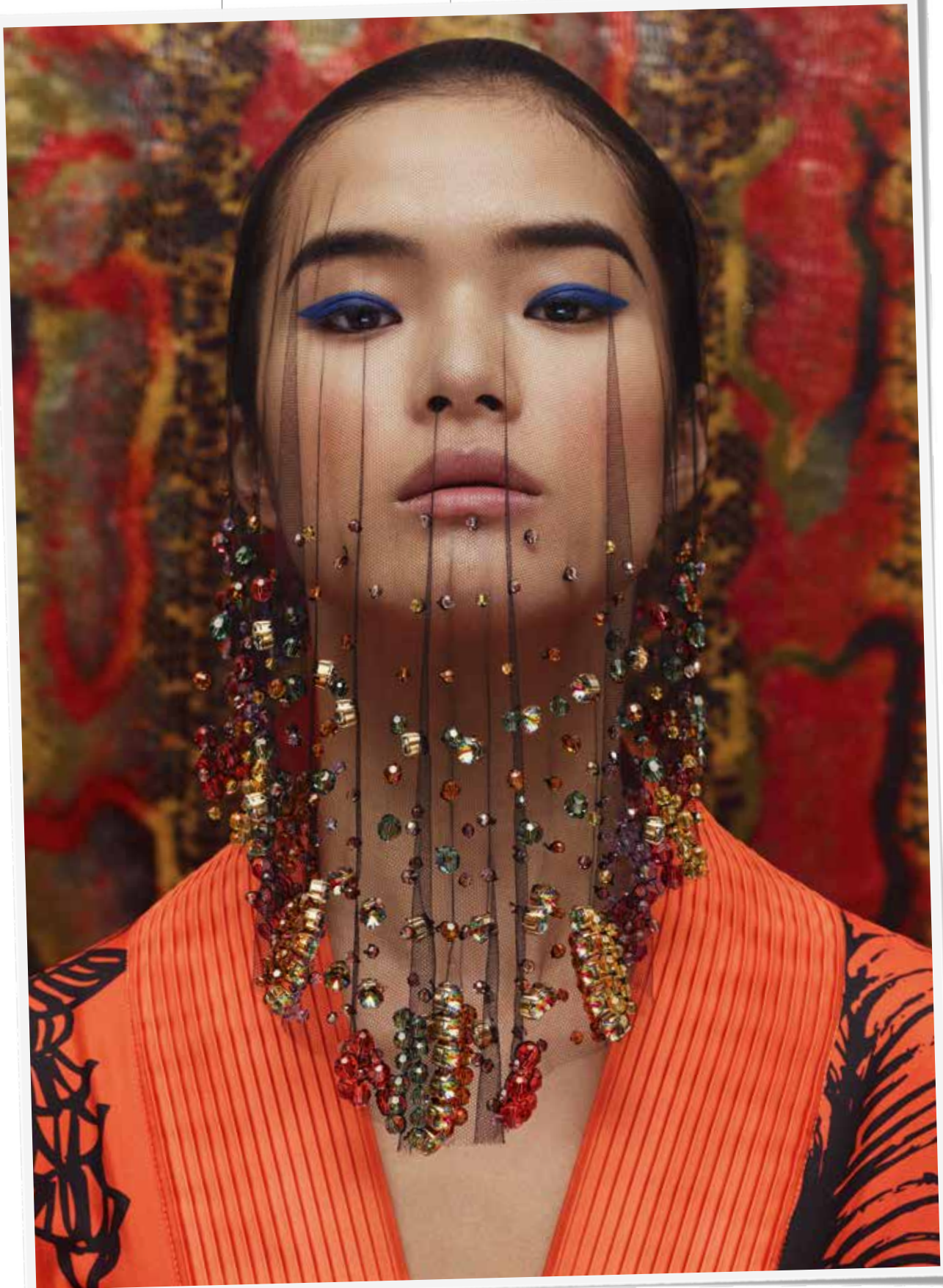
JEWELRY

CIRCLING BACK TO OUR ROOTS, STRONG GEOMETRIC SHAPES AND CRYSTAL FRINGING EMBRACE ARCHAIC DESIGN ELEMENTS WITH A HI-TECH TOUCH. CASCADING CRYSTAL BEADS MEET THE NEW DOME ROUND STONE AS A CENTERPIECE, WITH ENCHANTING CRYSTAL PEARLS GLUED INTO SANDBLASTED METAL CIRCLES, MERGING TRIBAL AND FUTURISTIC.

FASHION/ACCESSORIES

A THINLY VEILED ATTEMPT AT ANONYMITY IN AN OVERLY DIGITALIZED WORLD, WITH A DIAPHANOUS SILHOUETTE ADDING AN OTHERWORLDLY EDGE. A MESMERIZING COMBINATION OF THE NEW MYSTIC FANCY STONE, BEADS AND PENDANTS SEWN ONTO TULLE FABRIC, CELEBRATING OUR LOVE OF EXCITING VEILING.





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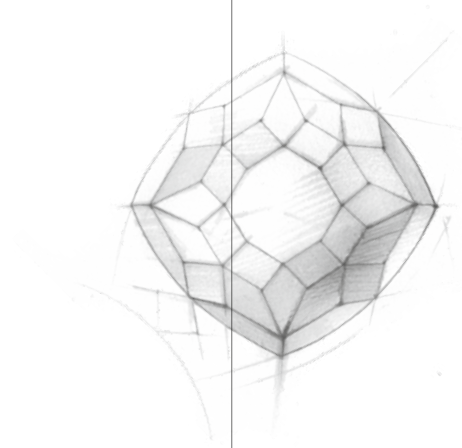
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DAZZLING IDEAS

BRILLIANT REFLECTIONS

SPARKLING SKETCHES



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CRYSTAL CLEAR IMPRESSIONS



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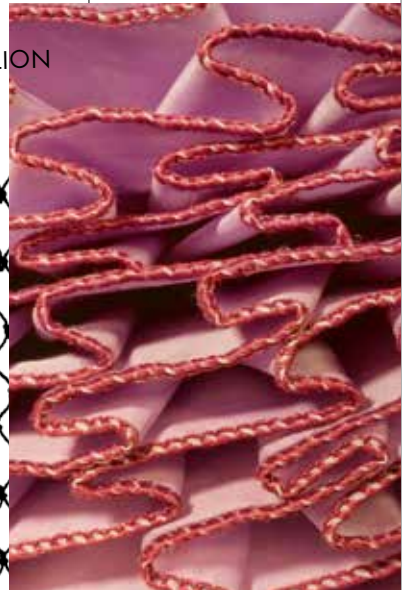
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REBELLION



ACTIVISM



EDGY ILLUMINATION

WEIRD
SOFTNESS

THE RETURN OF
TOUGH ROMANCE



EXPRESSION



COUNTERACTION



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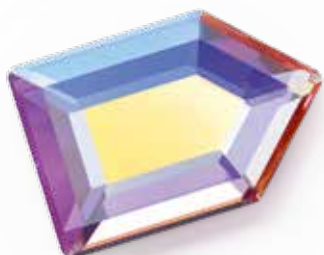
INFLUENCES

IT IS TIME TO TOUGHEN UP. THE CONTINUING FASCINATION WITH ACTIVISM IN DESIGN STILL PERMEATES THE FASHION SPHERE AS CREATIVELY WE CONTINUE TO REVOLT AGAINST CONVENTION. NOT TO BE CONFUSED WITH THE PURE ANARCHY OF THE PUNK ERA, THE EMERGENCE OF THE NEW TOUGH ROMANCE HIGHLIGHTS A COMPLETELY MODERN STYLE, BORROWING FROM THE DARK AND MYSTERIOUS ELEMENTS OF THE GOTH ERA. OUTSPOKEN AND EMPOWERING, THIS DIRECTION ACKNOWLEDGES THE NEW CHANGEMAKING CONSUMER FIGHTING FOR A BRIGHTER FUTURE.

2777 NEW!
CRYSTAL 001



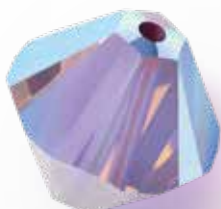
2774 NEW!
CRYSTAL AB 001 AB



2775 NEW!
BLACK DIAMOND 215



5328 NEW EFFECT!
CYCLAMEN OPAL SHIIMER
398 SHIM



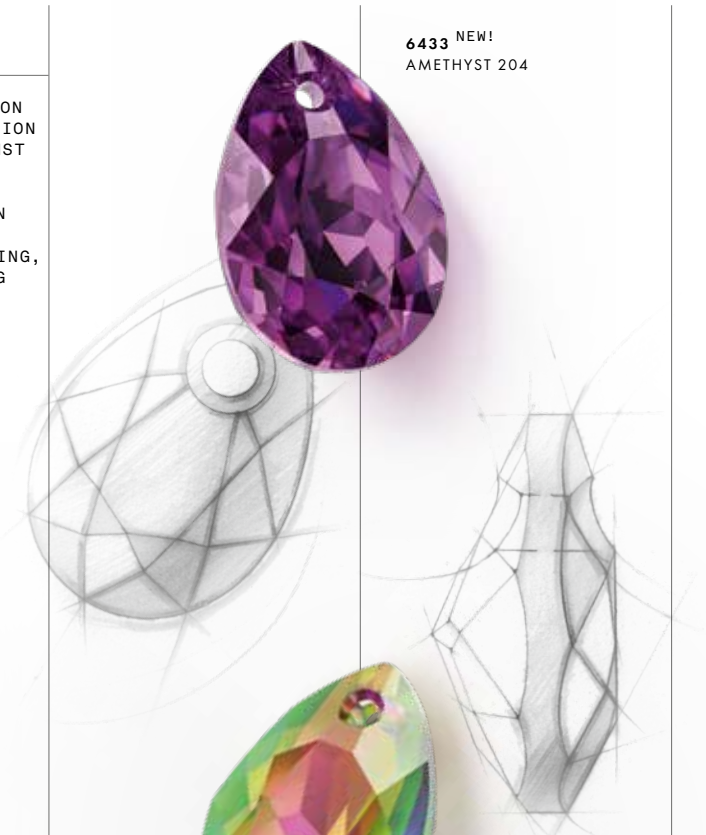
6433 NEW!
AMETHYST 204



6433 NEW!
CRYSTAL VITRAIL MEDIUM
001 VM



2776 NEW!
JET 280



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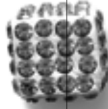
1088



2776 NEW!
CRYSTAL 001



86401 NEW!
BLACK DIAMOND
215



2771



2773



2775 NEW!
CRYSTAL SILVER
SHADE 001 SSHA



2777 NEW!



56101
CRYSTAL AB
001 AB



5601



5810
CRYSTAL MULBERRY PINK
PEARL 001 2018



5810



5860



6433 NEW!
CRYSTAL SILVER
NIGHT 001 SINI



2771



53005



53010
JET NUT
280 NUT



4322
JET 280



6867
CRYSTAL SILVER
NIGHT 001 SINI



86401



6433 NEW!



2072



5061



2773



2771



4480
CRYSTAL BURGUNDY
DELITE 001 L132D



1088



5328 NEW EFFECT!
CYCLAMEN OPAL
SHIMMER 398 SHIM



2088



2775 NEW!



5810
CRYSTAL PEARLESCENT
WHITE PEARL 001 969



5000 NEW EFFECT!
WHITE OPAL
SHIMMER 234 SHIM



CRYSTAL LIGHT CHROME
001 LTCH
PANTONE 16-0000 TPX

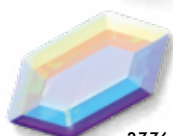
CRYSTAL PEARLESCENT
WHITE PEARL 001 969
PANTONE 11-1005 TPX

JET 280
PANTONE 19-0000 TPX

CRYSTAL BURGUNDY
DELITE 001 L132D
PANTONE 19-2524 TPX

CRYSTAL MULBERRY PINK
PEARL 001 2018
PANTONE 18-1635 TPX

CRYSTAL SILKY SAGE
DELITE 001 L147D
PANTONE 16-5917 TPX



2776 NEW!

1400 NEW!



1088 NEW EFFECT!
CRYSTAL IGNITE
001 IGNIT



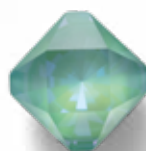
4470
SILKY SAGE DELITE
001 L147D



5840
CRYSTAL IRIDESCENT
TAHITIAN LOOK
PEARL 001 2004



4460 NEW!
CRYSTAL VITRIL
MEDIUM 001 VM



5000 NEW EFFECT!
CRYSOLE OPAL
294 971

5328 NEW EFFECT!

1088



4499
CRYSTAL SILKY SAGE
DELITE 001 L147D

ASSORTMENT/COLORS

AN EDGY AND AT THE SAME TIME SOMBER PALETTE THAT DEFIES CONVENTION WITH BRUTALLY URBAN AESTHETICS IN MYRIAD CRYSTAL CUTS, HIGHLIGHTING INDIVIDUALITY AND ALTERNATIVE TASTES.



FASHION/ACCESSORIES

CHAINED TO A REALITY THAT IS NOT OF OUR LIKING, CRYSTAL HARDWARE WILL HAVE A STRONG PRESENCE WITH STATEMENT DETAILS ADDED TO CLASSIC AND CONTEMPORARY SILHOUETTES IN A #TOUGHLOVE STANCE. THE NEW PEAR CUT PENDANT COMBINES WITH CRYSTAL CUPCHAINS AND FANCY STONES IN AN EDGY YET ROMANTIC CAPE-MEETS-NECKLACE INSPIRATION, HIGHLIGHTING OUR DESIRE FOR EXTREME EXPRESSION .



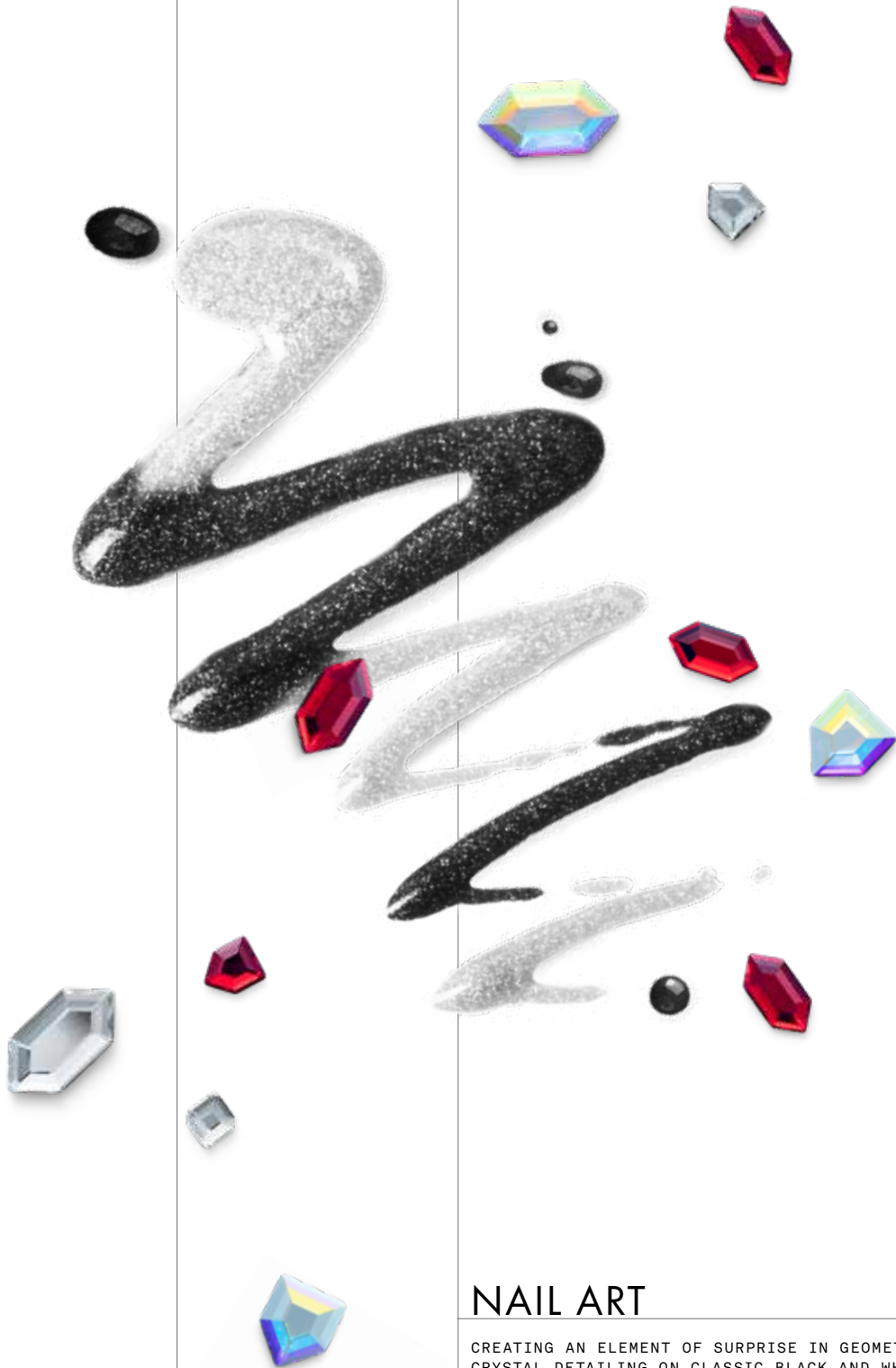
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NAIL ART

CREATING AN ELEMENT OF SURPRISE IN GEOMETRIC CRYSTAL DETAILING ON CLASSIC BLACK AND WHITE TO HIGHLIGHT THE DELICATE BALANCE BETWEEN ANARCHY AND PRAGMATISM.

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JEWELRY

MAKING HEADWAY IN NEW CONVERSATIONS AROUND INDIVIDUALITY THE EVERYDAY ORDINARY IS UPENDED AS THE HUMBLE HAIR CLIP COATED IN CRYSTAL BECOMES A MANY-LAYERED STATEMENT JEWELRY PIECE. THE NEW OVAL FANCY STONE REACHES STAR-LIKE QUALITIES WHEN MIXED WITH SPARKLING CHATONS AND THE NEW IMPERIAL FANCY STONE SIZE. RUTHENIUM-ELECTROPLATED METAL AND GLUED-IN CRYSTALS IN DARKENED SILVER HUES CREATE A TOUGHENED-UP MOOD.

A STRIKING COMBINATION OF DARK HUES AND MYSTERIOUS SHIMMER, CRYSTAL PIXIE CREATES EXPRESSIVE AND ENIGMATIC NAIL DESIGNS.

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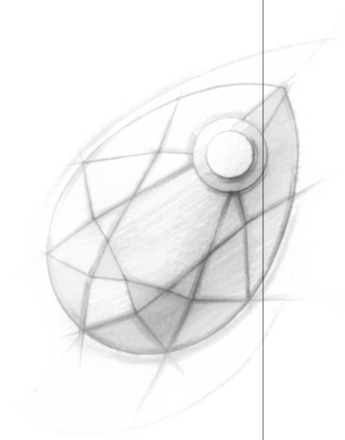
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DAZZLING IDEAS

BRILLIANT REFLECTIONS

SPARKLING SKETCHES



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ARCHAIC



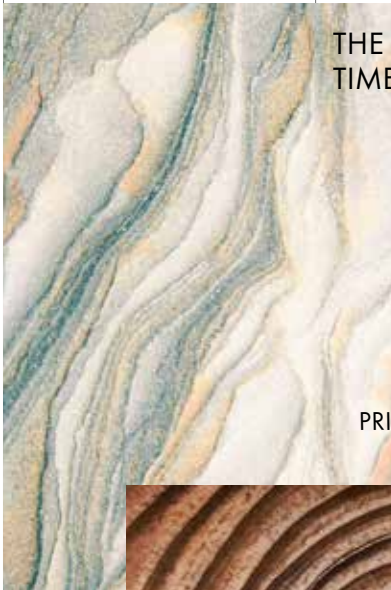
NEUTRAL TONES



SLEEK SHIMMER

THE ART OF TIMELESS SIMPLICITY

NEW AGING



REFINED ELEGANCE



PRIMITIVE



ELEVATED BASICS



16

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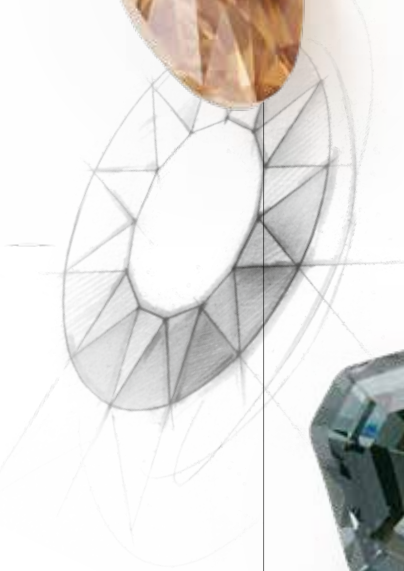
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4162 NEW!
LIGHT COLORADO
TOPAZ 246

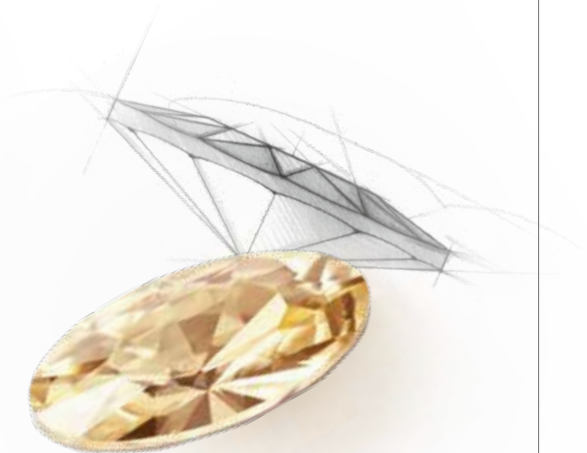


4480 NEW SIZES!
CRYSTAL SILVER NIGHT
001 SINI

5810 NEW COLOR!
CRYSTAL IRIDESCENT DREAMY
BLUE PEARL 001 2026



5000 NEW EFFECT!
PACIFIC OPAL SHIMMER
390 SHIM



4162 NEW!
CRYSTAL GOLDEN SHADOW
001 GSHA



INFLUENCES

IT IS TIME TO JUST STAND STILL. A WARMER, MORE GENTLE FORM OF MINIMALISM OCCURS AS WE EXPLORE THEMES OF LONGEVITY, VERSATILITY AND FLEXIBILITY IN DESIGNS THAT STAND THE TEST OF TIME. DESIRING A DEEPER FORM OF EMOTIONAL CONNECTION, WE AIM FOR ITEMS THAT GROW BETTER WITH AGE, TREASURING VARIATIONS IN COLOR AND SURFACE AS PART OF THEIR DISTINCTIVE APPEAL. IN A BID TO REDUCE AND RID OUR LIVES OF EXCESS, WE WILL REACH FOR BESPOKE PRODUCTS AND SPACES THAT FEEL UNIQUE. WE WILL SEARCH OUT DESIGN THAT HAS SOUL.

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4480 NEW SIZE!
CRYSTAL SILVER NIGHT
001 SINI



4320



4120
CRYSTAL DARK GREY SHINY
LACQUER^{PRO} 001 L111S

4480 NEW SIZE!



6433 NEW!



4470



4122
CRYSTAL IVORY CREAM SHINY
LACQUER^{PRO} 001 L106S

4470



1088 NEW EFFECT!
CRYSTAL IGNITE
001 IGNITE



2088
CRYSTAL IVORY CREAM SHINY
LACQUER^{PRO} 001 L106S

4320



5020



2078



1088



2088 NEW EFFECT!
CRYSTAL ELECTRIC WHITE
DELITE 001 L139D



5810 NEW COLOR!



2208/4
CRYSTAL CREAM
PEARL 001 291



5028/4
CRYSTAL GOLDEN
SHADOW 001 GSHA

6926
CRYSTAL VITRAL LIGHT
001 VL



1088 NEW EFFECT!
AQUAMARINE IGNITE
02 IGNIT



1088 NEW EFFECT!



5860 NEW COLOR!



5817 NEW COLOR!



5810 NEW COLOR!
CRYSTAL IRIDESCENT DREAMY
BLUE PEARL 001 2026



ASSORTMENT / COLORS

SOFTLY SHIMMERING AND NOSTALGICALLY NEUTRAL, A RESTRICTED AND REFINED PALETTE OFFERS TRANQUILITY AND SIMPLICITY IN CLASSIC AND ORGANIC CUTS, TRANSCENDING TRENDS, TIME AND SEASONS.

26

27

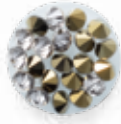
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2493
CRYSTAL GOLD PATINA
001 GOLPA

NEW!



74092 NEW!
CRYSTAL METALLIC LIGHT
GOLD 001 MLGD



4499



4470
CRYSTAL SILKY SAGE
DELITE 001 L147D



4122

5328 NEW EFFECT!



5000 NEW EFFECT!



4320

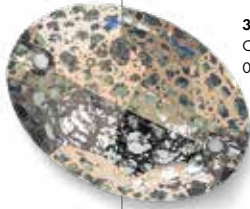
5810
CRYSTAL PLATINUM
PEARL 001 459



4120
CRYSTAL ROSE PATINA
001 ROSPA



NEW!



3120
CRYSTAL ROSE PATINA
001 ROSPA



1122
CRYSTAL ROSE PATINA
001 ROSPA



CRYSTAL DARK GREY
SHINY LACQUER^{PRO} 001 L111S
PANTONE 18-0201 TPX



CRYSTAL SILKY SAGE
DELITE 001 L133D
PANTONE 16-5917 TPX



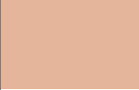
CRYSTAL IRIDESCENT
DREAMY BLUE PEARL 001 2026
PANTONE 14-4112 TPX



CRYSTAL IVORY CREAM
SHINY LACQUER^{PRO} 001 L106S
PANTONE 13-1011 TPX



CRYSTAL ROSE PATINA
001 ROSPA
PANTONE 15-1319 TPX



CRYSTAL PLATINUM PEARL
001 459
PANTONE 14-1107 TPX



5000 NEW EFFECTS!
PACIFIC OPAL SHIMMER
390 SHIM



5821
CRYSTAL LIGHT GREY
PEARL 001 616

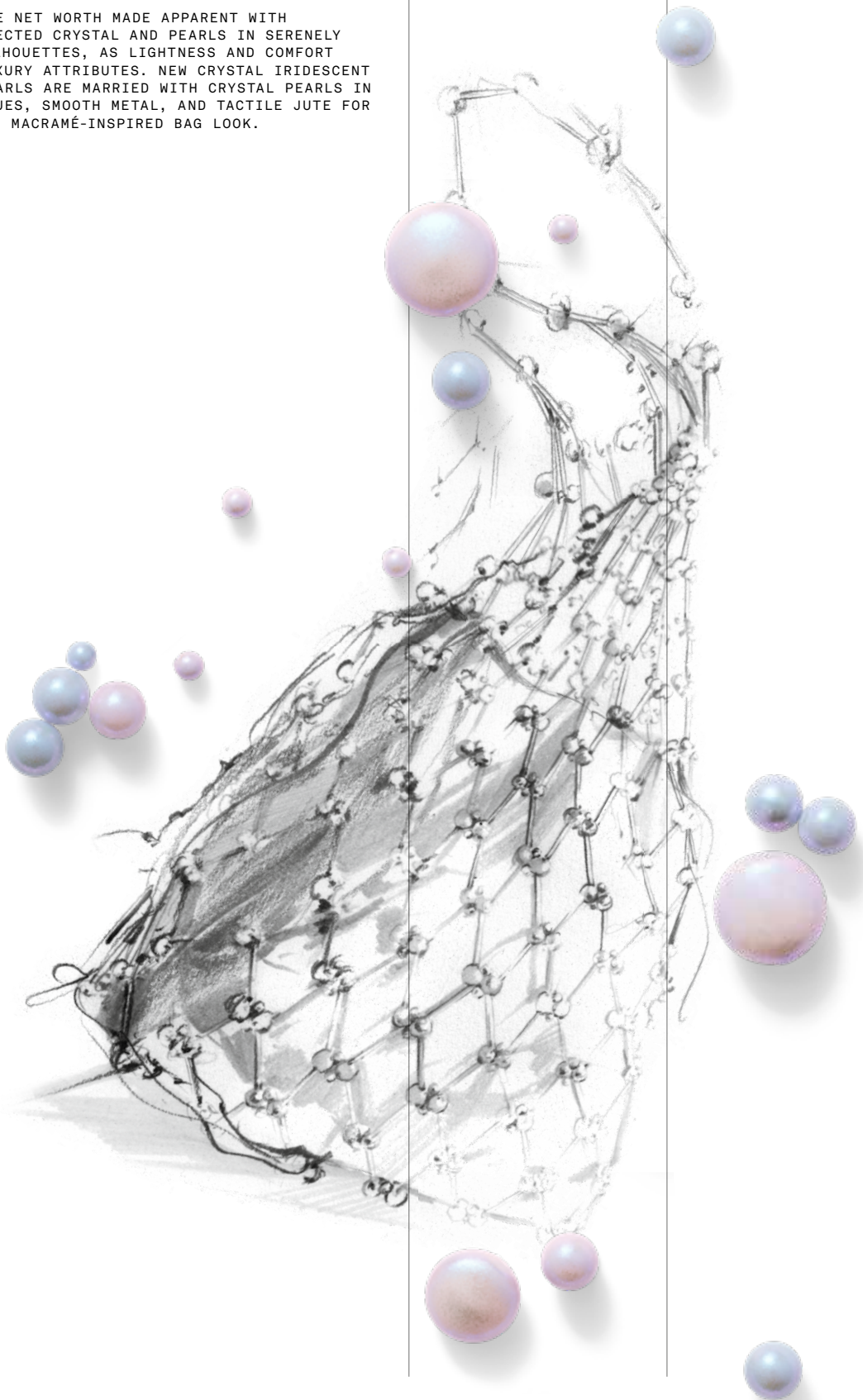


4162 NEW!
CRYSTAL GOLDEN SHADOW
001 GSHA



FASHION/ACCESSORIES

OUR FUTURE NET WORTH MADE APPARENT WITH INTERCONNECTED CRYSTAL AND PEARLS IN SERENELY SIMPLE SILHOUETTES, AS LIGHTNESS AND COMFORT BECOME LUXURY ATTRIBUTES. NEW CRYSTAL IRIDESCENT DREAMY PEARLS ARE MARRIED WITH CRYSTAL PEARLS IN NEUTRAL HUES, SMOOTH METAL, AND TACTILE JUTE FOR A LAYERED, MACRAMÉ-INSPIRED BAG LOOK.



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JEWELRY

WRAP-AROUND WELLNESS IN A SOFT AND DELICATE AESTHETIC FOR JEWELRY THAT OFFERS COMFORT IN TIMES OF RELENTLESS RAPID CHANGE. TAKING CENTER STAGE, THE NEW MYSTIC SQUARE FANCY STONE CREATES AN EXCITING CONTRADICTIONARY EFFECT WHEN CONTRASTED WITH SANDBLASTED AND PARTLY POLISHED GOLDPLATED SURFACE EFFECTS ATOP SOFTLY PLEATED FABRICS.

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DAZZLING IDEAS

BRILLIANT REFLECTIONS

SPARKLING SKETCHES



INDIVIDUALISTIC



BIZARRE

EXTRAVAGANT BRILLIANCE

THE NEW RELEVANCE OF GLAMOROUS EXCESS



DRAMATIC



QUIRKINESS



03

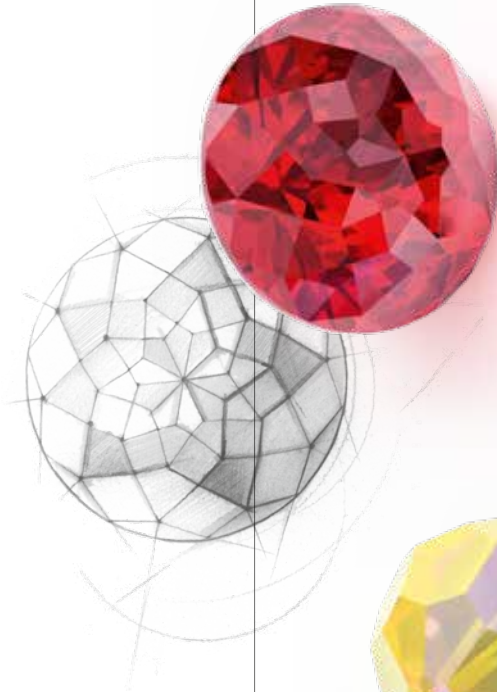
04

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1400 NEW!
SCARLET 276



INFLUENCES

IT IS TIME TO EXPLORE IMAGINARY WORLDS. BEAUTIFULLY ECLECTIC, INSPIRED BY THE DRAMATIC, THE WEIRD AND THE WONDERFUL, THIS RADIANT THEME ROMANTICIZES THE RICHNESS OF TIME. REIMAGINING HISTORICAL CONCEPTS TO CREATE A NEW NARRATIVE, CULTURES AND TRADITIONS ARE UP-ENDED AND STEEPED IN FANTASY. THE OLD IS JUXTAPOSED WITH THE NEW IN A COMPLETELY RULE-FREE SETTING, AS INDIVIDUAL STYLE STATEMENTS ARE CREATED WITH UNCONVENTIONAL EXECUTION. CONJURING UP IMAGINARY WORLDS IN CAPTIVATING NARRATIVES, IT IS TIME TO EXPERIMENT AND BE BOLD WITH COLOR AND SHAPE IN A RENEWED EFFORT TO ESCAPE THE CONFINES OF THE ORDINARY.

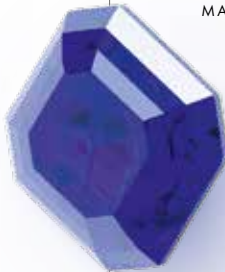
5000 NEW EFFECT!
YELLOW OPAL SHIMMER
231 SHIM



2078 NEW COLOR!
IRIS 219



4480 NEW SIZES!
MAJESTIC BLUE 296



6010 NEW COLOR!
IRIS 219



1400 NEW!
LIGHT COLORADO
TOPAZ 246



08

09

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2088
CRYSTAL SUNSHINE
DELITE 001 L141D



5328 NEW EFFECT!
YELLOW OPAL
SHIMMER 231 SHIM

5000

1088

2088

4320

4470

4320
CRYSTAL ROYAL RED
DELITE 001 L107D

1088

2776 NEW!



4120



4470
CRYSTAL ROYAL RED
DELITE 001 L107D

1088
LIGHT SIAM 227

86401 NEW!
LIGHT SIAM SHIMMER
227 SHIM



86601

6433 NEW!



2088

2088 NEW EFFECT!
CRYSTAL ELECTRIC PINK
DELITE 001 L137D



4120
CRYSTAL ROYAL RED
DELITE 001 L107D

2088



4707 NEW COLOR!
IRIS 219



2088

4799
AMETHYST 204

6106 NEW COLOR!



4683
TANZANITE 539



4320 NEW COLOR!
IRIS 219

4707 NEW EFFECT!
CYCLAMEN OPAL SHIMMER
398 971 SHIM



1681



4480 NEW SIZES!



6565



1088



5000



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ASSORTMENT / COLORS

INTOXICATING AND MAGICALLY MULTISENSORY, VIVID JEWEL-LIKE HUES COMBINE WITH RICHLI RADIANT GEM-INSPIRED CUTS TO CREATE A FANTASTICAL STORY FILLED WITH ELATION AND ESCAPISM.

5948
CRYSTAL RED MAGMA
001 REDM



4927
TOPAZ DORADO
203 DOR



4470



6000
TOPAZ 203



1681
CRYSTAL ASTRAL
PINK 001 API



4120
CRYSTAL ROYAL BLUE
DELITE 001 L110D



4707 NEW EFFECT!
CRYSTAL ELECTRIC BLUE
DELITE 001 L134D



4470

1088
TANGERINE 259



CRYSTAL SUNSHINE
DELITE 001 L141D
PANTONE 13-0858 TPX

CRYSTAL ROYAL RED
DELITE 001 L107D
PANTONE 19-1761 TPX

IRIS 219
PANTONE 16-3320 TPX

CRYSTAL ROYAL BLUE
DELITE 001 L110D
PANTONE 19-4150 TPX

TANGERINE 259
PANTONE 15-1263 TPX

CRYSTAL BRIGHT GOLD
PEARL 001 306
PANTONE 15-1132 TPX

4228



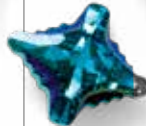
1400 NEW!



6433 NEW!



4320



86001
MAJESTIC BLUE
296



1088



4927
AQUAMARINE 202,
CRYSTAL METALLIC BLUE
001 METBL



5948
SAPPHIRE 206



4470
CRYSTAL ROYAL BLUE
DELITE 001 L110D

5810
CRYSTAL BRIGHT GOLD
PEARL 001 206



5816



4683
LIGHT COLORADO
TOPAZ 246



5058
CRYSTAL GOLDEN
SHADOW 001 GSHA



4480 NEW SIZES!



6433 NEW!



1400 NEW!
CRYSTAL PARADISE
SHINE 001 PARSH

6433 NEW!



FASHION/ACCESSORIES

ELEGANTLY WAISTED, CRYSTAL-STUDED VINTAGE SILHOUETTES IN LUSTROUS SILKS ARE RUCHED AND RUFFLED TO CREATE DRAMATIC STYLE STATEMENTS IN CONTEMPORARY FORMATS. THE NEW IRIS COLOR BECOMES THE HIGHLIGHT IN THIS BELT AND COLLAR COMBINATION, WHERE RICH, GOLDEN SEW-ON STONES MEET IRIS-COLORED PENDANTS AND CHATONS IN EXPRESSIONS OF BOLD INDIVIDUALITY.



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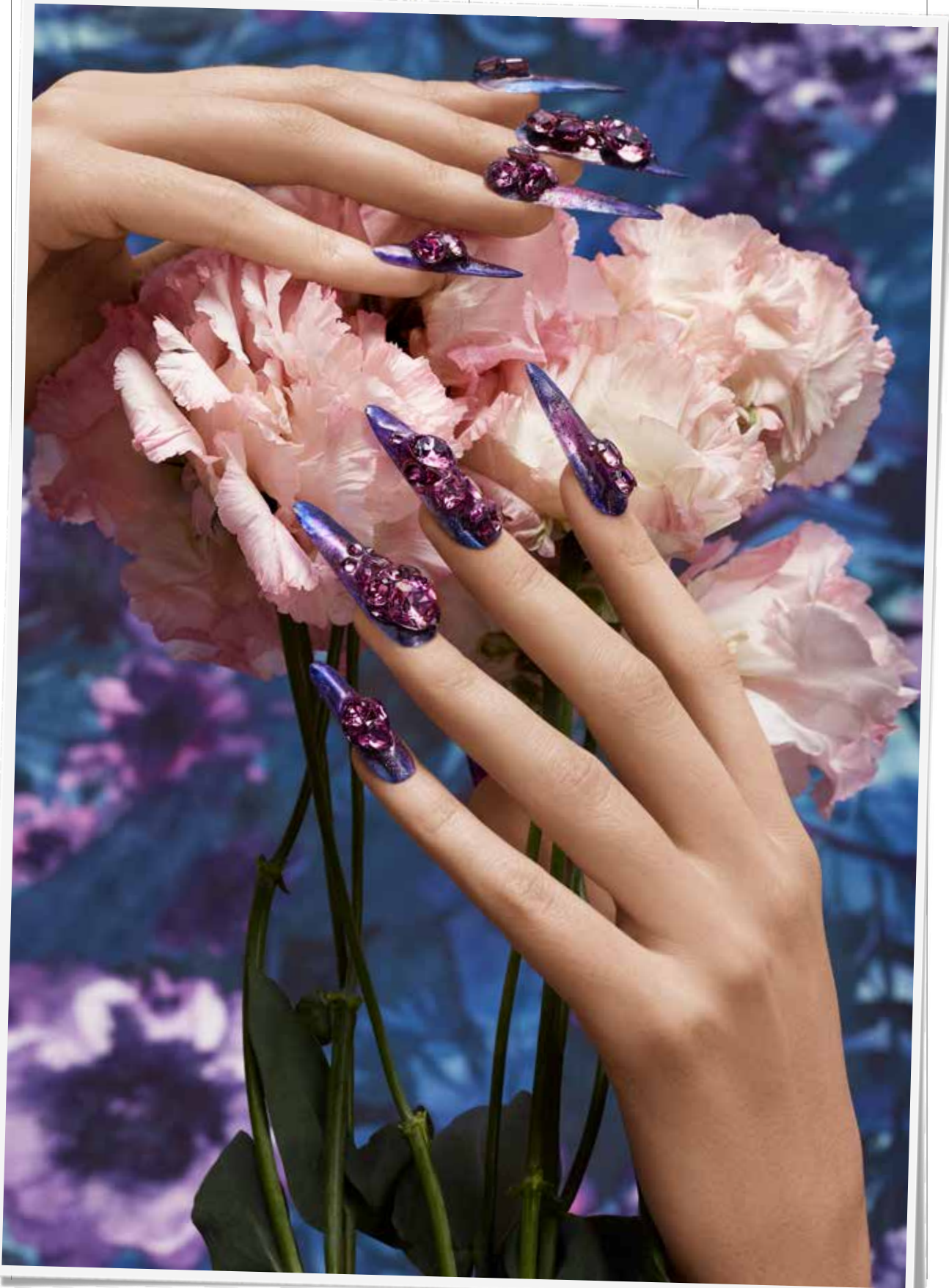
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NAIL ART

CREATING THE LOOK WITH CREATIVE, THEATRICAL AND MULTI-LAYERED CRYSTALS IN WHIMSICAL AND OFF-BEAT PLACEMENT TO CONJURE UP A BEAUTIFULLY ECLECTIC, OVER-THE-TOP INDIVIDUALISM.



JEWELRY

THE APPEARANCE OF THE CAMEO BREAKS WITH CONVENTIONAL STEREOTYPES, ACQUIRING AN EXTREMELY MODERN MAKEOVER IN A DEEPLY ROMANTIC STYLE. THE NEW MYSTIC SQUARE FANCY STONE AND NEW IMPERIAL FANCY STONE SIZE LEND EXTRAVAGANCE TO BROOCH INSPIRATIONS, WHERE COLORFUL CHATONS, PEARLS AND A 3D-PRINTED CAMEO SPEAK OF GLAMOROUS EXCESS.

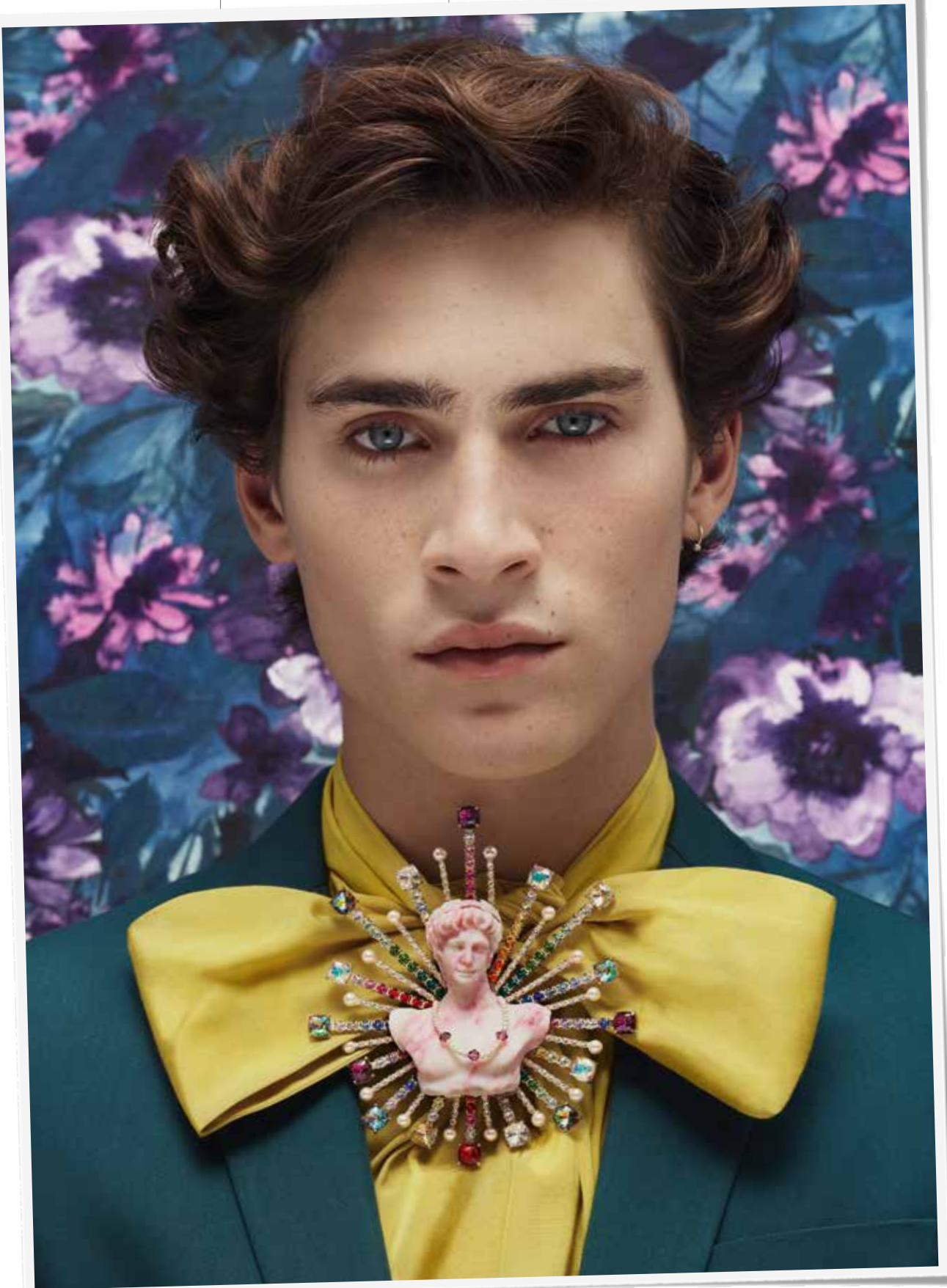
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DAZZLING IDEAS

BRILLIANT REFLECTIONS

SPARKLING SKETCHES



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HIGHLIGHTS

THE AGE-OLD ASK OF TIME – HOPE, CLARITY AND MEANING – IS SPECTACULARLY CONVEYED IN THE BRILLIANT AESTHETICS OF SS21’S INSPIRATIONAL INNOVATIONS. FROM THE GEOMETRICALLY PRECISE EDGES OF THE FUTURE, THE SOFTENED HUES OF A NOSTALGIC PAST, THROUGH TO MAJESTIC SHAPES THAT MESMERIZE WITH THEIR MAGIC AND MYSTERY, THIS IS AN ASSORTMENT DESIGNED TO EMBRACE AND CAPTURE EVERY MOMENT. DREAMILY DIVERSE AND ENTIRELY INDIVIDUALISTIC, THE RANGE OF CAPTIVATING COLORS AND SENSORY SHAPES IS A TIMELY REMINDER OF OUR NEED TO ASPIRE TO RADIANCE AND BEAUTY, NO MATTER WHAT THE SEASON.

01
 THE MYSTIC SQUARE
 FANCY STONE

02
 THE IRIS COLOR,
 CRYSTAL IRIDESCENT
 DREAMY PEARLS &
 OPAL SHIMMER
 EFFECTS

03
 THE GEOMETRIC
 FLAT BACKS

04
 THE IGNITE
 EFFECT

OCT 2021

01

02

03

04



05

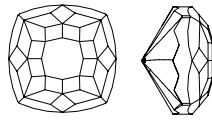
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01
 THE MYSTIC SQUARE
 FANCY STONE



NEW CUT 4460

PRECISELY CUT FACETS ON THE TOP,
GROOVED SURFACE ON THE REVERSE

GEM-INSPIRED COLORS, FANCY EFFECTS, AND A CLASSIC
CUSHION SHAPE WITH A HIGHLY FACETED LOOK

SIZES

8 MM, 10 MM, 14 MM, 18 MM

COLORS

CRYSTAL, AMETHYST, AQUAMARINE, EMERALD, IRIS,
LIGHT COLORADO TOPAZ, SCARLET

EFFECTS

CRYSTAL AB, CRYSTAL ASTRAL PINK, CRYSTAL
LUMINOUS GREEN, CRYSTAL PARADISE SHINE,
CRYSTAL VITRAIL MEDIUM, LIGHT TOPAZ SHIMMER



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02

THE IRIS COLOR,
CRYSTAL IRIDESCENT
DREAMY PEARLS & OPAL
SHIMMER EFFECTS



SHAPES/SIZES

COLORS

EFFECTS

NEW COLOR, NEW PEARL COLORS AND NEW EFFECTS

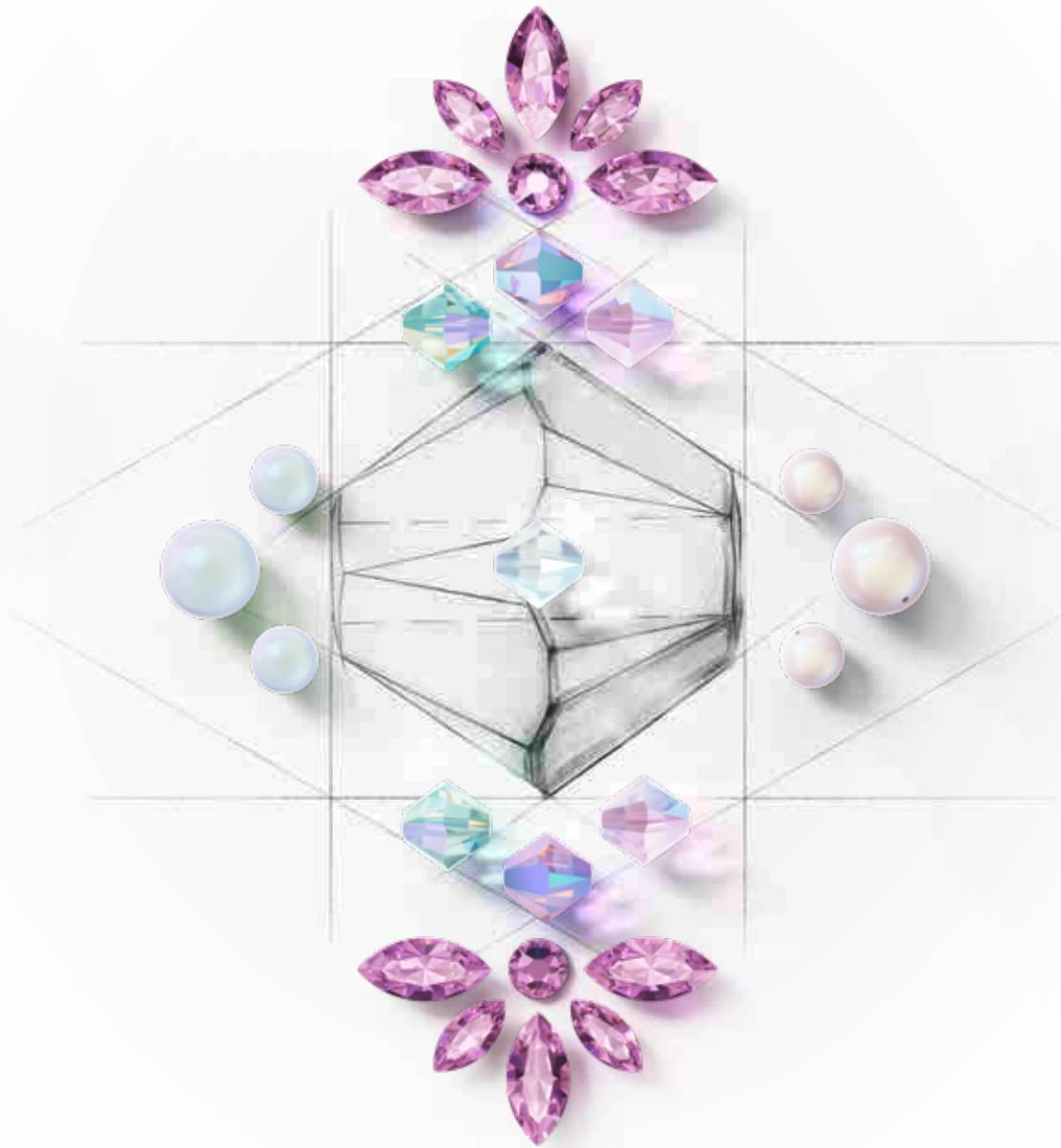
MYSTERIOUS AND DREAMY HUES

PERFECTLY COMPLEMENT EACH OTHER

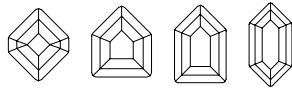
REFER TO PAGES 059, 065

IRIS, CRYSTAL IRIDESCENT DREAMY BLUE PEARL,
CRYSTAL IRIDESCENT DREAMY ROSE PEARL

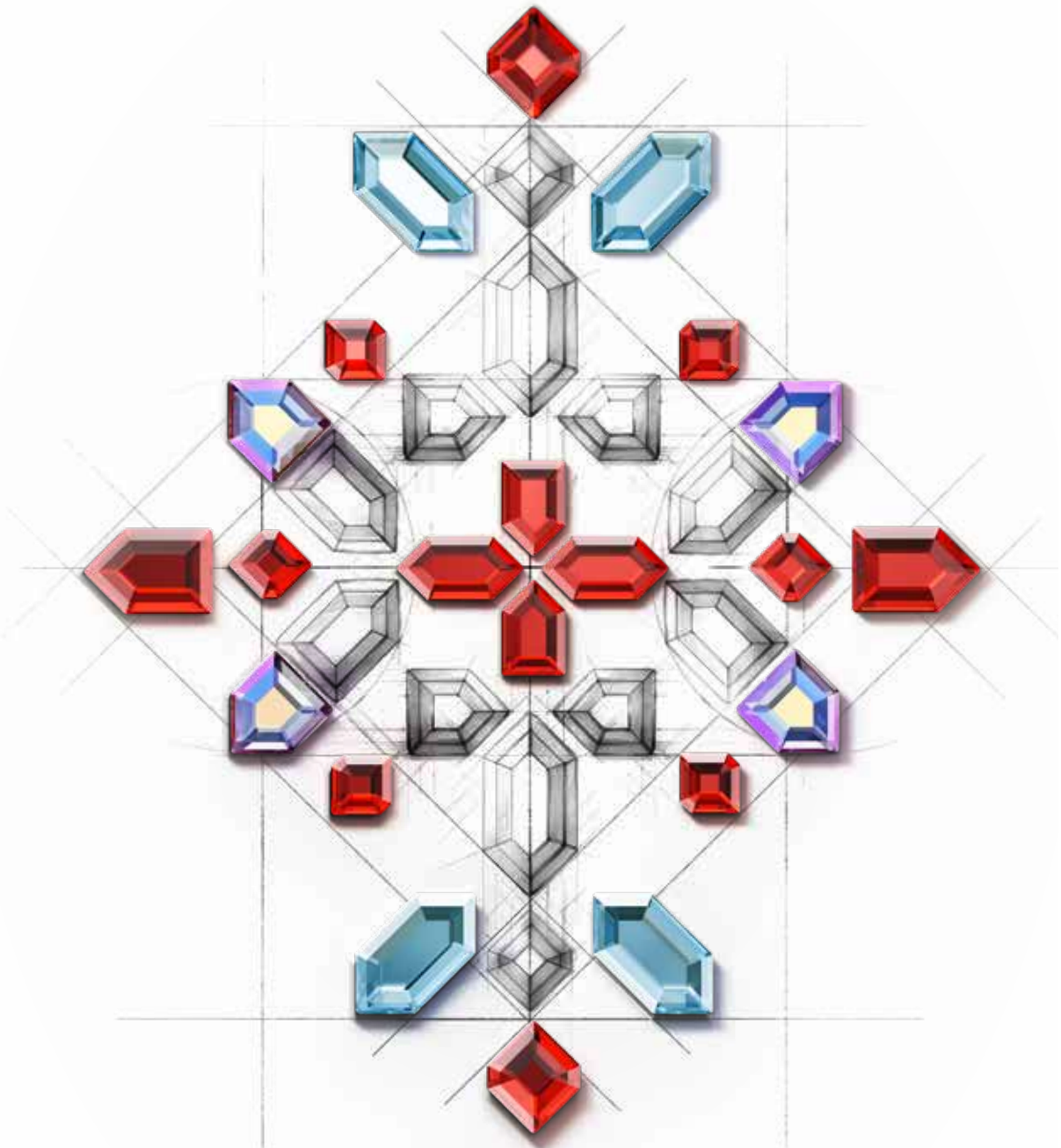
CHRYSOLITE OPAL SHIMMER, CYCLAMEN OPAL SHIMMER,
PACIFIC OPAL SHIMMER, ROSE WATER OPAL SHIMMER,
WHITE OPAL SHIMMER, YELLOW OPAL SHIMMER



03
 THE GEOMETRIC
 FLAT BACKS



	NEW SHAPES
	MATCHING SIDE LENGTHS
	ALSO MATCHES THE EXISTING GEOMETRIC FLAT BACKS: 2771, 2772, 2773
SIZES	2774: 6.3×4.2 MM, 8.3×5.6 MM, 12.5×8.4 MM 2775: 5×4.2 MM, 6.7×5.6 MM, 10×8.4 MM 2776: 8.2×4.2 MM, 11×5.6 MM, 16.5×8.4 MM 2777: 5×4.2 MM, 6.7×5.6 MM, 10×8.4 MM
COLORS	CRYSTAL, AQUAMARINE, BLACK DIAMOND, JET, LIGHT SIAM
EFFECTS	CRYSTAL AB, CRYSTAL SILVER SHADE, JET HEMATITE



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04
THE IGNITE
EFFECT



NEW EFFECT

A SPARKLING EFFECT THAT INCREASES THE BRILLIANCE OF UNFOILED CRYSTALS, CREATING A FINE JEWELRY LOOK

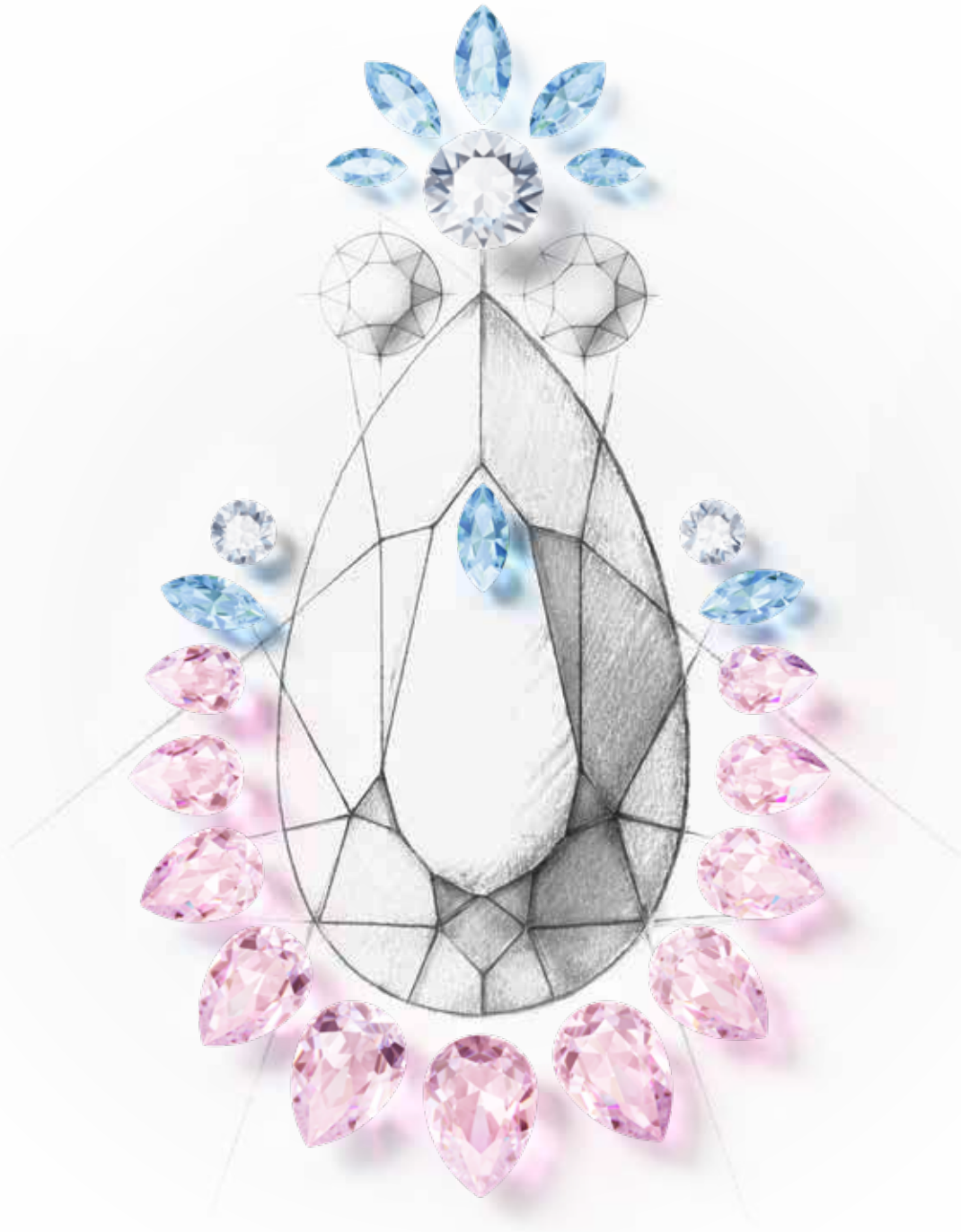
IDEAL FOR OPEN-BACK JEWELRY PIECES

SHAPES

1088, 4120, 4228, 4320, 4470

EFFECTS

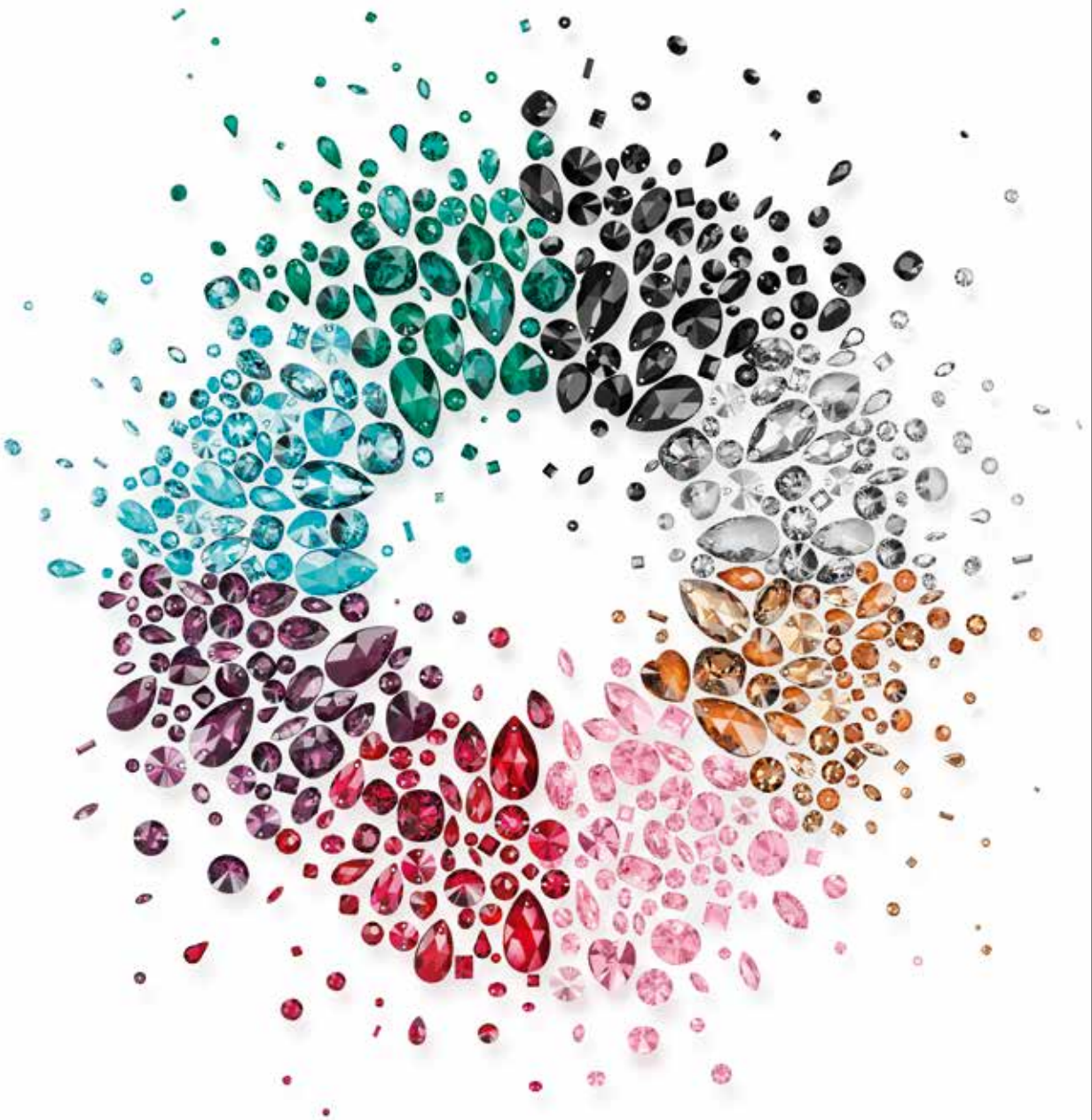
CRYSTAL IGNITE, AQUAMARINE IGNITE,
LIGHT ROSE IGNITE



CORE ASSORTMENT

WITH FLEXIBILITY, EASY CHOICES AND SPEEDY AVAILABILITY AT YOUR FINGERTIPS, OUR CORE ASSORTMENT OFFERS YOU A ONE-STOP SHOP FOR OUR 30 MOST REQUESTED PRODUCTS WITH ALL THE STOCK YOU NEED, WHEN YOU NEED IT.

FOR SPRING/SUMMER 2021, THE KEY COLORS (AQUAMARINE, AMETHYST, EMERALD, JET, LIGHT COLORADO TOPAZ, SCARLET, AND CLEAR CRYSTAL) ARE JOINED BY THE GEMSTONE-INSPIRED LIGHT ROSE. THE MOST CLASSIC OF ALL OUR PINK CRYSTAL SHADES, ITS PALE TONES SHOW UP INTENSITY OF SPARKLE WITH IMPRESSIVE BRILLIANCE. AND JUST LIKE THE OTHERS, IT'S DESIGNED TO PRECISELY MATCH THE CORRESPONDING PINK ACROSS ALL THE OTHER PRODUCT SHAPES IN THE CORE ASSORTMENT - NO VARIATIONS AND NO STREAKS, PLUS THE RESISTANCE TO PLATING AND SOLDERING THAT'S EXPECTED OF ALL OUR CRYSTALS.



MY FAVORITE COLOR IS
