

PRECIOSA



## TRENDBOOK

INSPIRATIONS & INNOVATIONS

SS 2019

Bohemian *crystal* heritage



reddot award 2017  
winner



PRECIOSA





KLARA  
NADEMLYNSKA

CRYSTALS BY  
PRECIOSA

## Director's Note

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Every new fashion season and product launch takes our teams to all corners of the world, and the Spring/Summer 2019 collection will be no exception. However, this season we will carry with us to each market and customer a piece of our Bohemian cultural heritage.

We decided to create a new collection of novelties inspired by our region's history, entitled *Atelier Bohemia*, because we believe it is a story worth sharing. This campaign brings to life our strong sense of cultural pride and the universal feeling we all share when returning home to a cherished place. For us, this place is Bohemia.

Each time we walk through the doors at Preciosa, we are reminded of the 16<sup>th</sup> century glass furnaces emanating heat throughout the mountainous valley. We smell the sanding machines and hear the water sprinkling and splashing on the wooden floor. For us, Preciosa represents time-honored craftsmanship and skill, passed down over hundreds of years from generation to generation, exquisitely reflected in each and every sparkling crystal.

I invite you to journey with us to Bohemia to explore the tradition that defines us, the nature that surrounds us and the people who call this land their home.

*We hope you enjoy the read.*

*Karel Páral*





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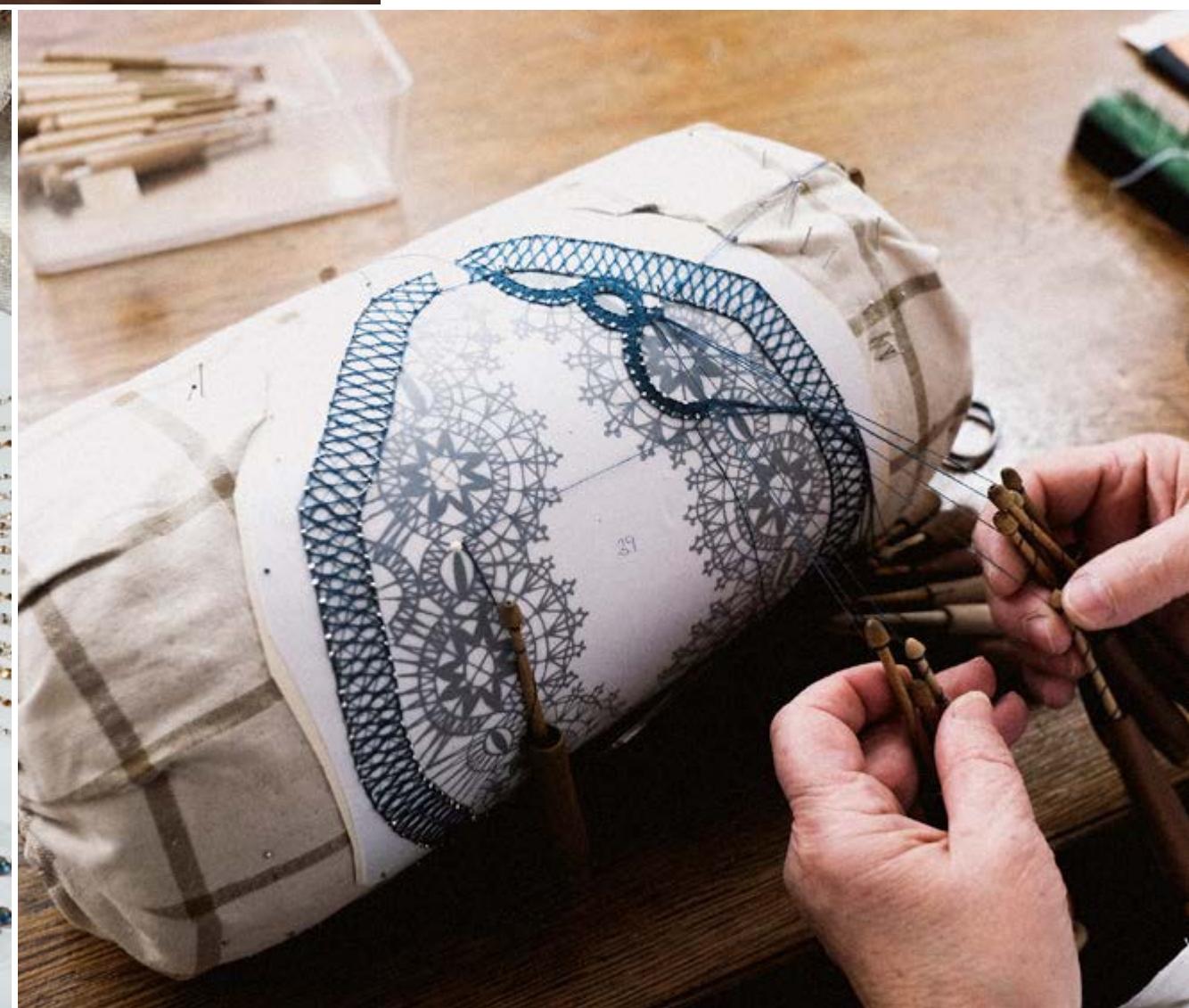
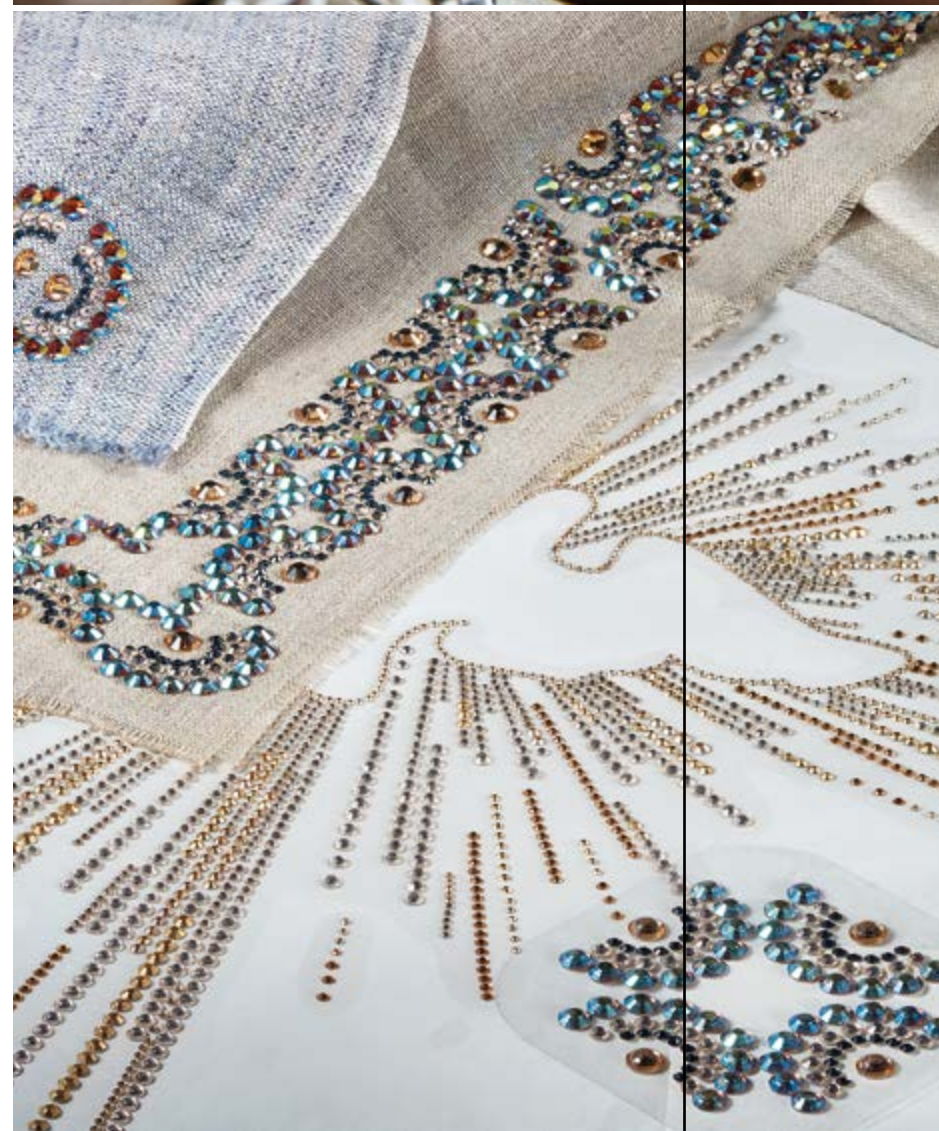
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BOHEMIAN CRYSTAL TOP



*Blanka*

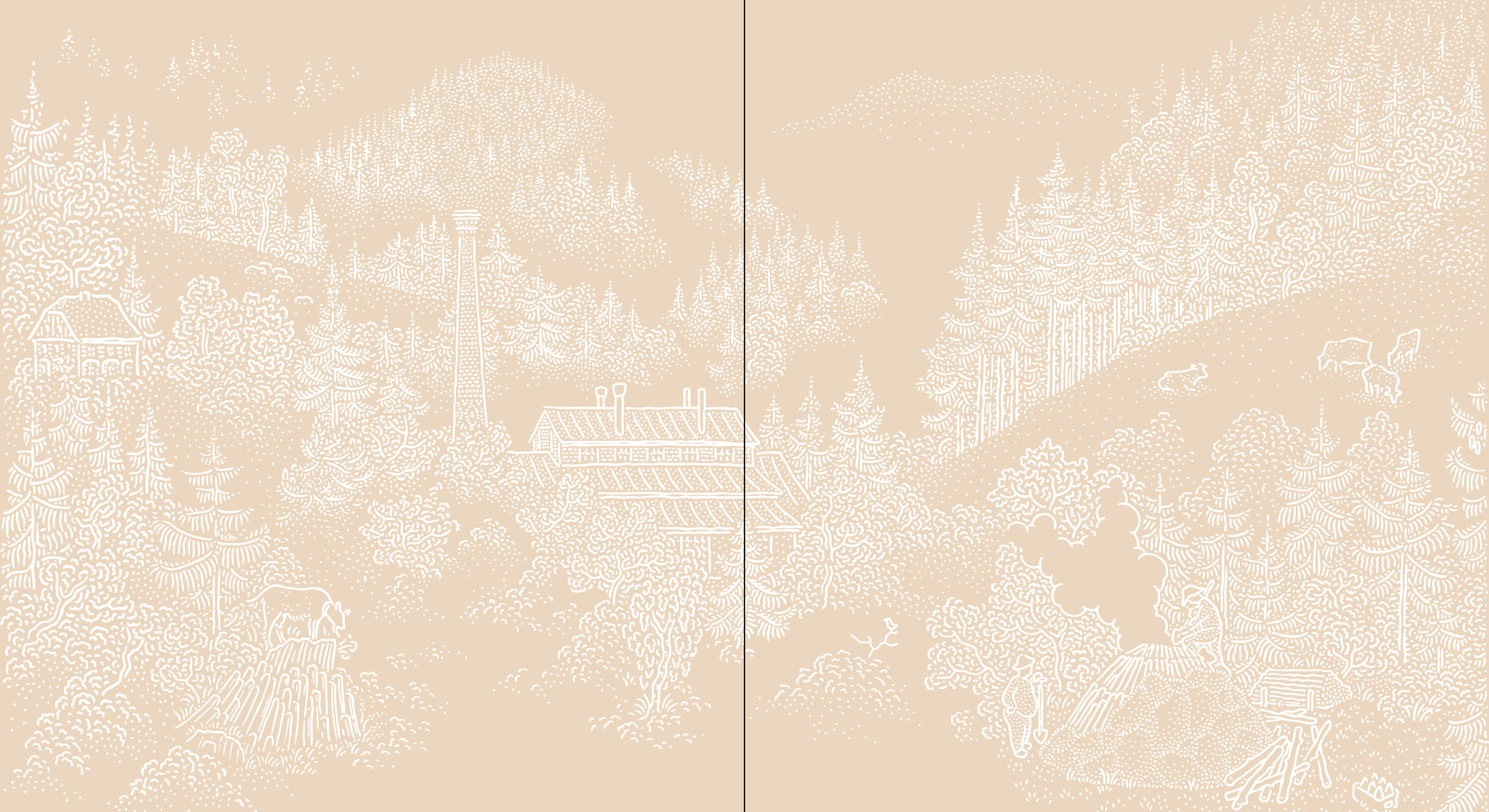
CRYSTALS BY  
PRECIOSA





SS19  
ATELIER  
BOHEMIA





Just northeast of Prague, nestled along the Polish border between the Jizera and Lusatian mountain ranges, are the rolling hills and clear blue skies of Bohemia's best kept secret, and the place we are lucky enough to call "home" It was here, in Crystal Valley, where centuries ago the first glass kilns began to illuminate the ateliers and workshops scattered across the region,

eventually giving birth to an entire industry that has all but defined our cultural heritage. Through this collection, we rediscover our roots and pay homage to Bohemia's natural beauty, resources and simplistic way of life. Personified by several classically Bohemian artisanal occupations, our novelties are presented categorically by segment within the historical context of each craft.





A clean break from the Autumn/Winter trend of hyper-adornment, Spring/Summer 2019 will see the return of minimalism. Characterized by softer, neutral tones subtly garnished with delicate appliques and unusual closers, this season fuses nostalgia with functionality. Homespun, provincial-esque embellishment gives an otherwise stark aesthetic the perfect hint of romanticism, such as the new Spike Rivet, which creates a tailored, yet casual look.

Editorially, *Atelier Bohemia* explores a collective urge to re-connect with our heritage and appreciate life's simple, natural pleasures. As our need to seek authenticity in today's overly commercialized society continues to strengthen, we find ourselves on a homeward journey, back to our roots that define us. From our handcrafted Lamp Beads to this season's limited edition Tea Rose cabochon, this collection is the apex of nearly five centuries of Bohemian glassmaking tradition and know-how, and our most personal yet.







# THE LACEMAKER



Lacemaking in the Czech Republic can be traced back to the 16<sup>th</sup> century in North Bohemia's Ore Mountains near the German border. The textile became so popular among Bohemian aristocracy that one local document from the time even forbade commoners from wearing lace on their clothes. Later, in the 17<sup>th</sup> century, Empress Marie Theresa declared lacemaking a free trade and established the region's first ever lacemaking schools, which are still in operation today.



NEW SHAPE | NEW COLOR



# SLIM NAVETTE MAXIMA

NEW SHAPE

Slimmer than the classic Navette, this stone's cat-eye shape is essential for ornate, leafy embellishments and is perfect for vibrant Spring/Summer motifs. From fashion jewelry to footwear, the MC Slim Navette MAXIMA adds a subtle touch of brilliance that elevates any warm weather-ready piece.

Available in three sizes, (11x3 mm, 15x4 mm, 35x9.5 mm), nine colors, 18 coatings and all platings for both sew-on settings and jewelry cups, our MC Slim Navette is part of our premium quality, lead-free MAXIMA product range.





# LIGHT GOLD QUARTZ

NEW COLOR

An even more delicate version of its classic namesake, Light Gold Quartz radiates a pale neutral tone reminiscent of freshly uncorked Champagne. Crisp and pale, this trend color is the ultimate in effortless refinement and an upcoming season staple.

Light Gold Quartz is now part of our catalog offer of colors for our premium quality, MC Chaton MAXIMA, MC Chaton Rose MAXIMA and Fancy Stones product lines.







THE  
COBBLER



Heavily defined by the establishment of guilds in the 13<sup>th</sup> century, the history of shoe-making in Bohemia emerged in Prague, where between the second half of the 14<sup>th</sup> century and the beginning of the 15<sup>th</sup> century lived nearly three hundred shoemakers. Among the most popular craftsmen alongside tailors, cobblers were well respected and could even become independently wealthy. For example, in 1382, cobbler, Bláha Švik, received land from King Wenceslas IV, on which he built himself an astounding 18 houses.



NEW MICROSIZE | NEW MICROSIZE COLORS



# MC CHATON ROSE MAXIMA

NEW MICROSIZE | NEW MICROSIZE COLORS

If details are what you're after, our MC Chaton Rose MAXIMA microsizes open up a world of possibilities. The stones' twelve facet cut makes them the most brilliant of any competing product available on the market, and a cross-segment essential.

Our MC Chaton Rose MAXIMA in new microsize, ss3, comes in 11 colors and five coatings. Our MC Chaton Rose MAXIMA in existing microsize, ss4, now comes in an additional 10 colors and four coatings.



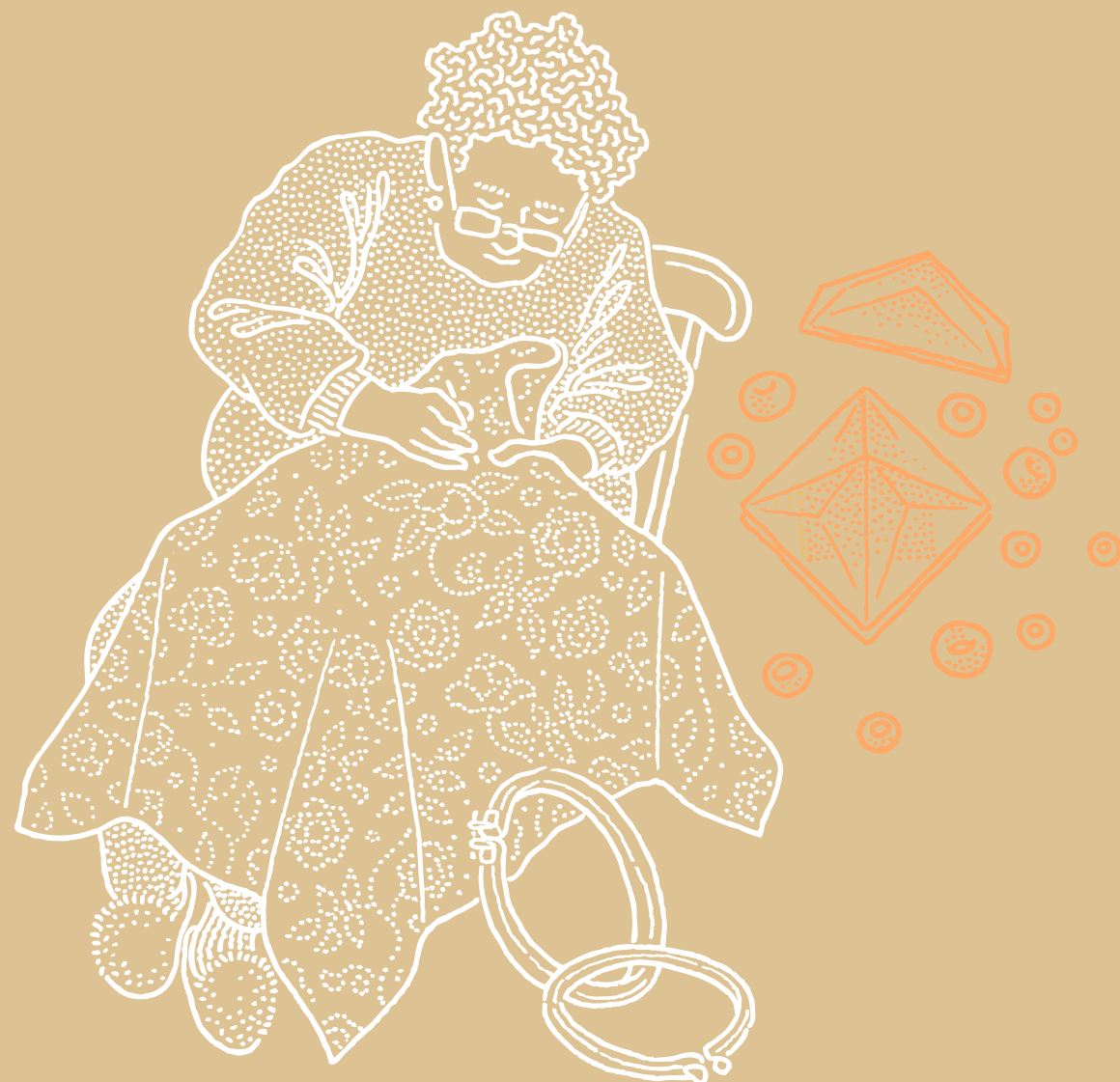




# THE EMBROIDERER



Still popular in modern Czech design, embroidery can be seen in the traditional dress popular in every region of Bohemia, where typically white linen blouses were lavishly embroidered and trimmed with lace. East Bohemia is known for its red embroidery on white, whereas the Central and Western regions tended to don white on white. South Bohemia, however, featured multi-colored embroidery, seed beads and even intricately cut fish scales, which were often sewn onto the blouses in elaborate patterns.



HERITAGE PRODUCT | NEW SHAPE



# SEED BEADS

HERITAGE PRODUCT

An embroiderer's dream, our Seed Beads are the result of five centuries of heritage and regional know-how passed from generation to generation. As striking or as subtle as intended, Seed Beads give any garment or accessory an interesting twist, from the couture catwalk to DIY embellishment.

Our assortment of 270 variations of Seed Beads is comprised of 15 transparent colors with or without a silver line and 15 opaque colors, each of which is available in three sizes.





# PYRAMID MAXIMA

NEW SHAPE

Both high impact and high fashion, our four-sided Pyramid-shaped flatback is chic, edgy and unique to the global market. Geometrically perfect, the MC Pyramid effortlessly enhances any textile, shoe or handbag design.

Available in one size, (8 mm), in Jet, Crystal and our catalog offer of coatings, our MC Pyramid flatback is part of our premium quality, lead-free MAXIMA product range and is suitable for gluing.



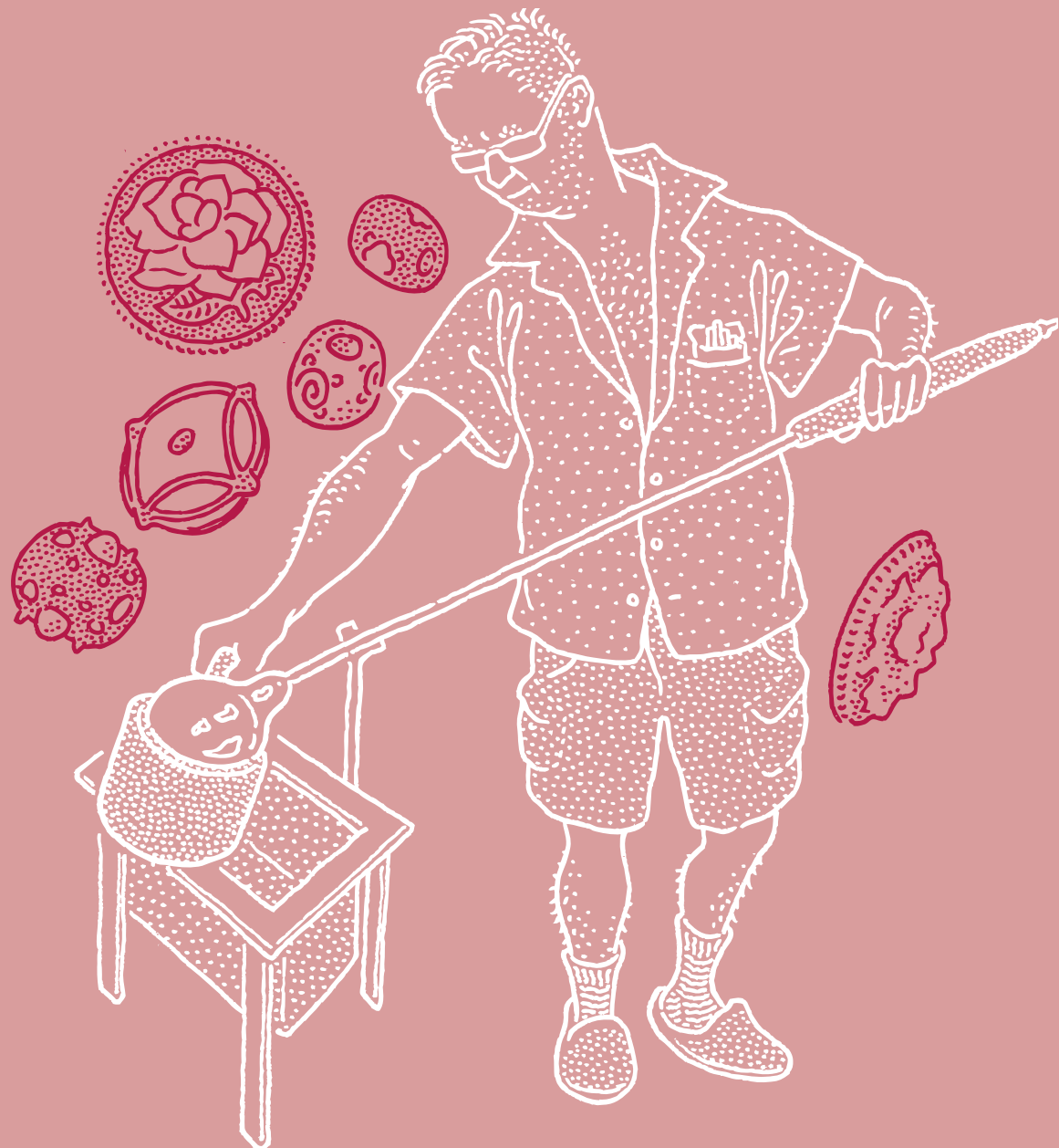




# THE GLASSMAKER



Bohemian families played a major role in the technological advancements of glassmaking throughout Central Europe, which are often credited to “trade secrets” passed from father to eldest son for generations. In the 14<sup>th</sup> century, a special type of “Czech Gothic Glass” emerged; characterized by its greenish color, these slender flutes or bulbous cups were decorated by molted-on spiral glass threads and tiny pearl-like glass balls, which became hugely fashionable and were exported not only to Germany, but even as far as France and Flanders.



LIMITED EDITION CABOCHON | HERITAGE PRODUCT

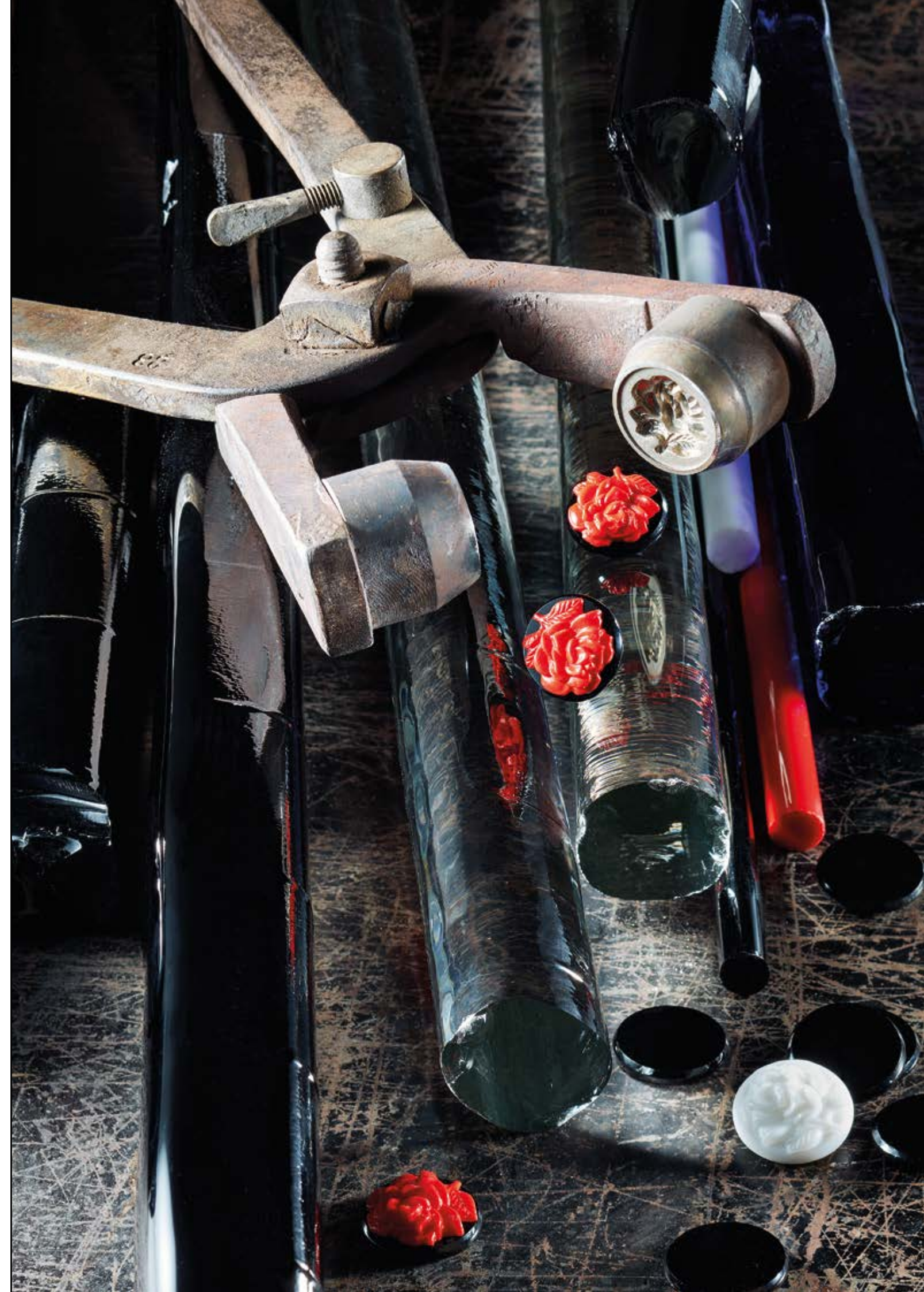


# TEA ROSE

LIMITED EDITION CABOCHON

Inspired by local Bohemian flora, the Tea Rose cabochon is stunning in its simplicity and provides the perfect touch of nostalgic embellishment. Used as a stand-alone statement jewelry piece or together as buttons for a billowy peasant top, this cabochon is flirty, feminine and a springtime staple.

Available in one size, (20 mm), as a loose stone or in settings with no loops, one loop or two loops, and in a sew-on button setting, the limited edition Tea Rose cabochon comes in White or Jet with Coral. Suitable application methods include gluing, (no setting or in setting without loops), and sew-on.





# LAMP BEADS

HERITAGE PRODUCT

Named after a special, time-honored technique called lampworking, our Lamp Beads represent centuries of acquired skill and glassmaking tradition. A regional specialty, each and every Lamp Bead is crafted by hand and gives whatever it adorns a uniquely authentic Bohemian touch.

Our handmade Lamp Beads start with six basic shapes: Round, Pear, Olive, Tube, Oat and Rondelle and come in 30 different sizes, but are available in a virtually endless array of color and custom design combinations.







THE  
JEWELLER



As throughout much of Europe, jewelry became popular in Bohemia during the 14<sup>th</sup> century, in the form of textile embellishment and ornamentation. Aristocratic dress was often embroidered with gold or decorated with golden plates and buttons. The first ever crown crafted by a goldsmith for a Bohemian ruler was made for King Charles IV in 1344. It was made of 22 carat gold and weighed nearly 2.5 kilograms. In it were 19 sapphires, six of which are still among the 10 biggest in the world), 44 spinels, 30 emeralds, 20 pearls and a single ruby.



NEW NANO GEM COLORS



# IVORY

NEW NANOGEMS COLOR

Ivory is silky and smooth, and flawlessly pure. Its opaque nature gives it a slightly richer hue than White, which pairs well with other soft colors and a variety of platings, making it an anticipated Spring/Summer star.

Ivory is now part of our catalog offer of colors for our premium quality, Nanogems.



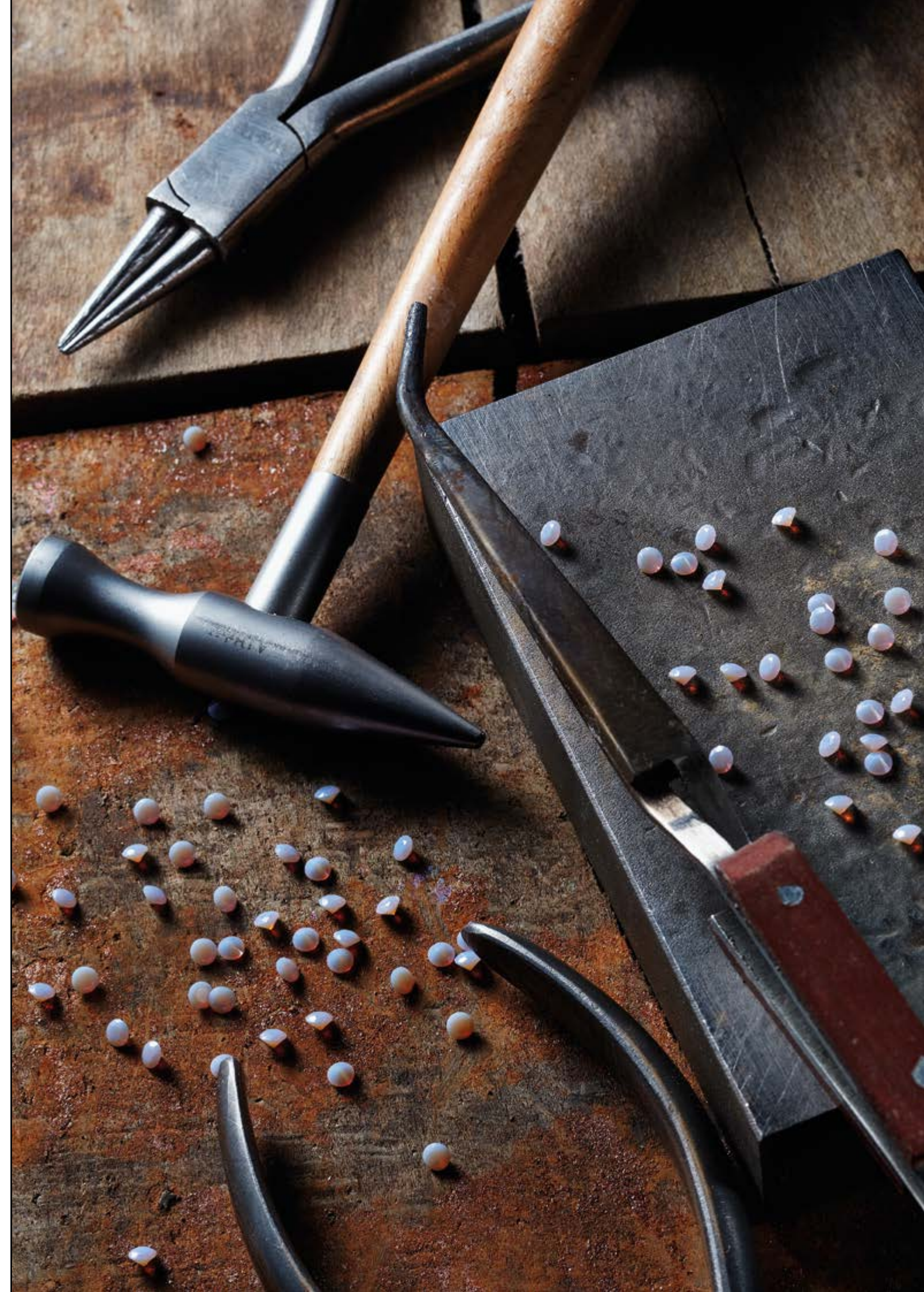


# LAVENDER JADE

NEW NANOGENS COLOR

One of the rarest of all jadeite colors, lavender is a highly sought-after gemstone variation by respected jewelers from all over the world. Our Lavender Jade is entirely unique in its opaqueness, and its soft, feminine hue makes it an easy choice for embellishing any springtime accessory.

Lavender Jade is now part of our catalog offer of colors for our premium quality, lead-free Nanogems.





# A TRULY BOHEMIAN RHAPSODY

**Designer Klára Nademlýnská has worked with folklore and traditional motifs throughout her entire fashion career. With her feminine and sensitive aesthetic, she was the obvious choice to design the looks for *Atelier Bohemia*. Each was created from only the highest quality materials, using some of the oldest techniques as a tribute to Bohemian artistry.**

**The collection is very detailed. Can you please describe your creative process?**

I work with folklore imagery all the time, so for me the theme felt very natural. I based the initial ideas on traditional knowledge and then took it a bit further. Because these are "couture" pieces, I had time to play with different ideas and really pay attention to each and every detail, a luxury not usually afforded in ready-to-wear collections. I conducted my own additional research about the region, on which I based the pattern details and embroidery; most of it we did by hand, so it was very exciting.

**Do you view yourself more as a designer or as a craftsman?**

I think I am half and half. I have always been involved in the crafting of my pieces. It is never only about the idea or the design, it is always important to know how the look will be physically made. I am heavily involved in the production process, and I love to touch all the different materials to see how they react. Sometimes, at this point in this process, we make changes in the design because we have a better idea or because we find out that the material reacts differently than we had anticipated.

**How has the textile industry changed over the past decade?**

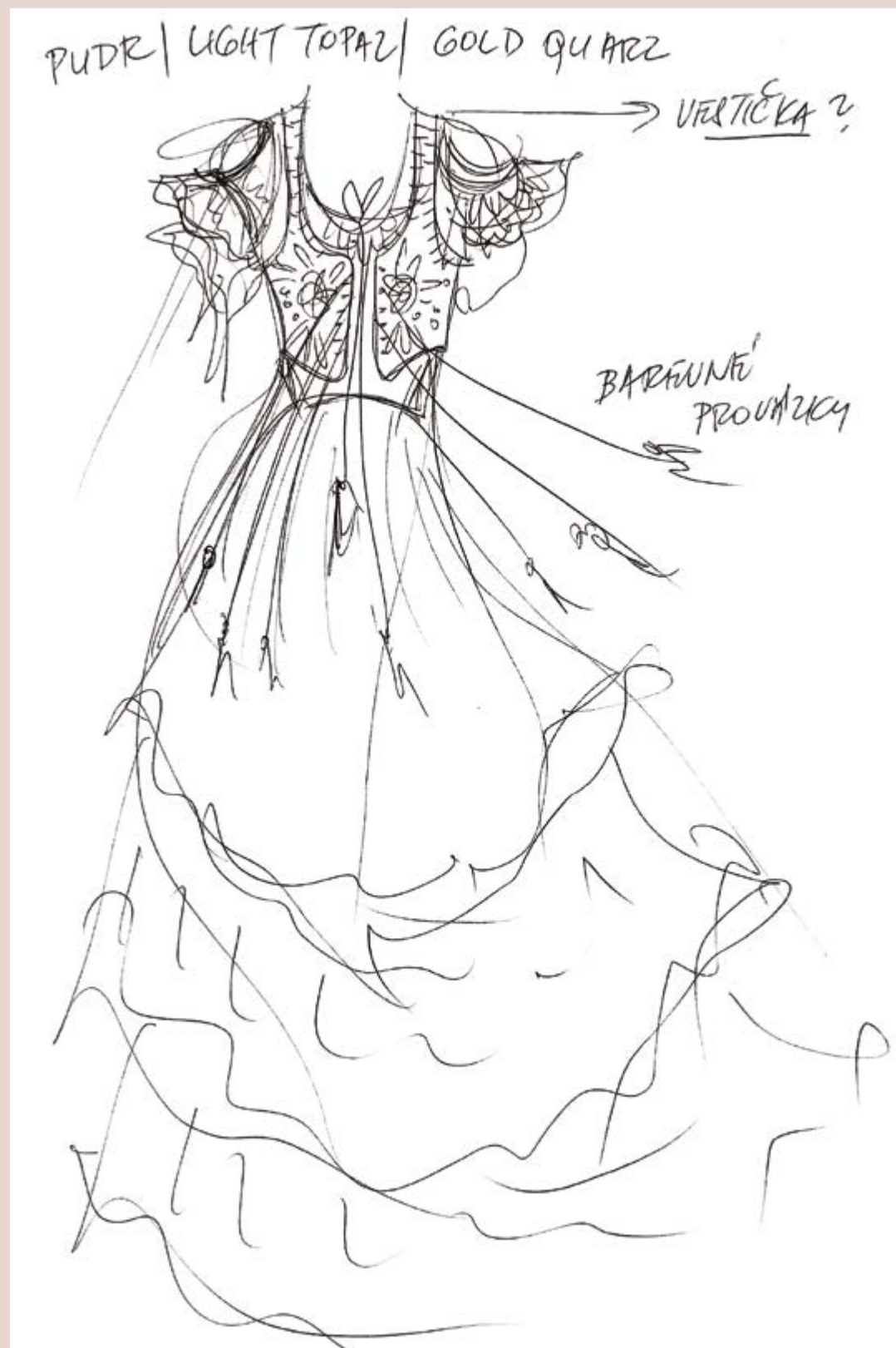
Technology within the fashion industry, as in most industries, is advancing at an exponential rate. Every half year I am amazed at the new materials available, and how their production continues to change. You can combine almost anything. The choice of materials is essentially endless, and yet it continues to grow. Personally, I still prefer more traditional materials like silk, cotton or wool, but it's still amazing to see how the production process has developed.

**If there are so many options, how do you select your materials?**

Like Preciosa, I visit Première Vision Paris twice a year. We pick our suppliers carefully. Recently, I've found several Czech suppliers who create great quality corduroy and cotton. I'm happy that they survived the rise of mass production and are still operating internationally. It's my pleasure to support and work with them.







Klara Nademlynska's sketch of her blush colored muslin peasant dress and hand-stitched shearling tasseled vest for *Atelier Bohemia*.

**What was it like working with Preciosa crystals and glass?**

I've always loved crystals. I've used them in several of my collections, but *Atelier Bohemia* is special as they are the focal point. I love Preciosa's engraved cabochons, and their sew-on stones that are perfect for creating geometric patterns and shapes. It brings the lace to life. Crystals added to embroidery give it a totally different feel.

**For this collection you use a dove motif. Does it mean something special to you?**

I think it's part of our story. Our traditions are always defined by what surrounds us, and this motif is commonly found in small Bohemian villages. For me, it fits the concept of *Atelier Bohemia* perfectly.

**What characterizes Czech design?**

Plenty of things! I love collecting old pieces from different designers and artists. I have a lot of glass, ceramics and furniture, all in the traditional Czech style. When I was visiting Preciosa I discovered this lamp and a statue by Mr. Brichta. I brought both home to my son and explained that these were from a specific artist from a specific period and that they are very special. With globalization, influences get mixed together, but this also helps us as designers as we become educated about different techniques.

**You lived in France for quite a long time. Is there any French influence in your designs?**

I gained a lot of professional experience in France and when I started my brand here I had to build it completely from scratch, but I have always identified with being Czech. I love going back to Paris and I love to travel, but Bohemia is my home.

**How do you think the global audience will react to a Bohemian collection inspired by local traditions?**

I have always been interested in foreign cultures. Collections like this benefit both the audience and the designer. In the same way that we admire traditional wooden masks from Africa, other cultures will see what is traditional for us. I think that every designer has a kind of signature style; I have the same. I create what speaks to me; I'm not trying to compromise or do something I normally wouldn't.

**How did you become a designer?**

My mother was a tailor so I grew up surrounded by fabrics and traditional cloth-making techniques. She worked from home and I saw the entire process; I knew I wanted to follow in her footsteps. My grandfather was also a craftsman, a ship engineer who worked with furniture and interior design as a hobby. He and I were always drawing together so becoming a designer was sort of a fusion between what I learned from both of them. This also gave me the confidence to work with my hands. I sew and stick by myself, which is very meaningful to me. I could never imagine creating images on a computer and sending them off somewhere to be produced; this would never work for me.





CRYSTAL  
INNOVATIONS



# MC CHATON MAXIMA

NEW NANOSIZE COLORS

Perfect for micro-pavé and an all-over dazzling effect, our MC Chaton MAXIMA Nanosizes are now even more versatile. With the addition of several vibrant new colors, these tiny stones are a luxury embellishment staple.

Our MC Chaton MAXIMA in existing nanosizes, pp0 and pp1, now come in an additional 33 colors.





# BAGUETTE MAXIMA

NEW MICROSIZE

The classic Baguette can be found in every designer's repertoire, and rightfully so. Ideal for watch dials and filling negative space created by larger stones, this microsize version of our MC Baguette MAXIMA is truly a tiny treasure.

Our premium quality, lead-free MC Baguette MAXIMA is now available in microsize 3x1 mm in three colors: Crystal, Jet and Light Peach.





# SQUARE MAXIMA

NEW MICROSIZE

Never out of style, the Square is one of, if not the most versatile stone shape, and absolutely essential for creating geometric patterns. With the addition of a new microsize, our MC Square MAXIMA allows for even more design possibilities.

Our premium quality, lead-free MC Square MAXIMA is now available in microsize 1.5x1.5 mm in our catalog offer of colors and coatings.





# MIST

NEW EFFECT

Much like beautifully weathered sea glass, our Mist effect gives each stone a hazy glow that artfully softens its visual impact. Applied as a top coating, Mist is intriguing yet subtle, and an instant portfolio must-have.

The Mist effect can be applied to our catalog offer of colors and coatings for our premium quality, lead-free MC Chaton MAXIMA.





# ICICLE

NEW EFFECT

Entirely unique to the worldwide market, our Icicle effect is applied as a bottom coating and creates a looking glass-like impact. Seemingly three-dimensional, stones with the Icicle effect give the visual impression of added depth and are as captivating as they are beautiful.

The Icicle effect can be applied to our catalog offer of colors for our premium quality, lead-free MC Chaton MAXIMA product line from size ss4 to ss39.





# SHOE CLIPS

NEW PRODUCT

Take a pair of simple black pumps from drab to absolutely fabulous with our customizable shoe clips. Perfect for a simple day-to-night transformation, our shoe clips add the perfect pop of color or touch of class to your ensemble.

Shoe clips can be created with any shape, size and color of our stones regularly offered in Jewelry Cups.



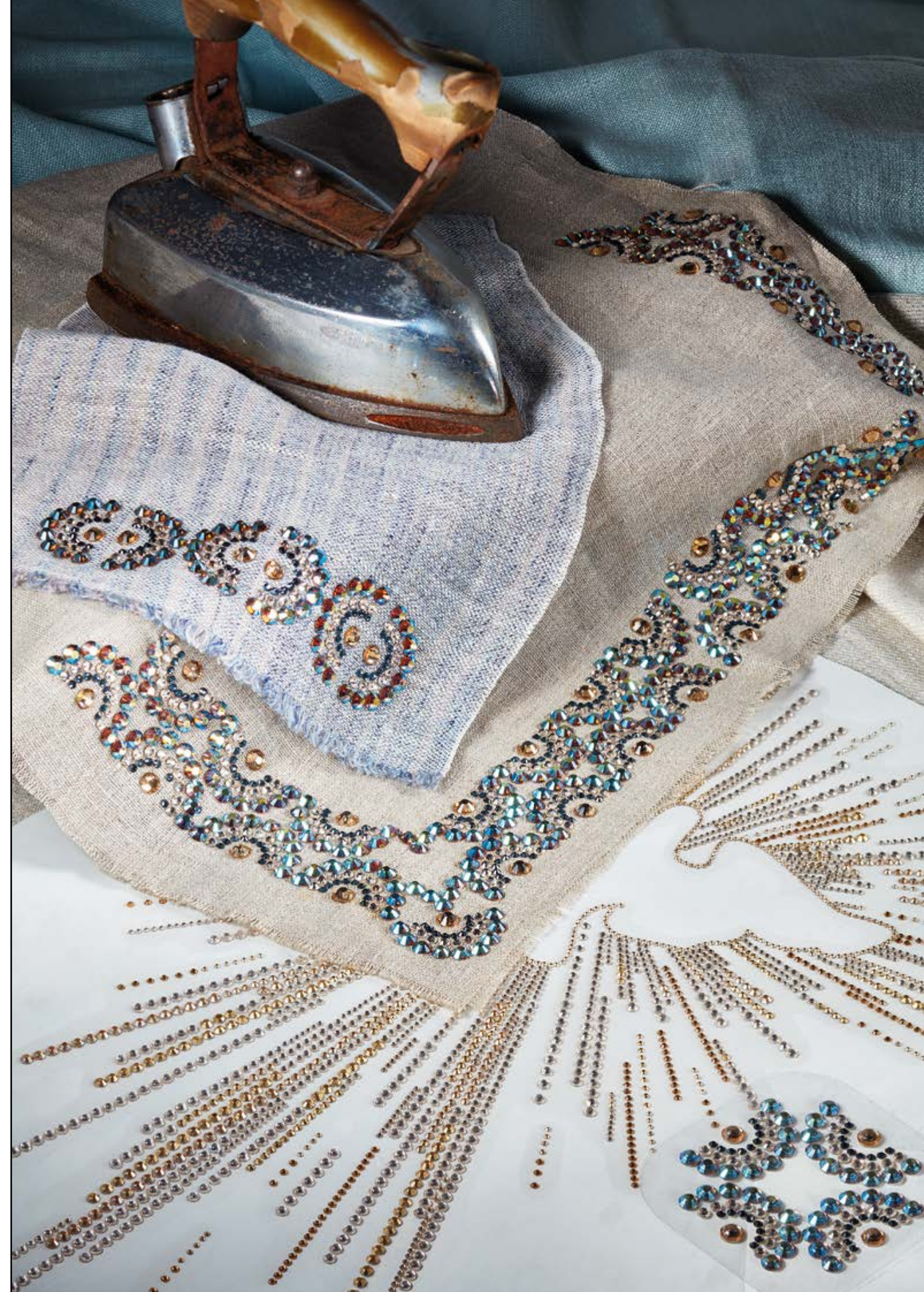


# MAXIMA HOTFIX TRANSFERS

NEW PRODUCT

Like ink and a stamp, our MAXIMA Hotfix Transfers achieve uniform-like perfection with each application. Up to the imagination of the designer, the design possibilities of this addition to our portfolio make it a productivity enhancing game-changer.

Entirely customizable, MAXIMA Hotfix Transfers can be created using any combination of our catalog offer of colors, coatings and sizes of our hotfix MC Chaton Rose MAXIMA product line.





# PEAR MAXIMA

IMPROVED QUALITY

Perfect for creating jewelry sets and intricate floral patterns, the Pear shape is a time-honored classic and has been a favorite of Europe's aristocracies for centuries. Now lead-free, the stone's brilliant sheen makes it more captivating and more classic than ever.

Available in four sizes and our catalog offer of colors and coatings, including all platings for both sew-on settings and jewelry cups, our MC Pear is now part of our premium quality, lead-free MAXIMA product range.



# NACRE PEARL MAXIMA

NEW PEARLESCENT COLORS

One of fashion's go-to embellishments, pearls are always on trend and pair flawlessly with everything from Fancy Stones to Rondelles. Used together, these colors create a light, sugary palette worthy of any couture confectionary display.

Pearlescent Cream, Yellow, Pink and Khaki are now part of our catalog offer of Pearlescent colors for our premium quality, lead-free Nacre Pearl MAXIMA product line in all sizes.





# MC CHATON SPIKE MAXIMA RIVET

NEW PRODUCT

Extremely durable and easily applied to a wide variety of materials, including leather, our MC Chaton Spike MAXIMA Rivet is a highly anticipated addition to our growing Rivet product line. Its spiked surface is both bold and chic, and a perfect year-round embellishment.

Available in one size, (ss29) and our catalog offer of colors without foiling (MAXIMA Pure), as well as our selection of metallic coatings, the MC Chaton Spike Rivet is available in Gold and Silver platings and is part our premium, lead-free MAXIMA product range.



# METAL BANDINGS

IMPROVED QUALITY

The ultimate trim for any little black dress, evening bag or even the layered tiers of a couture wedding cake, Metal Bandings give any piece an instant makeover. Single or multiple-stranded, our Metal Bandings are as glam as they are timeless.

Our premium, lead-free MC Chaton MAXIMA and MC Chaton Rose MAXIMA stones are now available in Gold and Silver-plated metal bandings of 1-24 rows in size ss12 in our catalog offer of colors and coatings.





# ATELIER BOHEMIA HAS A BIT OF DANISH DNA

Jannie Baltzer, sweetheart of the Danish bridal fashion industry, designed two headpieces for our upcoming *Atelier Bohemia* collection. She is also currently launching a new range of accesories for nights out and parties, taking her career in an exciting new direction." I love Preciosa for being so innovative and forward thinking. They are always at the cutting edge of fashion", she says in an exclusive interview.

You designed two headpieces for our new collection, *Atelier Bohemia*. What was your inspiration for them?

I am a big fan of folklore. It's so cool; there is so much texture, you can design something really unique. I had a great talk with Tereza Šikulová, your designer, who told me a lot about Czech folklore; she offered me some moodboards and I did a lot of research too. And last but not least, I just love working with your products – they really inspire me!

Earlier this year you and your mom, Liz visited Crystal Valley and Preciosa...

We had such a great time! It was incredible to see the crystal-making process. I already knew many items were handmade, but seeing how much work and effort goes into each little crystal or bead is amazing. Same with the cabochons; I was blown away by the skill and craftsmanship involved. This trip really inspired my work on *Atelier Bohemia* in terms of using lots of textures and different materials. I would call it Bohemian folklore with Jannie Baltzer DNA.

Can you describe it?

I wanted to work with leather because it gives a coolness to the beautiful soft crystals. So I have lace, leather and crystals – a combination I love!

Can we see these influences in your latest collection?

The opposite actually! Since folklore was the inspiration for the Preciosa headpieces I wanted to create something different. So early in 2018 I will launch a collection that will be more simple; goldplated with crystals.

Brides only?

Oh now, that's the exciting part... I've started designing for more casual occasions as well. For the first time, I'm designing headpieces that can be worn for nights out or parties. Of course I will continue to design bridal headpieces but I want to expand my brand.







Jannie Baltzer couture headpiece.

**Are you going to do collections every season?**

I really enjoy designing, so the plan is to launch new pieces continuously. As such, there will always be new headpieces to choose from.

**Is there any particular Preciosa product you like?**

I really fell in love with the new Slim Navette MAXIMA from the latest collection. It is so beautiful and delicate! I loved working with it on the headpieces for *Atelier Bohemia* and I can't wait to use it on my future designs.

**How did you become a designer?**

I was a ballroom dancer for more than 20 years; I lived in London, Hong Kong and Moscow, and returned to Copenhagen in 2002. Being involved with the dancing industry for so long gave me a real passion for accessories. So when I earned my degree in design at the Scandinavian Academy of International Fashion and Design, I knew I wanted to design accessories. I started out as a jewelry designer, but when I got engaged in 2009, I wanted to create something unique and special for my wedding. And that was the beginning of Jannie Baltzer.

**Have you changed over time?**

Very much. It's been a long journey; however, I've always done unique, delicate and beautiful handmade headpieces and veils – all made with love at our studio in Copenhagen. I spend a lot of time talking with my brides about their weddings - style, theme, dress, hairstyle and vision, so I can design the perfect headpiece for them. I love making sure they get the perfect piece on their wedding days.

**Your designs have appeared in many famous magazines including *Vogue* and *Elle*. Do you also work with celebrities?**

I work with many Danish actresses, singers and *Elle* editors. Singer, Pixie Lott and Carly Rose Sonenclar from American X-Factor have worn my designs.

**Is there anyone you would like to work with?**

HRH Crown Princess Mary's sister wore one of our feathered headpieces adorned with Preciosa crystals, and I would love to see The Crown Princess wear one as well. Oh, and Taylor Swift would look amazing in my headpieces!

**I know you are very close to your mom, Liz. Did she help you create the headpiece for your own wedding?**

We talked about various ideas, and I decided that I wanted a birdcage with lots of crystals. My mum is very creative and she is very involved in my company too. We are really great partners and even today we design together. Since the moment I decided to go to design school she has been an enormous support.

**Do you think Czechs and Danes have anything in common?**

I think Czechs are very open and friendly. I would like to say that Danes are the same, but there are many differences of course. For example, while walking in Prague I really enjoyed looking at Czech women who were dressed super nice. Danish girls are more casual.





THEBLONDS

CRYSTALS BY  
PRECIOSA



BIBHU  
mohapatra

CRYSTALS BY  
PRECIOSA





# ZIRCONIA & NANOGEMS



# A TALE OF TWO JEWELERS

History has always been a source of inspiration for designers, but how can we incorporate it into today's post-internet world? Designer duo Zorya's wearable artwork, created with Preciosa nanogems and cabochons, takes its beholder on a journey back centuries, but communicates in a modern language that is easy to understand. How, you ask? Designer, Daniel Pošta explains...

Your designs are extraordinary, but *Atelier Bohemia* is quite specific. Is it constraining having to work within a theme?

We work much better when we have a strict brief because it pushes us to be more creative. It was tempting with such a simplistically beautiful theme as Bohemia to keep it traditional, but we really tried to push it further. We looked into the history of Crystal Valley and studied the development of crafts and industries within the region; it was rather easy to find inspiration from all of the different patterns and materials. We selected an old pattern we found embroidered on a scarf and re-interpreted it in the pieces we created.

How did you transform the pattern into a jewelry set?

We created a digital version and developed a special program that allows us to transform the pattern into pixels. In this way, we could determine where to place each stone to recreate the image.

What was it like working with Preciosa nanogems?

We don't typically work with regular cuts, such as simple chatons, which is exactly why working with Preciosa was such a pleasure for us. The portfolio is very diverse; we were especially impressed by the opal colors with their almost psychedelic effect. The entire project was based on a fusion of modern technology with basic jewelry making techniques. Our desire was to experiment with form and to combine technological processes with creative ones not typically used in traditional goldsmithing.

If you could task our Innovations team with creating a new "Zorya" stone, what would look like?

The potential to create something truly unique in this business is enormous. It's no longer about creating perfect imitations of natural stones, but doing exactly the opposite! Our stone wouldn't be a copy of something found in nature, but rather a completely synthetic stone. We would then combine it with real stones to create a playful contrast between roughness and perfection. Synthetic stones are structurally more perfect than real ones, which is unique to gemology. We like to search for atypical materials and explore new ways to work with them. Recently, we started to cut fresh-water pearls, which is not traditionally done in fine jewelry. The effect is stunning! We also often work with rough materials, like diamonds for example; we use them exactly as they are found in nature.







Custom designed jewelry set with Preciosa nanogems by Zorya for the SS 2019 collection, *Atelier Bohemia*.

**Do you think that this approach can appeal to global audience? How can local themes appeal to the masses?**

The only way to reach the global market is to create something authentic. We see that locally, more specific themes are becoming more interesting because they are inherently special. And it's not only about the place and its history, but also about the people and craftsmanship. We try to stay as true to ourselves and our personalities as possible. Honesty always shows through in your work.

**Can you describe the Czech aesthetic?**

The Czech aesthetic is a mix between German and Russian: very strict, almost puritan cleanliness and extremely ornate. Nowadays Scandinavian minimalism dominates our lives; however, historically, most Bohemian architecture and art is a Baroque and we are used to being surrounded by ornamental and decorative objects.

**Did you always want to be a designer?**

I am not exactly sure when I knew that I wanted to design, but I was a creative child. I studied architecture and interior design at the atelier of professor Jiří Pelcl, of Prague's Academy of Arts, Architecture and Design where I had the opportunity to work on many different projects, from family houses to fair stands. I discovered joy in jewelry design when I began cooperating with Zdeněk, who studied traditional goldsmithing, eleven years ago.

**How do you work together?**

In Zdeněk's case, in addition to his expertise in his trade, it is his typically playful and spontaneous approach to creation. He has a talent for transforming hard cold metal into soft natural shapes, thus breathing life into it. Through intuitive playing with various combinations of materials, he is able to evoke both the fascinating fragility as well as the energetic liveliness of nature. In comparison, my approach is more analytical and I have a tendency to place the structure of an item into a broader context where form follows meaning. These two apparently contradictory approaches are why we complement each other.

**What are your biggest influences?**

Our work has always been influenced by various fields and lies at the threshold between art and design jewelry. We let ourselves be inspired by chemical processes together with natural and physical phenomena. We are interested in manipulating technology and we consider an error in the process as a creative impulse. The dominant feature is excellent craftsmanship supported by innovative tailor-made tools and technologies.

**How long does it take to create a collection?**

**How big is your team?**

From the first drawings and ideas to the first prototype it takes at least two months. It's a long process, but the prototype doesn't mean it's finished. The Virus collection, for which we received the CGD award, was continuously developed for nearly five years. In our studio we have an additional nine members of the permanent team that has grown around us over the past few years and which has organically evolved into an extended family. Aside from three goldsmiths, who studied both traditional jewelry-making techniques as well as art, each member has a different background and skills.



# ROSE DIAMOND

NEW CUT

Fundamentally different from the classic Round and Princess cuts, the 24-facet Rose Diamond cut is named after the flower, which it so strikingly resembles. Its scintillating dome and easy-to-set flatback make this vintage cut an instant fine jewelry classic.

Available in 11 sizes, (1-6 mm), the flatback Rose Diamond cut comes in White and our entire catalog offer of colors for our premium quality, lead-free Zirconia and Nanogems upon special request.



# CABOCHON

NEW SHAPE

Originating from the French word “caboche,” meaning “small dome,” the Cabochon cut is precisely that. Perfect as a stand-alone stone or as a pair of earrings, this cut exquisitely showcases both transparent and our full range of opaque colors.

Available in eight sizes, (1-5 mm), the flatback Cabochon cut comes in White in zirconia and in nanogems colors: Opaque Ivory, Opal Pink, Opal Honey, Opal Blue, Opal Yellow White and Turquoise, and our entire catalog offer of colors for our premium quality, lead-free Zirconia and Nanogems upon special request.







*Jannie Baltzer*  
COUTURE HEADPIECES

CRYSTALS BY  
PRECIOSA



MIRO SABO

CRYSTALS BY  
PRECIOSA

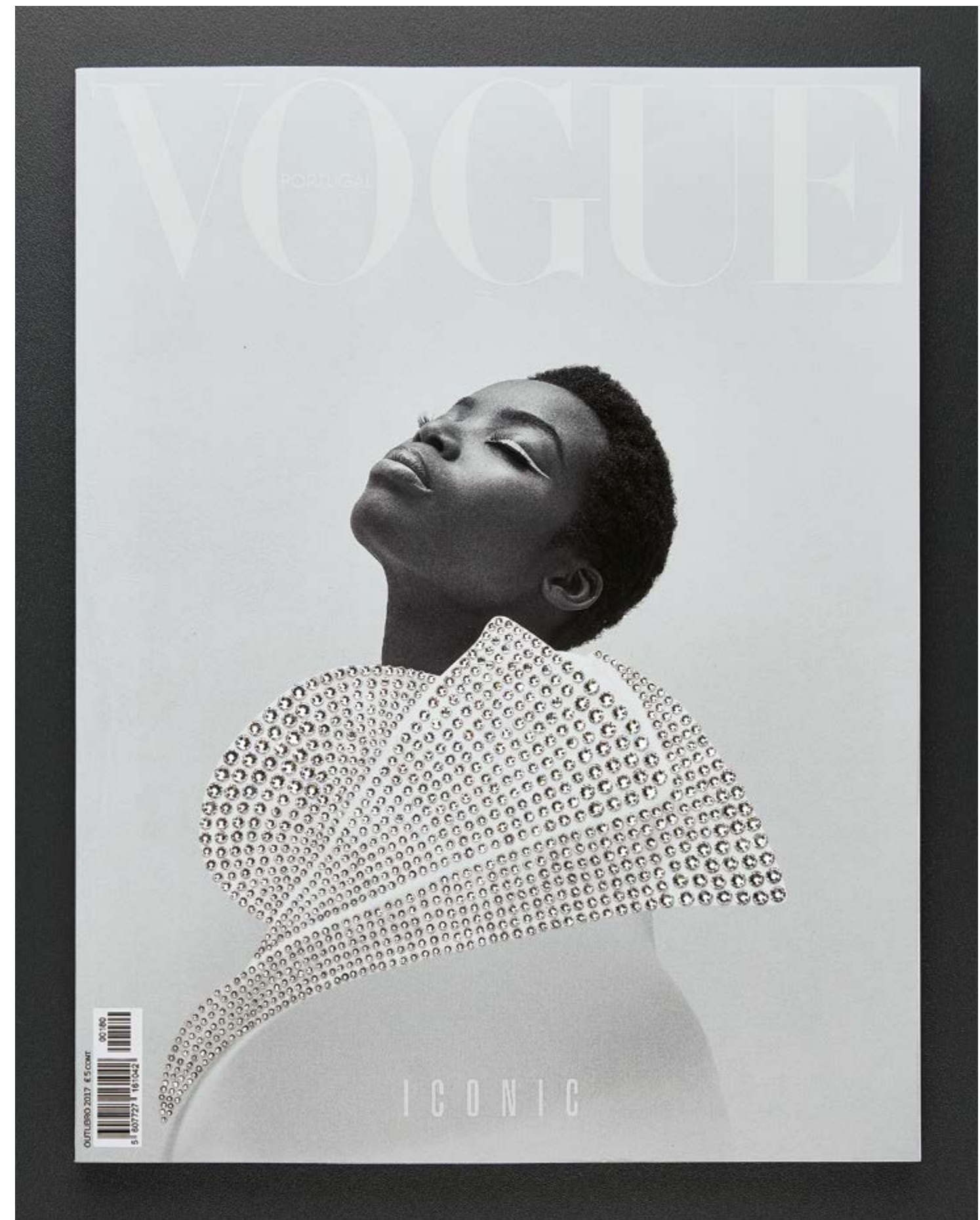


## Exclusive Collaboration



GQ, one of the most important men's lifestyle, fashion and design magazines, named its men of the year again this autumn in beautiful Lisbon. Each unique, handmade trophy was studded with more than 6,000 Preciosa black MC Chaton Roses.

Preciosa and *Vogue Portugal* got together to celebrate the 15<sup>th</sup> anniversary of the "Fashion Bible," and created a limited edition of its October 2017 issue, whose cover featured Angolan supermodel, Maria Borges by Slovak photographer Branislav Šimončík covered in hundreds of Preciosa crystals.



Limited edition October 2017 edition of *Vogue Portugal*'s "Iconic" issue.



## Meet Our Team: Preciosa Components' Design Lab



Preciosa Components' in-house design team is comprised of more than seven experienced designers specializing in various disciplines including fine and fashion jewelry, textile, handbags, footwear, eyewear and timepieces. From customized production of wholly unique pieces to the creation of limited edition B2B inspirational objects, our Design Lab team spends each and every day exploring the infinite usage of crystal, zirconia and nanogems in fashion, technology and beyond. Our team works closely with trend forecasting agencies, such as WGSN and Pantone, and travels regularly to international conferences, fairs and events for inspiration and market knowledge. We provide our clients with a range of services including



mood boards, product development stories and names, product design and even POS materials and video production. In addition, our new Preciosa Inspirations & Innovations Platform puts your designers directly in touch with ours in one online creative space so that ideas and tweaks can be easily shared and executed. For more information about Design & Trends support, please visit our website or ask your sales representative.





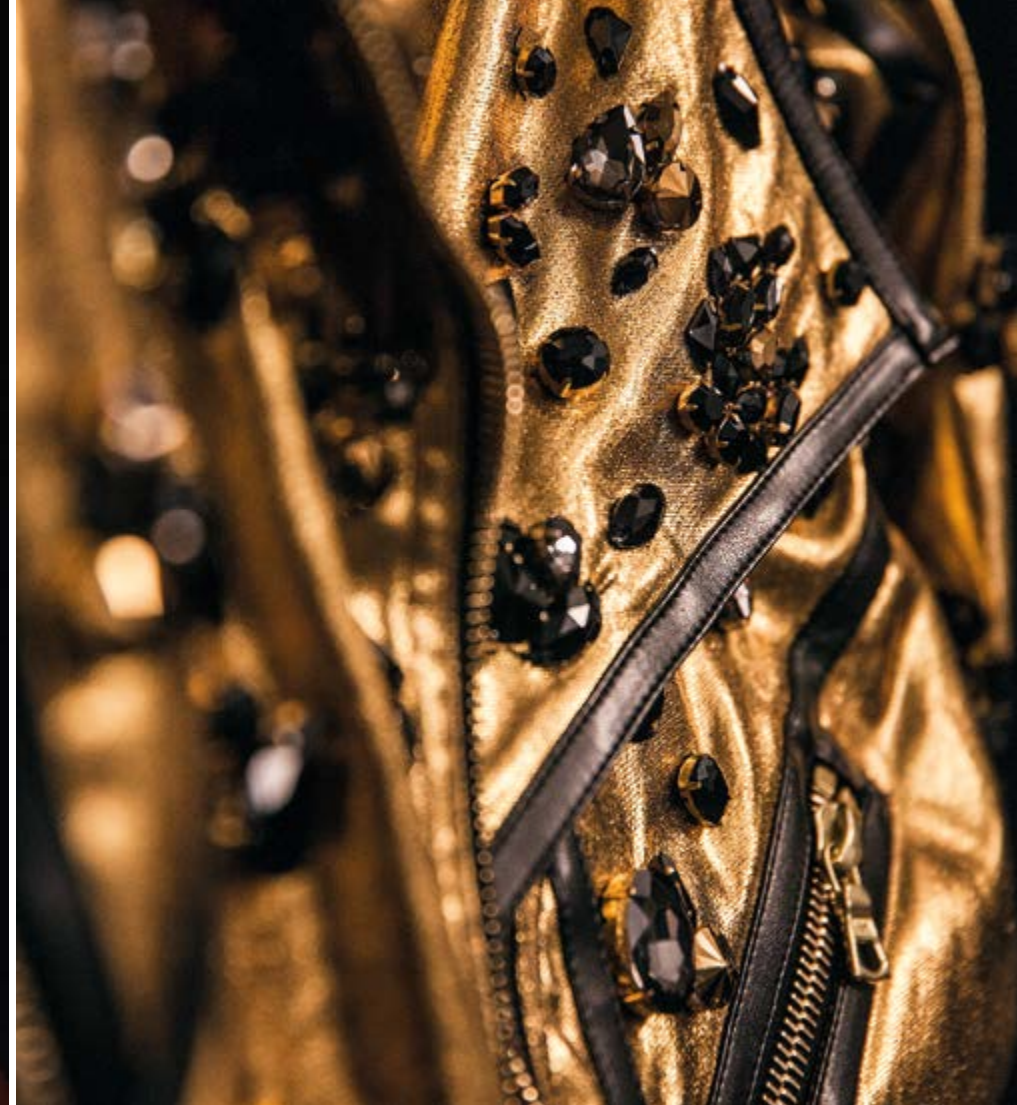
# Strengthen your brand with Preciosa

Stand out from the competition with merchandising that indicates your products are made with the finest Bohemian Crystal, Zirconia and Nanogems. How? Become a partner in Preciosa's new Ingredient Branding program, Crystals by Preciosa.

Preciosa's proud tradition of glassmaking can be traced back nearly five centuries to the Crystal Valley of Bohemia. Our brand was founded upon the principles of quality, durability and innovation, all of which are still our core values today. The seals we provide to our Ingredient Branding partners are synonymous with our flawless reputation, and serve as a certificate of authenticity that demonstrate your products are made using our genuine Bohemian crystals.

Since its inception, Preciosa has been a world leader in the glassmaking industry. We have achieved multiple technological breakthroughs, and were among the first to introduce the world to the timeless beauty of Bohemian crystal. Today, Preciosa Components offers an assortment of more than 35,000 premium products, 100% of which are still made in the Czech Republic.

Reputation and a quality guarantee are invaluable assets to any designer or company. When you become a partner in our program, you instantly associate your brand with one of the oldest and most prestigious glassmaking companies in the world.



Among many other partner benefits, you will receive a limited number of luxury seal stickers in either black or white with silver embossing, each featuring a real premium quality crystal, that can be applied directly to your products or packaging. We also offer acrylic stands in two sizes for shop windows, displays, showcases or events. If you run out, more are available for purchase.

## ***How to become a partner***

Get in touch with your local Preciosa representative and fill in the submission form. Our sales office will then contact you and you will be asked to send samples for a quality analysis. Once your samples have passed the test, we will send you the licensing agreement and provide you with access to our full range of premium branding solutions.

We carefully review every partner to ensure that our seal is only used by quality brands who exclusively use authentic Preciosa crystals, zirconia or nanogems in their products.





# LESSONS IN ALCHEMY

**Tomáš Lamač, Head of Innovations for Preciosa Components, explains what it takes to whip up a new color, why the new Pyramid flatback is so special, and reminisces over his childhood spent growing up in Crystal Valley.**

**How can you innovate with products that have existed since the 16<sup>th</sup> century? Can you truly create something new?**

Good question. The truth is that fashion trends and the collective tastes of a society are constantly changing. No doubt, technology has also improved, which has over time given us better tools and methods for developing new products. That said, the glass industry has, generally speaking, remained the same over the past several centuries and it's always been fashionable to embellish everything from hair pins to light fixtures, which is what we still do today.

**Did you always know you wanted to work with glass?**

Growing up in Jablonec nad Nisou, we had a cottage, and I used to dig near the river where I would find glass stones and pebbles, which were naturally formed. The Bohemian region is also known for gemstones, such as Garnet. For a child it was like finding tiny treasures! Additionally, my mother is a jewelry designer, so I grew up seeing her work with glass and my grandmother worked as a salesperson at a crystal trading company. I've been around glass and crystals my entire life... it's in my blood.

**What does the Czech glassmaking tradition mean to you?**

It's very much a part of our Bohemian culture – it's what we're known for. When I travel, it becomes suddenly obvious. People inherently associate Bohemia with crystal. Crystal Valley itself attracts both local and international tourists who often travel throughout the entire region to visit not only Preciosa, but also the smaller, independent ateliers.

**When I hear the term “innovations department,” I imagine a group of people frantically running around in white lab coats. How would you describe Preciosa's?**

Sometimes I feel like I'm managing a group of geniuses because they have to come to work every day ready to experiment with all kinds of things. We're never 100% sure what will happen. You might come in and have a new task lying on your desk and it's now your job to find a way to develop it, often times with nothing to go on except the final idea.







Various products from Preciosa Components' Innovations department.

**Do or can you develop something simply because you want to? For example, from an idea or inspiration you had?**

Yes, and it happens quite often! Sometimes we come up with some bizarre ideas that aren't really useable, but they're still beneficial in the long-run. We even have a special budget allocated toward this so that they can put effort into developing something truly inspired and unique, in addition of course to the products we develop for our customers and for our collections.

**What was the strangest innovation ever requested by a customer?**

I think it is our job to find a way to make everything possible... the stranger, the better. Nothing is too out-there, and my team is always looking for new challenges. One day you might be figuring out how to get just the right color and the next you're trying to optimize the smallest cut in the world. The most rewarding part of the job is when you see these mega celebrities wearing stones that are the result of your dedication and hours of hard work.

**With regards to the latest collection, *Atelier Bohemian*, what was the biggest challenge?**

For me, it was the Pyramid flatback because this stone is entirely new to the global market. No other producers make anything similar, and it was developed upon special request from one of our longtime customers. We started with a square shape, turned it sideways to cut it and began sanding and polishing. Ironically, the customer had already canceled the request because they needed it urgently and we couldn't guarantee that we'd be able to make it in time; however, we sent it to them anyway, and in the end they loved it and began submitting orders immediately. With this collection, we're adding it to our worldwide product portfolio.

**How do you create new colors?**

Developing new colors is true alchemy. We begin by mixing all kinds of different ingredients, from very expensive ones to very common ones, like all-purpose flour. Each size and product needs a different proportion of ingredients, so it's really about playing around with the calculations. Once you've found a combination that works, you take it to production and test it out on a larger scale. When we were developing one of our colors, we nearly created an explosive mix! Safety is our highest priority though, so we have to be sure to take our time and to follow the legal limitations of materials. Aside from this, the possibilities for creating new colors are endless!

**What about new coatings?**

When we develop a new coating, we focus a lot on durability. And, again, it's all about testing the ingredients. We're also always trying to think outside the box; for example, we've created a non-conductive vapor coating that won't interrupt electronic devices.

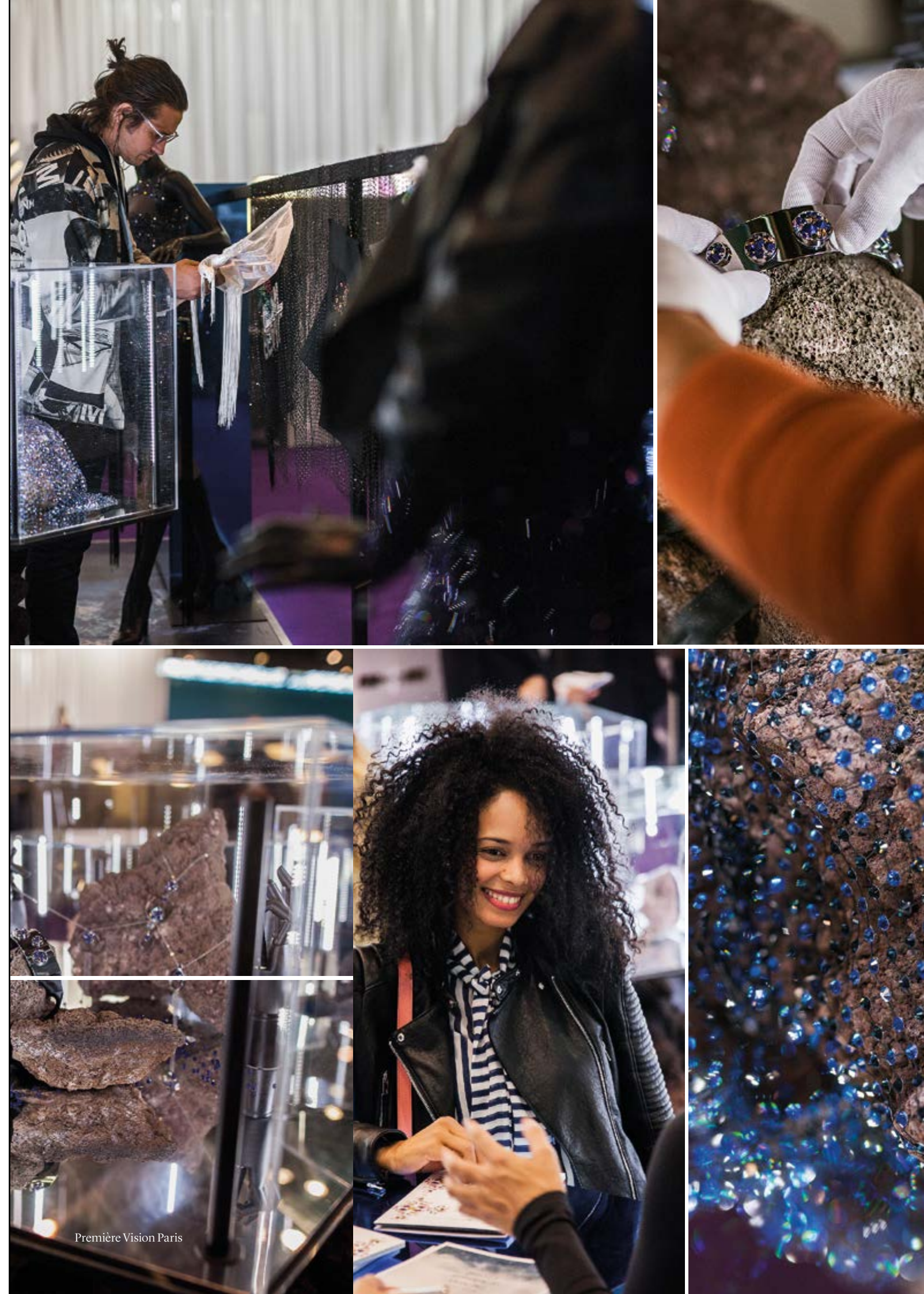
**Is there something you would personally like to develop during your career at Preciosa?**

A smart stone! I would love to develop a premium glass product that could be connected to your smart phone, for example, and could change its color.

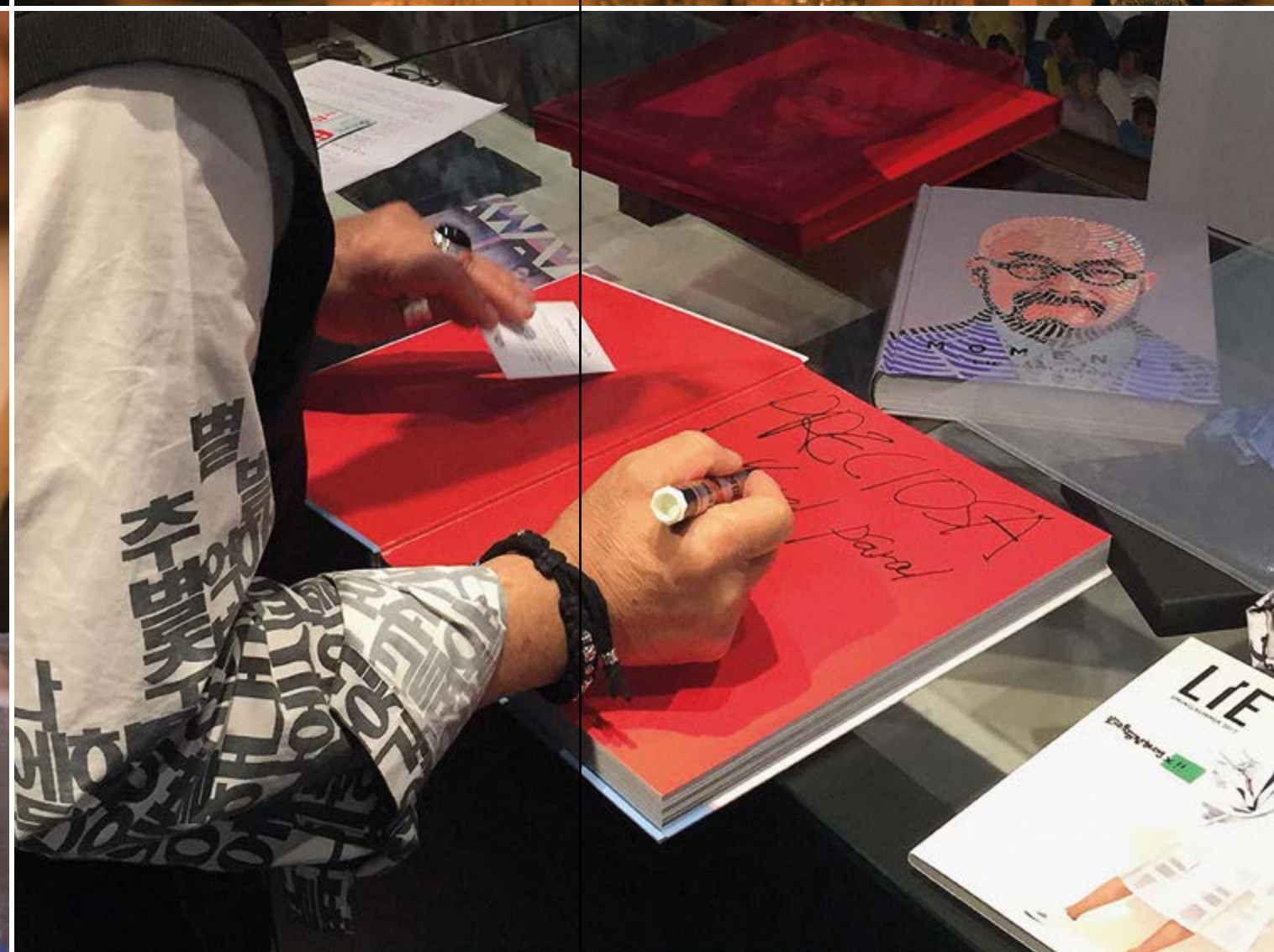


# SOCIAL DIARY

From New York Fashion Week to Preview in Seoul, and everywhere in between, we've had a busy six months. Our AW 2018/19 Nereid collection made smash-hit debuts at textile fairs all over the world, including Première Vision Paris, Intertextile Shanghai and Lineapelle Milan, while our expanding portfolio of ingredient branding partners lit up the runways at New York Fashion Week and Mercedes-Benz Prague Fashion Week with Crystals by Preciosa. We were also the proud sponsor of GQ Portugal's Men of the Year awards, where our customized, handmade trophies sparkled almost as brightly as their recipients, and our friends at Vogue Portugal created a special Preciosa crystal-covered limited edition of their October "Iconic" issue, which featured the stunning Maria Borges.







Clockwise from top left:  
Preciosa's Karel Páral and Luigi Monti  
pose with the *Laver Cup* in Prague;  
GQ Portugal's Men of the Year awards  
dinner sponsored by Preciosa;  
Supermodels Barbara Palvin and  
Jordan Barrett at GQ Portugal's  
Men of the Year awards;  
Manolo Blahnik high-heels, on  
display at a private pop-up  
at the Preciosa Flagship store;  
Preciosa Ingredient Branding  
partner, Lie Sang Bong, at his  
studio in Gangnam, Seoul;  
Designer, Liběna Rochová at  
Preciosa's AW 2018/19 Designblok  
VIP cocktail reception.

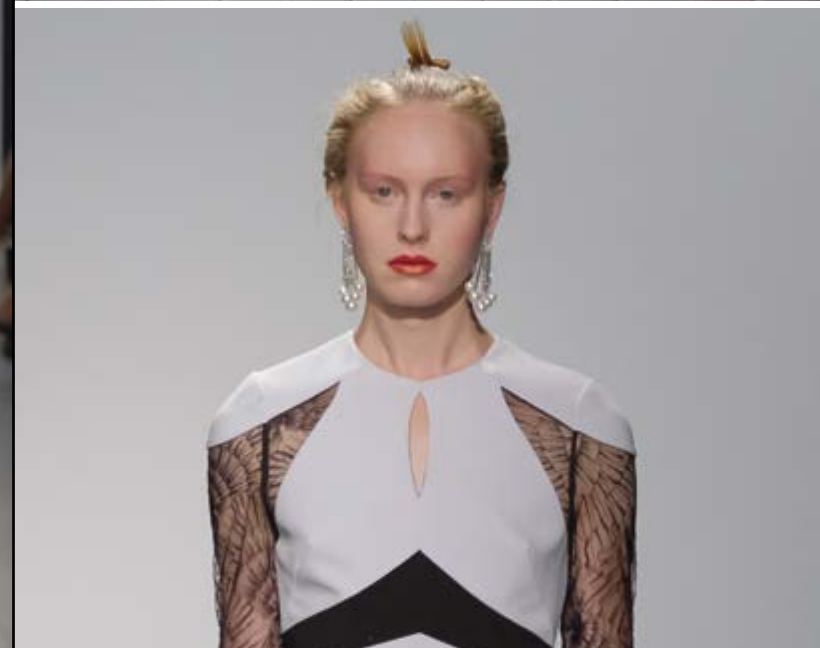




MBPFW MIRO SABO



NYFW THE BLONDS



NYFW BIBHU MOHAPATRA





# BEHIND THE LACE FOR MANOLO BLAHNIK



Manolo Blahnik's limited edition pair of Bohemian-inspired Hangisi pumps featuring handmade Czech bobbin lace and Preciosa crystals.

Paying tribute to his Bohemian origins, Manolo Blahnik created an exclusive limited collection of Bohemian-inspired Hangisi pumps. Only 20 pairs of these iconic shoes, decorated with Preciosa crystals and handmade Czech bobbin lace, were made.



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“While working with this flawless lace and Preciosa crystals, I rediscovered my appreciation for my Czech roots. I hope that the future owners of Bohemian-inspired Hangisis will feel just as special wearing them as I did while designing them.”  
- Manolo Blahnik

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On Thursday, August 10<sup>th</sup>, Manolo Blahnik attended the grand opening ceremony of the Prague installment of his highly acclaimed exhibition, *The Art of Shoes*, after which he graciously addressed adoring fans and journalists during a rare public talk held at the Preciosa flagship store in Old Town Prague. To commemorate the occasion and as a homage to his Czech roots, Mr. Blahnik also unveiled his design for a limited edition pair of his iconic Hangisi pumps, adorned with dozens of Preciosa crystals and dark turquoise handmade Czech bobbin lace. “While working with this exquisite lace and Preciosa crystals, I rediscovered my appreciation for my Czech roots,” he said. “I hope their future owners feel just as special wearing them as I did while designing them.” The type of lace, made by life-long lacemaker, Věra Holomečková, who

lectures at the Higher Vocational School of Textile Crafts in Prague, dates back to the early 20<sup>th</sup> century and is part of the institution’s extensive collection of more than 2,000 variations. “Since our school was founded, almost one hundred years ago, we have never made an entire shoe from lace. Creating this pair of shoes was extremely technical,” said Ivana Hýblová, the school’s Director. “People have always been interested in traditional Bohemian crafts, which have become even more popular recently. Working side by side with Mr. Blahnik’s team and Preciosa was a very proud moment for me.” Only twenty pairs of this design were, or will ever be, produced. “I am only the supervisor and a safety net in case someone calls in sick or something. I have chosen only the very best Czech lacemakers for the job,” Věra Holomečková confessed days before the limited edition was made.



Věra Holomečková in her atelier.





Bobbins used in the production of the lace for Manolo Blahnik's Bohemian-inspired Hangisis.

#### How did you choose the lace?

We sent a selection of samples from our archive to London, and Mr. Blahnik picked one that dated back to around 1900. I had no idea how this style of lace was made, so I had to teach myself. Once I was confident I could make it, it took me 150 hours to finish a single pair. It was too much work, even for a brand like Manolo Blahnik.

#### How so?

Well, it would be too expensive for one thing. So, instead I created a brand new manual for an entirely unknown technique of lacemaking all by myself. It took me only 70 hours; I was quite proud of myself!

#### That sounds like quite a lot...

Yes, it really was. It was very demanding, I was working up to 12 hours a day. And later I found out that I was almost blind while working. I had a cataract. I was working on the shoes and one of the tiny veins in my eye collapsed, so I went to the doctor and she said that one eye was almost blind. Unbelievable! This summer I had minor surgery and now my sight is impeccable again. Even if it wasn't connected to the project, I will always share this as a funny story.

#### But now 20 pairs are going to be made. Will you be able to manage?

I am only the supervisor and a safety net in case someone calls in sick or something. I have chosen only the very best Czech lacemakers for the job. I know them all personally; most of them are my students or lifetime friends. Their techniques are so delicate!

#### Is lace strong enough to hold the entire shoe together?

The flax that we picked is very strong. It's enough to starch and iron it and it holds perfectly and is also comfortable. One shoe is made of 200 meters of Czech-made yarn.

#### Can you imagine wearing a pair of Hangisis yourself?

Of course! I think they are fantastic. But to be honest, at my age I prefer sneakers so I can run around and keep busy. But if I were younger this would be the perfect shoe for me. By the way, if there is anything I spend a lot of money on, it's shoes.

#### Were you satisfied with your work when you first saw the shoes?

Well, as I'm quite a difficult person, once I saw the final result I wasn't happy and started thinking of some adjustments I wanted to make. The ornamental borderline of the shoe in particular needed some changes, and so now it has this kind of degradation effect and I love it. It fades gradually, it looks wonderful. I had to re-write the entire manual! And of course, each and every size has to have its own documentation and personalized manual.

#### How long have you worked with lace? Is it your lifetime hobby?

Not really. When I finished high school, I wanted to play sports at university. I was quite skilled at gymnastics. However, while completing the entrance exams I got injured, so I had to look for a back up plan. Since I had attended drawing lessons from the time I was a little girl in Žižkov, Prague, a teacher told me about a brand new school that specialized in fine arts and crafts. That's where I learned how to make lace.



**Did you graduate from the same school where you teach now?**

Of course. Two months after I graduated, after the summer holidays, the director of the school offered me a job. I was already working at the statistics office of the Czech Republic at the time, but of course I accepted the offer. I worked in our archive and I've taught since 1974. As of next year, I'll have been there for half a century!

**Do you work with lace in your free time?**

If I had any free time I definitely would. But I teach at the school and I do private lessons too; there is almost no free time unfortunately. But I love lace; I even love to be surrounded by it at home. I think I'm obsessed! Some table cloths I have at home were made by me. Last Christmas I made some little lace angels for my best friends and family!

**So you never get fed up with lace?**

Not at all! I even search for lace when travelling. I've got an extensive collection of bobbins and old motifs of lace. Like I said, if I had enough time I would do even more with lace. But I am happy that I am so busy. As long as people want to learn it, I'm sure that this wonderful craft will not disappear.

**What do you like best about teaching?**

I love being surrounded by young people. It's like magic. I think it keeps me young at heart too. I also love creating something new and overcoming new challenges.

**Can you remember the most difficult thing you have ever decorated with lace?**

It's hard to say. I honestly don't think I am very talented, definitely not artistically. But I've got a very technical head on me, and people like this are always good at lacemaking.

**So you often use the same techniques?**

No, no. Actually sometimes I don't even know how I do or did something. I just like making beautiful things.

**But there must be something that is considered to be more difficult than the rest?**

Well I can remember making some beautiful necklaces from lace. It was unusual and very difficult. Or when I was restoring some historical laces at the museum of Valašské Meziříčí. I was discovering the old world of lacemaking from long long ago; it was so amazing. They didn't have such complicated manuals. Only some dots on a template. I had to imagine how it was done, each aspect and detail. That was fun! Oh, and the tiny leaves!

**Leaves?**

Err, yes. I find lacing a leaf very easy but there are people who won't make a single nice leaf in their entire life. And now just imagine that there are 136 leaves on a single Hangisi pump!

**So you are a miraculous lacemaker, are you?**

Not at all, dear! The fact that people keep coming to me saying that they are not able to follow even the best manuals and create is very weird to me. I don't really get it. I think it might be a gift I have. And I am genuinely happy that I have it.

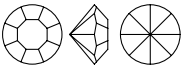


Manolo Blahnik at the grand unveiling of his limited edition Hangisis at the Preciosa flagship store in Prague.

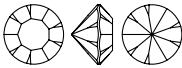


New Color

MC Chaton MAXIMA



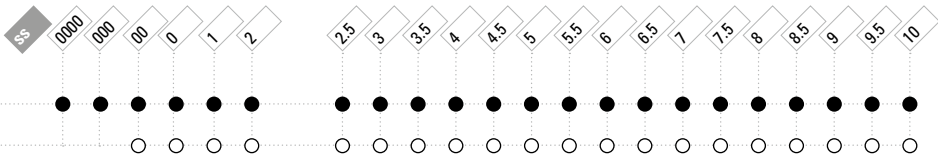
ART. 431 11 111  
SIZE SS 00 – SS 2



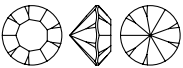
ART. 431 11 615  
SIZE SS 2.5 – SS 50

COLORS

Light Gold Quartz	00520	DF
Light Gold Quartz AB	00520 (TC)	DF



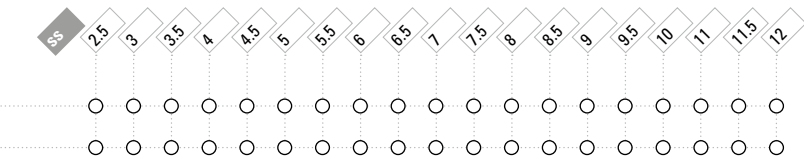
MC Chaton MAXIMA PURE



ART. 431 11 615  
SIZE SS 2.5 – SS 50

COLORS

Light Gold Quartz	00520	U
Light Gold Quartz AB	00520 (TC)	U



MC Chaton Rose MAXIMA



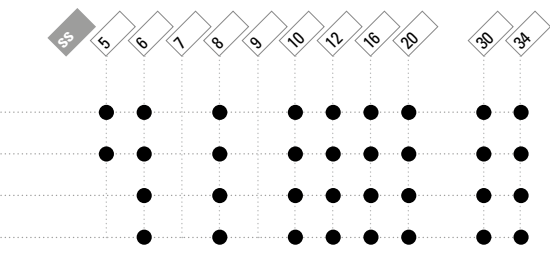
ART. 438 11 615  
SIZE SS 5, 6, 7, 8, 9, 10, 12, 16, 20



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

COLORS

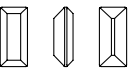
Light Gold Quartz	00520	(DF)
Light Gold Quartz AB	00520 (TC) (DF)	
Light Gold Quartz	00520	(HF)
Light Gold Quartz AB	00520 (TC) (HF)	



- Standard catalogue item
- Minimum order quantity required; for more details, please contact the Preciosa sales office

Products with coatings Crystal Lava and Red Flame are not resistant to plating and similar processing.

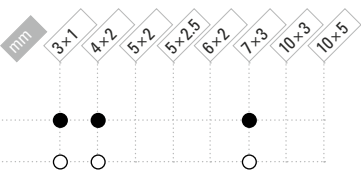
MC Baguette MAXIMA



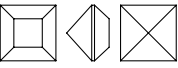
ART. 435 26 212  
SIZE MM 3×2, 4×2, 5×2, 5×2.5, 6×2, 7×3, 10×3, 10×5

COLOR

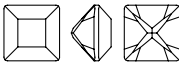
Light Gold Quartz	00520	DF
Light Gold Quartz AB	00520 (TC)	DF



MC Square MAXIMA



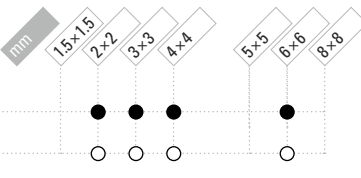
ART. 435 23 211  
SIZE mm 1.5×1.5, 2×2, 3×3, 4×4



ART. 435 23 615  
SIZE mm 5×5, 6×6, 8×8

COLOR

Light Gold Quartz	00520	DF
Light Gold Quartz AB	00520 (TC)	DF



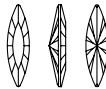


New Shape



























MC Slim Navette MAXIMA | ART. 435 14 301 



SIZE mm 11×3, 15×4



SIZE mm 35×9.5

COLOR			mm	11×3	15×4	35×9.5
 Crystal	00030	DF		●	●	●
 Crystal AB	00030 20031	(TC) DF		●	●	●
 Crystal AgF	00030 24231	(TC) DF		○	○	○
 Crystal Apri	00030 26636	(BC) A		○	○	○
 Crystal Aur	00030 26231	(TC) DF		○	○	○
 Crystal BBI	00030 29636	(BC) A		○	○	○
 Crystal BdF	00030 23931	(TC) DF		○	○	○
 Crystal CaG	00030 27131	(TC) DF		○	○	○
 Crystal Cel	00030 22531	(TC) DF		○	○	○
 Crystal Hel	00030 29536	(BC) A		○	○	○
 Crystal Hon	00030 23531	(TC) DF		●	●	●
 Crystal Lab	00030 27031	(TC) DF		○	○	○
 Crystal Stg	00030 26131	(TC) DF		○	○	○
 Crystal Vel	00030 27931	(TC) DF		○	○	○
 Crystal VL	00030 26536	(BC) A		○	○	○
 Crystal VM	00030 28136	(BC) A		○	○	○
 Jet	23980	U		●	●	●
 Jet Hem	23980 27231	(TC) U		●	●	●
 Amethyst	20050	DF		●	●	●
 Aqua Bohemica	60010	DF		●	●	●
 Emerald	50730	DF		●	●	●
 Light Colorado Topaz	10330	DF		●	●	●
 Light Peach	90300	DF		●	●	●
 Light Siam	90070	DF		●	●	●
 Montana	30340	DF		●	●	●
 Colors AB		(TC) DF		○	○	○

New Quality

































MC Pear MAXIMA | ART. 435 15 615 



SIZE mm 6×3.6



SIZE mm 8×4.8, 10×6, 13×7.8

COLOR			mm	6×3.6	8×4.8	10×6	13×7.8
 Crystal	00030	DF		●	●	●	●
 Crystal AB	00030 20031	(TC) DF		●	●	●	●
 Crystal AgF	00030 24231	(TC) DF		○	○	○	○
 Crystal Apri	00030 26636	(BC) DF/A		○	○	○	○
 Crystal Aur	00030 26231	(TC) DF		○	○	○	○
 Crystal BBI	00030 29636	(BC) DF/A		○	○	○	○
 Crystal BdF	00030 23931	(TC) DF		○	○	○	○
 Crystal CaG	00030 27131	(TC) DF		○	○	○	○
 Crystal Cel	00030 22531	(TC) DF		○	○	○	○
 Crystal Hel	00030 29536	(BC) DF/A		○	○	○	○
 Crystal Hon	00030 23531	(TC) DF		○	●	●	●
 Crystal Lab	00030 27031	(TC) DF		○	○	○	○
 Crystal StG	00030 26131	(TC) DF		○	○	○	○
 Crystal Vel	00030 27931	(TC) DF		○	○	○	○
 Crystal VL	00030 26536	(BC) DF/A		○	○	○	○
 Crystal VM	00030 28136	(BC) DF/A		○	○	○	○
 Jet	23980	U		●	●	●	●
 Jet AB	23980 20001	(TC) U		○	○	○	○
 Jet Hem	23980 27231	(TC) U		○	○	○	○
 Amethyst	20050	DF		●	●	●	●
 Aqua Bohemica	60010	DF		●	●	●	●
 Black Diamond	40010	DF		●	●	●	●
 Emerald	50730	DF		●	●	●	●
 Light Amethyst	20020	DF		●	●	●	●
 Light Colorado Topaz	10330	DF		●	●	●	●
 Light Peach	90300	DF		●	●	●	●
 Light Rose	70020	DF					●
 Montana	30340	DF		●	●	●	●
 Peridot	50520	DF		●	●	●	●
 Smoked Topaz	10220	DF		●	●	●	●
 Tanzanite	20410	DF		●	●	●	●
 Colors AB		(TC) DF		○	○	○	○



# New Product

## Seed Beads-Rocailles

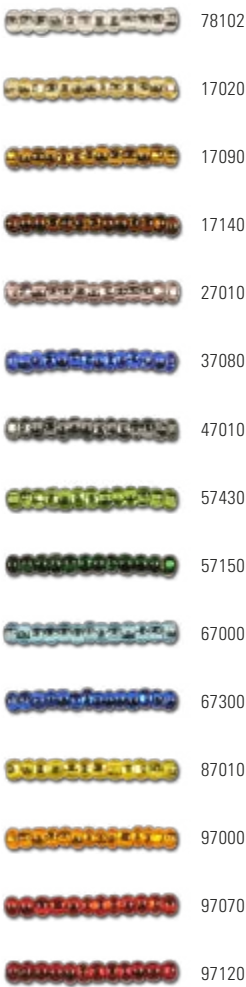
Our assortment of 270 variations of Seed Beads is comprised of 15 transparent colors with or without a silver line and 15 opaque colors, each of which is available in three sizes.

## Colors

### Natural Transparent



### Transparent-Silver Line




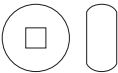
### Natural Opaque



**Note:**  
Slight deviations in colors and sizes to be tolerated.

## Shape Overview

 Rocaille – Round Hole | ART. 3\*\* 19 001  
sizes 6/0, 8/0, 10/0

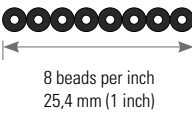
 Rocaille – Square Hole | ART. 3\*\* 29 001  
sizes 6/0, 8/0, 10/0

## Sizing

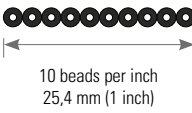
**Size 6/0**  
aprox. 4.6 mm



**Size 8/0**  
aprox. 2.9 mm



**Size 10/0**  
aprox. 2.3 mm



## Packaging and Weight

### Round Hole

Art.	Packing unit	Size	Average weight of standard box (Crystal)
MM	TYPE		KG
3** 19 001	BOX	6/0	1/7
3** 19 001	BOX	8/0	1/7
3** 19 001	BOX	10/0	1/7

### Square Hole

Art.	Packing unit	Size	Average weight of standard box (Crystal)
MM	TYPE		KG
3** 29 001	BOX	6/0	1/7
3** 29 001	BOX	8/0	1/7
3** 29 001	BOX	10/0	1/7



Range Extension

MC Square MAXIMA



ART. 435 23 211  
SIZE mm 1.5×1.5

COLOR			mm 1.5×1.5
Crystal	00030	DF	●
Crystal AB	00030 20031	(TC) DF	●
Crystal Hon	00030 23531	(TC) DF	●
Jet	23980	U	●
Jet Hem	23980 27201	(TC) U	●
Amethyst	20050	DF	○
Aqua Bohemica	60010	DF	○
Black Diamond	40010	DF	●
Emerald	50730	DF	○
Light Amethyst	20020	DF	○
Light Colorado Topaz	10330	DF	○
Light Peach	90300	DF	●
Light Rose	70020	DF	●
Light Siam	90070	DF	○
Montana	30340	DF	○
Peridot	50520	DF	○
Rose	70010	DF	○
Smoked Topaz	10220	DF	●
Tanzanite	20410	DF	○

MC Baguette MAXIMA

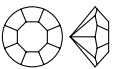


ART. 435 26 301  
SIZE mm 3×1

COLOR			mm 3×1
Crystal	00030	DF	●
Crystal AB	00030 20031	(TC) DF	○
Jet	23980	U	●
Jet Hem	23980 27201	(TC) U	○
Light Peach	90300	DF	●

Legend:

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



MC Chaton MAXIMA | ART. 431 11 111



COLOR			mm 11×11
Crystal	00030	DF	●
Jet	23980	DF/U	○
Amethyst	20050	DF	○
Aqua Bohemica	60010	DF	○
Aquamarine	60000	DF	○
Black Diamond	40010	DF	●
Blue Zircon	60230	DF	○
Capri Blue	60310	DF	○
Citrine	80310	DF	○
Emerald	50730	DF	○
Gold Quartz	00530	DF	●
Hyacinth	90040	DF	○
Chrysolite	50000	DF	○
Indicolite	60100	DF	○
Jonquil	80100	DF	○
Khaki	50330	DF	○
Light Amethyst	20020	DF	○
Light Colorado Topaz	10330	DF	○
Light Gold Quartz	00520	DF	○
Light Peach	90300	DF	●
Light Rose	70020	DF	●
Light Sapphire	30020	DF	○
Light Siam	90070	DF	○
Montana	30340	DF	●
Olivine	50230	DF	○
Peridot	50520	DF	○
Rose	70010	DF	●
Sapphire	30050	DF	○
Siam	90090	DF	○
Smoked Topaz	10220	DF	○
Tanzanite	20410	DF	○
Topaz	10070	DF	○
Violet	20310	DF	○
White Opal	01000	DF	○

Legend:

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



MC Chaton Rose MAXIMA



ART. 438 11 612  
SIZE ss 3,4

COLOR			ss		3		4	
	Crystal	00030	DF					
	Crystal AB	00030 200	(TC) DF					
	Crystal Apri	00030 266	(BC) A					
	Crystal AgF	00030 242	(TC) DF					
	Crystal Aur	00030 262	(TC) DF					
	Crystal BBI	00030 296	(BC) A					
	Crystal BdF	00030 239	(TC) DF					
	Crystal BIF	00030 231	(TC) DF					
	Crystal CaG	00030 271	(TC) DF					
	Crystal GdH	00030 244	(TC) DF					
	Crystal Hel	00030 295	(BC) A					
	Crystal Hon	00030 235	(TC) DF					
	Crystal Lab	00030 270	(TC) DF					
	Crystal Lag	00030 237	(TC) DF					
	Crystal Lav	00030 213	(TC) DF					
	Crystal MtC	00030 277	(TC) DF					
	Crystal Ntf	00030 260	(BC) A					
	Crystal RdF	00030 251	(TC) DF					
	Crystal Snr	00030 219	(TC) DF					
	Crystal StG	00030 261	(TC) DF					
	Crystal Vel	00030 279	(TC) DF					
	Crystal Ven	00030 234	(TC) DF					
	Crystal VL	00030 265	(BC) A					
	Crystal VM	00030 281	(BC) A					
	Crystal Vol	00030 299	(BC) A					
	Jet	23980	DF/U					
	Jet Hem	23980 272	(TC) DF/U					
	Aqua Bohemica	60010	DF					
	Black Diamond	40010	DF					
	Citrine	80310	DF					
	Light Colorado Topaz	10330	DF					
	Light Peach	90300	DF					
	Light Siam	90070	DF					
	Peridot	50520	DF					
	Rose	70010	DF					
	Sapphire	30050	DF					

**Legend:**

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

Metal Bandings

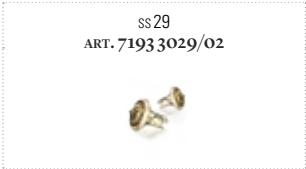


Metal Bandings

Art.	Description	Packg. Unit (Spool)	Note
M			
493 11 201	MC Chatons MAXIMA   ss 12	10	Each style (apart from Banding on Braid) available from 1-row to 24-rows wide
493 10 201	MC Chaton Roses MAXIMA   ss 12	10	

New Product

MC Chaton MAXIMA Spike Rivet



MC Chaton MAXIMA Spike Rivet

Art.	Plating	Type	Size of Stones	Packg. Unit
			SS	GROSS
* 7193 3029	/xx	MC Chaton MAXIMA Spike Rivet	29	2

Available Platings for Rivets

Plating	Type
/01	silver
/02	gold
/07	silver **
/09	gold **





MC Pyramid FB | ART. 438 23 220



COLOR				mm	8
	Crystal	00030	DF		●
	Crystal AB	00030 20031	(TC) DF		○
	Crystal Hon	00030 23531	(TC) DF		○
	Crystal RdF	00030 21931	(TC) DF		○
	Jet	23980	U		●
	Jet Hem	23980 27201	(TC) U		○

Legend:

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

Tea Rose

Art.	Colour	Foiling	Size	Packing unit	
				MM	GROSS
478 11 853	03000/03000	U	20	1/4	
478 11 853	23980/93200	U	20	1/4	

Tea Rose in Setting I No Loop, Sew-on

Art.	Colour	Plating	Foiling	Size	Packing unit	
					MM	GROSS
7192 0021	03000/03000	/xx	U	20	1/4	
7192 0021	23980/93200	/xx	U	20	1/4	

Tea Rose in Setting I 1 Loop

Art.	Colour	Plating	Foiling	Size	Packing unit	
					MM	GROSS
7192 0024	03000/03000	/xx	U	20	1/4	
7192 0024	23980/93200	/xx	U	20	1/4	

Available Platings

Plating	Type
/03	black
/04	rhodium
/05	ruthenium
/07	gold
/09	silver
/0R	rose gold

Tea Rose in Setting I 2 Loops

Art.	Colour	Plating	Foiling	Size	Packing unit	
					MM	GROSS
7192 0027	03000/03000	/xx	U	20	1/4	
7192 0027	23980/93200	/xx	U	20	1/4	

Pearl Round MAXIMA

Pearl Round-Semi MAXIMA



ART. 131 10 011  
SIZE MM 4, 5, 6, 8, 10, 12



ART. 131 10 012  
SIZE MM 4, 5, 6, 8, 10, 12

COLOR				mm	4	5	6	8	10	12
	Pearlescent Cream	71103			●	●	●	●	●	●
	Pearlescent Yellow	78203			●	●	●	●	●	●
	Pearlescent Pink	77203			●	●	●	●	●	●
	Pearlescent Khaki	75103			●	●	●	●	●	●

Lamp Beads

Sample of Shapes

	Lamp Bead Round	ART. 271 12 001	MM	6, 8, 10, 12, 14, 16, 18, 20
	Lamp Bead Pear	ART. 271 22 001	MM	12 × 8, 14 × 10, 16 × 12
	Lamp Bead Olive	ART. 271 32 001	MM	12 × 8, 15 × 10, 18 × 12
	Lamp Bead Tube	ART. 271 42 001	MM	10 × 10, 12 × 8, 12 × 10, 14 × 11, 16 × 8, 18 × 8, 20 × 10, 22 × 8, 27 × 10
	Lamp Bead Oat	ART. 271 52 001	MM	22 × 6, 22 × 9, 27 × 6, 27 × 13, 38 × 10
	Lamp Bead Rondelle	ART. 271 72 001	MM	12 × 8, 14 × 10

NOTE:


















\* The diameter of the inner hole can be from 1.6 to 4.9 mm.



# Mist Effect

MC Chaton MAXIMA | ART. 431 11 615



















TOP MATT 84231				SS	4	4.5	5	5.5	6	6.5	7	7.5	8	8.5	9	9.5	10	11	11.5	12	12.5	13	14	15	16	17	18	19	20	21	22	23	24	31	20	24	29	34	39									
 Aqua Bohemica   60010	(T)	DF																																														
 Black Diamond   40010	(T)	DF																																														
 Citrine   80310	(T)	DF																																														
 Crystal   00030	(T)	DF																																														
 Emerald   50730	(T)	DF																																														
 Fuchsia   70350	(T)	DF																																														
 Gold Quartz   00530	(T)	DF																																														
 Jet   23980	(B)	DF/U																																														
 Jonquil   80100	(T)	DF																																														
 Light Peach   90300	(T)	DF																																														
 Light Rose   70020	(T)	DF																																														
 Light Siam   90070	(T)	DF																																														
 Peridot   50520	(T)	DF																																														
 Sapphire   30050	(T)	DF																																														
 Smoked Topaz   10220	(T)	DF																																														
 Tanzanite   20410	(T)	DF																																														
 Violet   20310	(T)	DF																																														
Other Colors	(T)	DF																																														

# Icicle Effect

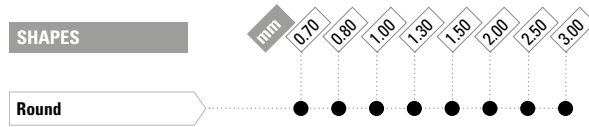
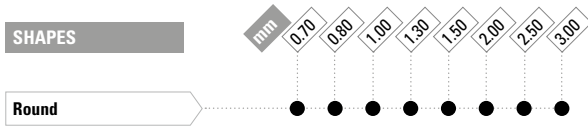
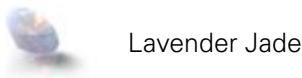
MC Chaton MAXIMA | ART. 431 11 615



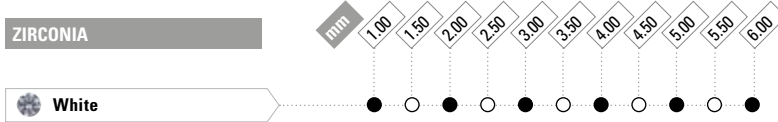
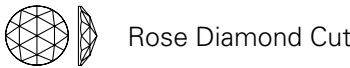
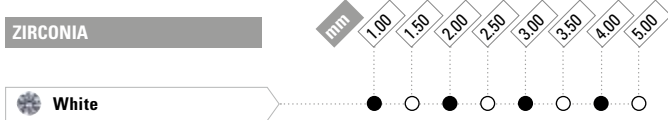
BOTTOM MATT 84431			SS	4	4.5	5	5.5	6	6.5	7	7.5	8	8.5	9	9.5	10	11	11.5	12	12.5	13	14	15	16	17	18	19	20	21	22	23	24	31	20	24	29	34	39		
 Aqua Bohemica   60010	(B)	DF																																						
 Black Diamond   40010	(B)	DF																																						
 Citrine   80310	(B)	DF																																						
 Crystal   00030	(B)	DF																																						
 Emerald   50730	(B)	DF																																						
 Fuchsia   70350	(B)	DF																																						
 Gold Quartz   00530	(B)	DF																																						
 Jonquil   80100	(B)	DF																																						
 Light Peach   90300	(B)	DF																																						
 Light Rose   70020	(B)	DF																																						
 Light Siam   90070	(B)	DF																																						
 Peridot   50520	(B)	DF																																						
 Sapphire   30050	(B)	DF																																						
 Smoked Topaz   10220	(B)	DF																																						
 Tanzanite   20410	(B)	DF																																						
 Violet   20310	(B)	DF																																						
Other Colors	(B)	DF																																						



Nanogems lost-wax casting



Zirconia lost-wax casting



Nanogems lost-wax casting

Chemical composition  $Al_2O_3$ ,  $MgO$ ,  $TiO_2$ ,  $SiO_2$  | Glass-ceramic structure | Hardness 7-7.5° Mohs | Density 3-3.5g/cm³ | Refractive index 1.62-1.64.  
Heat Resistance up to 1,100 °C / 2,012 °F | Material exclusively manufactured by Formica Co., Ltd. sole producer in the world



Call us crystal because the  
*advantage* is clear



PRECIOSA





Preciosa crystal-embellished twins, Nisa and Stella, for UNICEF's Adopt a Doll and Save a Child initiative.

# SPARKLING TWINS FROM CRYSTAL VALLEY

Once upon a time, there was a beautiful doll called Nisa. She and her friend Stella made their remarkable debut at the UNICEF Adopt a Doll and Save a Child charity event in Prague. They were its first twins ever.



“Our Nisa and Stella are the first twin dolls in 15 years of Adopt a Doll and Save a Child in the Czech Republic, who tell a story of compassion and friendship,” explains Karel Paral, Commercial Development Director for Preciosa Components.”

Nisa was not a common girl. She was a fairy who took care of all of Crystal Valley. She fed the animals and took care of the plants. Nisa was a wonderful fairy and was beloved by all. However, this beautiful fair girl held sadness deep inside her heart. She was lonely. Every single night she looked up at the stars and dreamed of joining them in the sky. Stars were her only friends. So close but yet so far. The story of Nisa, the fairy from Crystal Valley, and her friend Stella, the brightest star, marked Preciosa's debut appearance at the annual UNICEF Adopt a Doll and Save a Child charity event. They were its first ever twins. “We wanted to share a story of compassion and friendship, which is why we created our lovely twins,” explains Karel Páral, Commercial Development Director for Preciosa Components. Embellished with Preciosa crystals, Stella and Nisa immediately won over the audience. The dolls were designed by our in-house design team on behalf of the Preciosa Foundation, whose representatives joined a prominent group of the most influential Czech designers, singers, models and other celebrities, including fashion designer and patron of the project Liběna Rochová (who also decorated her doll with Preciosa crystals), photographer, Jan Saudek, writer, Michal Viewegh and hockey player, Patrik Elias. Money raised by this project supports UNICEF immunization projects for children

in need. Despite its humble beginnings, it has become a signature event of UNICEF in the Czech Republic. This 2017 edition was the 15<sup>th</sup> in the history of the Czech Republic. Every year, 3 million children continue to die from diseases that are entirely preventable. The Adopt a Doll project is just one step toward helping UNICEF try to reach the 30 million infants who grow up without basic vaccines. The project has raised more than €1 million over the last 15 years for UNICEF's immunization programs. However, Adopt a Doll and Save a Child in Prague was not the only time to shine for Stella and Nisa this year. Later in 2017, the Preciosa dolls also appeared in New York when the Adopt a Doll and Save a Child charity event visited the Bohemian National Hall. A fantastic exhibition of dolls from top designers and Czech personalities was followed by a silent auction, also in support of UNICEF's immunization programs. And naturally, Stella and Nisa were not the only dolls adorned with Preciosa crystals there either. American fashion designer, Bibhu Mohapatra, who designs for Michelle Obama among others, chose some of our finest Bohemian crystals to decorate his doll's beautiful dress. These dolls were accompanied by architect, Eva Jiřičná, The Czech Olympic Team, sculptor, Bořek Šípek, journalist and writer, Barbora Nesvadbová, photographer, Robert Vano and designer, Rony Plesl.



Bibhu Mohapatra's doll, Celeste, for the New York initiative, also embellished with Preciosa crystals.



## Responsibility to Our Region Our Community, Our People

To demonstrate our undying gratitude and appreciation for our region, its people and the natural resources it provides, we actively seek out ways in which we can give back to both the environment and our community. For more than twenty years, the Preciosa Foundation has contributed to numerous non-profit initiatives across the Bohemian region and throughout the Czech Republic. We focus our efforts on seven core areas.

At the regional level, we support the Fund for Health and Disease Prevention, the Environmental Fund, the Fund for Arts and Culture and the Fund for Exercise and Sports. At the national level, we contribute through our Fund for Research and Development, the Education Fund and lastly, the Fund for Social and Humanitarian Aid. The Preciosa Foundation has to date contributed more than USD 8 million to these organizations.

### Bohemian *crafted* since 1548

We offer more than 35,000 premium crystals, zirconia and nanogems in various shapes, sizes, colours and coatings to an extensive portfolio of luxury goods, fashion and jewellery designers, distributors, and producers across six continents.



### *Crafted* from sand

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



### All about *beads*

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



### *Crystal* beauty

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



### The *crystal crown* on your packaging

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





# Trading and representative offices



## *Jablonec nad Nisou*

Opletalova 3197/17  
46601 Jablonec nad Nisou  
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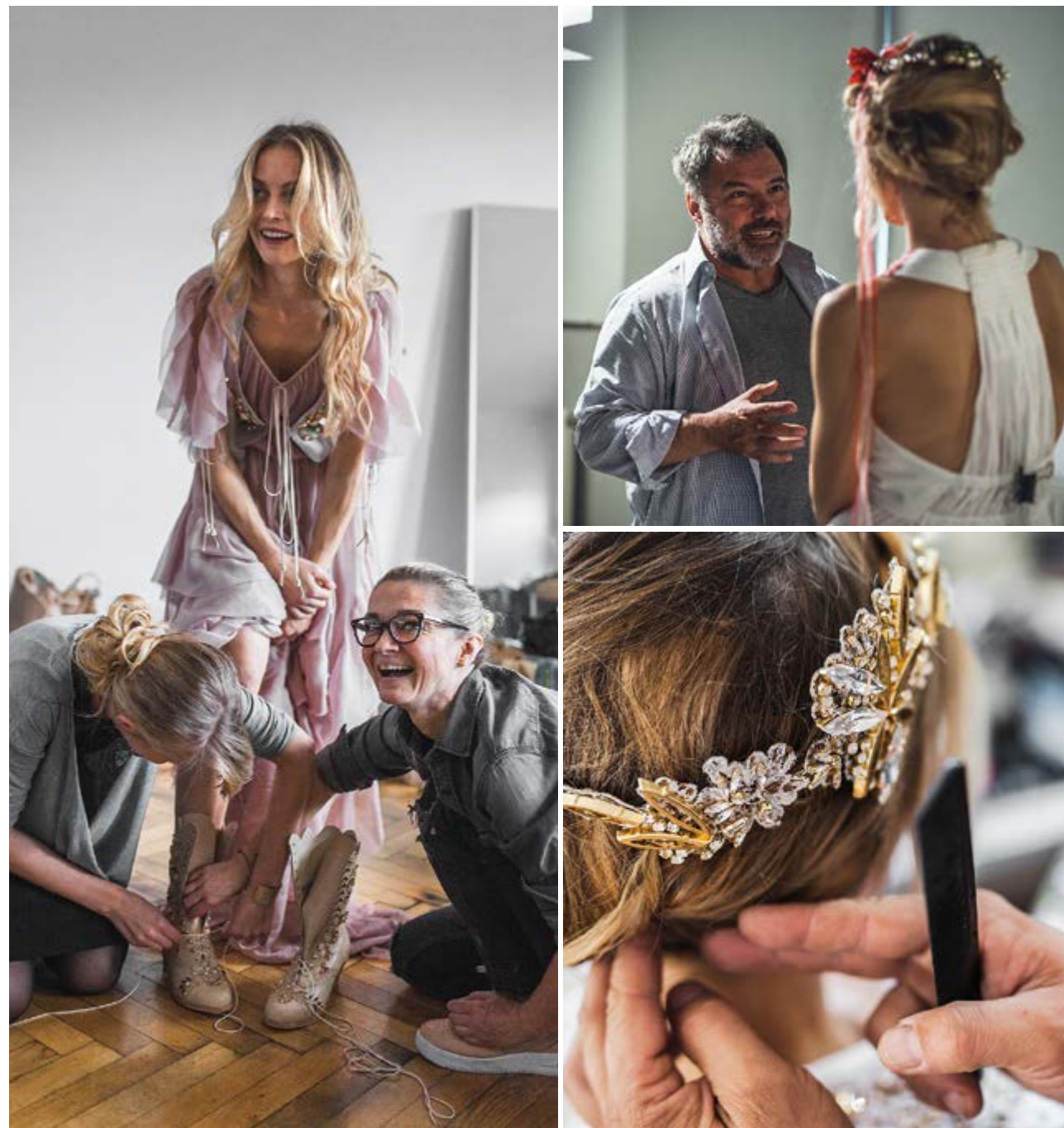
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