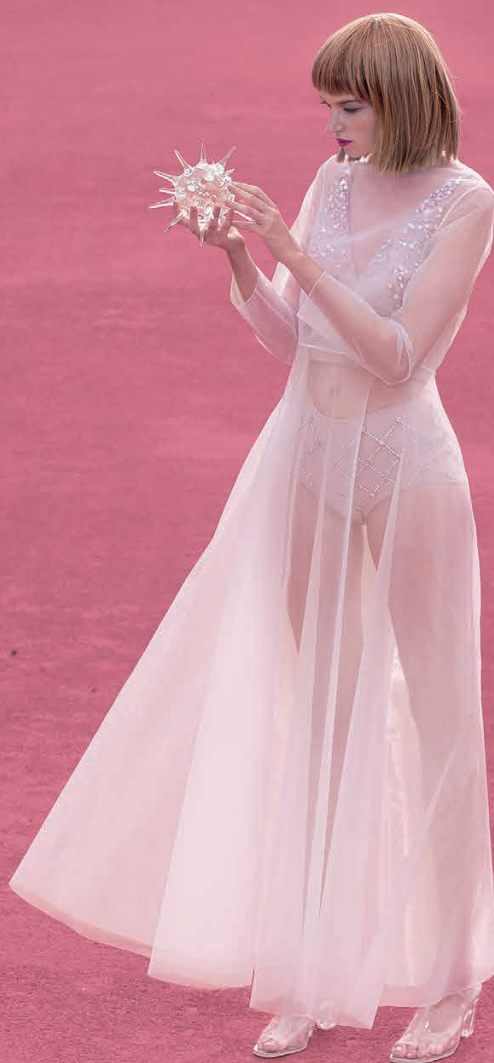


Product Brochure

FINE JEWELRY STONES



inspirations
innovations &
AW 2019/20

PRECIOSA

ST. ^{AW 2019/20} ELSEWHERE

Welcome to *St. Elsewhere*

We would like to remind you that security clearance is required.

An unscripted meet cute between ultra-high technology and dreamy surrealism, AW 2019/20 catwalks will play out before our eyes like an eerily enchanting, slightly schizophrenic motion picture (that could be) about any culture in any decade. Which is to say this season will be heavily characterized by apparent contrasts, especially that of the hi-lo. With the development and popularization of alternative materials, we'll see structured futuristic fabrics adorned with attention-grabbing romantic, even Baroque-inspired embellishments that likewise artfully employ negative space.

Set in a remotely located, top secret research facility, our AW 2019/20 campaign draws inspiration from the technology that created it. As the line between virtual and reality continues to blur, we are constantly reminded of our all too startling ability to turn the former into the latter. Cryptically, an intentionally unspecified location, *St. Elsewhere* takes us to a make-believe crystal testing site, where an unidentified host is exploring the institute's latest prototypes and synthetically cultivated zirconia.

Among the classified assortment of fine jewelry stones are two new Cabochon shapes: the Pear and the Oval, a stunning new Heart cut and two new Preciosa-exclusive coatings that explore an inky, oil slick-like color palette with the likes of Aurora Borealis (AB) and Radiance, both suitable for lost-wax casting. This season, expect ugly-pretty post internet fusions and bejeweled tech starkly offset by carefully curated minimalism, in which crystals will continue to play a leading role.



ST. ELSEWHERE

COLLECTION



New Coating

Aurora Borealis (AB)

Aurora Borealis (AB) is now part of our regular assortment of coatings for our round-cut premium quality zirconia stones and is suitable for lost-wax casting.



New Coating

Radiance

Radiance is now part of our regular assortment of coatings for our round-cut premium quality zirconia stones and is suitable for lost-wax casting.



New Cut

Heart

Our new Heart shape is available in five sizes: 2.00x2.00 mm, 3.00x3.00 mm, 4.00x4.00 mm, 5.00x5.00 mm and 6.00x6.00 mm.



New Shape

Oval Cabochon

Our new Oval Cabochon is available in three sizes: 5.00x3.00 mm, 6.00x4.00 mm and 7.00x5.00 mm.

Zirconia colors include: White and Gold

Nanogems colors include: Light Peony Opal, Opaque Turquoise and Black

Aventurine colors include: Blue and Gold

Additional catalogue colors can be created upon special request.



New Shape

Pear Cabochon

Our new Pear Cabochon is available in three sizes: 5.00x3.00 mm, 6.00x4.00 mm and 7.00x5.00 mm.

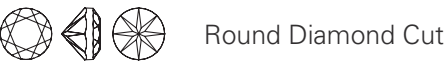
Zirconia colors include: White and Gold

Nanogems colors include: Light Peony Opal, Opaque Turquoise and Black

Aventurine colors include: Blue and Gold

Additional catalogue colors can be created upon special request.

NEW COATING – ZIRCONIA



	Aurora Borealis	Radiance
Size		
MM		
0.80	●	●
1.00	●	●
1.10	●	●
1.20	●	●
1.25	●	●
1.30	●	●
1.40	●	●

NEW COATING – ZIRCONIA



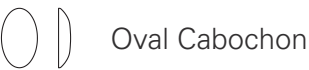
	Aurora Borealis	Radiance
Size		
MM		
1.50	●	●
1.60	●	●
1.70	●	●
1.80	●	●
1.90	●	●
2.00	●	●
2.25	●	●
2.50	●	●
2.75	●	●
3.00	●	●

NEW CUT – ZIRCONIA



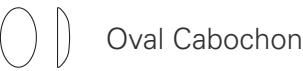
	White	Black	Peridot	Olivine	Gold	Champagne	Brown	Rhodolite	Pink	Orange	Amethyst	Purple	Lavender
Size													
MM													
2.00×2.00	●	●	●	●	●	●	●	●	●	●	●	●	●
3.00×3.00	●	●	●	●	●	●	●	●	●	●	●	●	●
4.00×4.00	●	●	●	●	●	●	●	●	●	●	●	●	●
5.00×5.00	●	●	●	●	●	●	●	●	●	●	●	●	●
6.00×6.00	●	●	●	●	●	●	●	●	●	●	●	●	●

NEW SHAPE – ZIRCONIA



	White	Black	Peridot	Olivine	Gold	Champagne	Brown	Rhodolite	Pink	Orange	Amethyst	Purple	Lavender
Size													
MM													
5.00×3.00	●	○	○	○	●	○	○	○	○	○	○	○	○
6.00×4.00	●	○	○	○	●	○	○	○	○	○	○	○	○
7.00×5.00	●	○	○	○	●	○	○	○	○	○	○	○	○

NEW SHAPE – IMITATION GEMSTONES



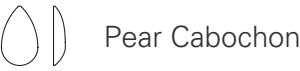
	Aventurine Blue	Aventurine Gold
Size		
MM		
5.00×3.00	●	●
6.00×4.00	●	●
7.00×5.00	●	●

NEW SHAPE – IMITATION GEMSTONES



	Aventurine Blue	Aventurine Gold
Size		
MM		
5.00×3.00	●	●
6.00×4.00	●	●
7.00×5.00	●	●

NEW SHAPE – ZIRCONIA



	White	Black	Peridot	Olivine	Gold	Champagne	Brown	Rhodolite	Pink	Orange	Amethyst	Purple	Lavender
Size													
MM													
5.00×3.00	●	○	○	○	●	○	○	○	○	○	○	○	○
6.00×4.00	●	○	○	○	●	○	○	○	○	○	○	○	○
7.00×5.00	●	○	○	○	●	○	○	○	○	○	○	○	○

LEGEND:
● Standard assortment
○ Item available on request, for more details contact Preciosa Sales Office

NEW CUT – NANOGEOMS



Heart Cut

	Black	Midnight	Sky Blue Topaz	Royal Blue Topaz	London Blue Topaz	Swiss Blue Topaz	Sapphire	Opaque Turquoise	Dark Afghan Tourmaline	Emerald	Peridot	Citrine	Dark Red Spinel		Garnet Pyrope	Morganite	Amethyst	Dark Violet Tanzanite	Dark Blue Tanzanite	Powder Blue Opal	Opaque Ivory	White Opal	Honey Opal	Light Peony Opal	Lavender Jade
Size																									
MM																									
2.00×2.00	●	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●
3.00×3.00	●	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●
4.00×4.00	●	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●
5.00×5.00	●	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●
6.00×6.00	●	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●

NEW SHAPE – NANOGEOMS



Oval Cabochon

	Black	Midnight	Sky Blue Topaz	Royal Blue Topaz	London Blue Topaz	Swiss Blue Topaz	Sapphire	Opaque Turquoise	Dark Afghan Tourmaline	Emerald	Peridot	Citrine	Dark Red Spinel		Garnet Pyrope	Morganite	Amethyst	Dark Violet Tanzanite	Dark Blue Tanzanite	Powder Blue Opal	Opaque Ivory	White Opal	Honey Opal	Light Peony Opal	Lavender Jade
Size																									
MM																									
5.00×3.00	●	○	○	○	○	○	○	●	○	○	○	○	○		○	○	○	○	○	○	○	○	○	●	○
6.00×4.00	●	○	○	○	○	○	○	●	○	○	○	○	○		○	○	○	○	○	○	○	○	○	●	○
7.00×5.00	●	○	○	○	○	○	○	●	○	○	○	○	○		○	○	○	○	○	○	○	○	○	●	○

NEW SHAPE – NANOGEOMS



Pear Cabochon

	Black	Midnight	Sky Blue Topaz	Royal Blue Topaz	London Blue Topaz	Swiss Blue Topaz	Sapphire	Opaque Turquoise	Dark Afghan Tourmaline	Emerald	Peridot	Citrine	Dark Red Spinel		Garnet Pyrope	Morganite	Amethyst	Dark Violet Tanzanite	Dark Blue Tanzanite	Powder Blue Opal	Opaque Ivory	White Opal	Honey Opal	Light Peony Opal	Lavender Jade
Size																									
MM																									
5.00×3.00	●	○	○	○	○	○	○	●	○	○	○	○	○		○	○	○	○	○	○	○	○	○	●	○
6.00×4.00	●	○	○	○	○	○	○	●	○	○	○	○	○		○	○	○	○	○	○	○	○	○	●	○
7.00×5.00	●	○	○	○	○	○	○	●	○	○	○	○	○		○	○	○	○	○	○	○	○	○	●	○

Perfectly Polished



Jan Mlejnek

Preciosa's Head of Innovations for Fine Jewelry Stones, Jan Mlejnek, describes the creation process behind Preciosa's zirconia and what makes it so unique.

How long have you been working for Preciosa?

I began working for Preciosa in 1995 as a cutting setter and several years later became a master grinder. In 2003, I moved to one of our biggest sites located near the northernmost tip of the Czech Republic called Jablonné v Podještědí, where I began focusing on many different technologies and eventually was given the opportunity to head up our innovations team. So, to answer your question: quite a long time.

What do you like most about your job?

I like that my tasks change day to day. Because the nature of the job is to invent things, I am never bored. Not only do we process requests from customers, but we also work on and develop new products and technologies of our own initiative, which is also really fun.

What is your favorite stone?

I love genuine Czech garnets from our region. I've been to search for them before and it's a true pleasure to find a naturally occurring stone with such wonderful color. It's also something that makes us proud, since Bohemia is known for its garnet – it makes us want to keep the tradition alive here.

Can you briefly describe the process of creating zirconia stones?

If we omit the production of the raw material itself, the process involves several steps. First, we cut the raw material using diamonds, since it's the only thing hard enough to cut zirconia, and then we create very thin cubes or blocks. To achieve round stones, we gradually sand away at the stones until they're each a polished ball. The balls, a semi-finished product, are then grinded by various machines to achieve different cuts. Then it's just a matter of washing, sorting, packaging and dispatching. Sounds easy, right?

What is the primary difference between sanding glass and sanding crystal?

Glass we make ourselves, which means that it can be very precisely shaped to fit the final dimensions of the specified product. Parts or aspects of the stone can even be finalized during the production of the semi-finished product. Cubic zirconia on the other hand is grown naturally, which means it doesn't start out in the shape that we necessarily need it in. We must modify zirconia into smaller cubes, which are later ground down with diamond blades into semi-finished, polished balls, as I mentioned before. Another difference is the facets. Cubic zirconia generally has the same facets we see on natural stones and because of its naturally high refractive index, it is not necessary to apply additional reflexive layers.

How long does it take to develop a new cut?

It really depends on the specifics of the assignment. The first step is always to create a 3D layout. Next, we optimize the optical-aesthetical properties with a special program, which takes one or two days. Then we draw and document the exact cut and plan how it will need to be ground. After trying it in several preselected colors, if the assessment is positive, we consider the process to have been successful and begin mass production, which takes about three weeks. In some cases, the production department or designers will require a more complicated cut, which means some phases will need to be modified or we may even need to design a new machine or step of the production process. In short, it can take anywhere from a few weeks to a few months, or in some cases even years.

What has been the most challenging or the most interesting cut you have ever achieved during your time at Preciosa?

Without a doubt, it was the Heart, which we are launching with this collection. Although the shape seems quite simple, finding the optimal layout of the facets was not at all an easy task. To get just the right cut, we had to add an additional step in the production process, but in the end, it was definitely worth it; the product speaks for itself.

What's it like knowing the products you develop are used by internationally recognized brands and regularly adorn the world's most iconic celebrities?

Lots of my colleagues, as well as myself, have a bit of an "illness" when it comes to fine jewelry stones. When visiting a store, if we see jewelry, it's not uncommon for us to whip out a magnifying glass to evaluate the quality, cut, polish and sometimes even its make. I feel really proud when I see our stones being worn down a red carpet, for example. It's a testament to the quality so it's a good feeling and it means we're doing our job.

Environmental Responsibility

Preciosa upholds a strict policy that ensures environmentally friendly and safe working conditions throughout the entirety of our production process, which we submit for regular auditing by the relevant authorities. The highest standards of quality and ecological certification are fully met by our lead-free Fine Jewelry Stones.

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

ASTM F2923
Standard Specification for Consumer Product Safety for Children’s Jewelry

ASTM F963
Standard Consumer Safety Specification for Toy Safety

CPSC 16 CFR 1303
Lead in a Surface Coating

CPSIA*
Consumer Product Safety Improvement Act

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

OEKO-TEX STANDARD 100
Product Class II

REACH
Registration, Evaluation, Authorisation and Restriction of Chemical Substances

ROHS
Restriction on Use of Hazardous Substances

* Except Nanogems colors: Opaque Ivory, Blue London Topaz, Morganite, Peridot, Black

