Product Brochure
inspirations
&innovations
SS 2020

CRYSTALS

PRECIOSA

RED REDEFINED

INSPIRATIONS & INNOVATIONS **SS 2020**

Remember to shine responsibly!

Inspired by a single innovation, our SS 2020 collection, entitled Red Redefined, is more about quality, less about quantity. As the scales continue to tilt in favor of this attitude, conversations within the fashion industry about sustainable and environmentally friendly solutions only continue to grow louder, while fast fashion – not quite yet a thing of the past – lives out the twilight hours of its heyday. As much of a fashion inspiration as it is the driving force of change is knowledge. Being informed and making informed fashion choices is not only responsible, it's (becoming) cool. Quality is the new black.

By SS 2020, this global dialogue will be unavoidable, especially within the context of the fashion industry, and is therefore inseparable from the trends that will govern the catwalk. Preciosa's contribution, Red Velvet, the first and only "true" cadmium-free red, is a much anticipated environmentally responsible solution to the traditional cadmium-rich red hue of the past. Just as the acquisition of knowledge was the key to unlocking this innovation, so too does knowledge have the ability to change the course of environmental destruction.

Symbolized throughout the SS 2020 campaign by the proverbial apple of knowledge, a modern, playful take on the traditional Adam and Eve narrative unfolds in which Adam does not appear and Eve bites the apple, thereby acquiring knowledge, and emerges enlightened and victorious over the serpent, the incarnation of fast fashion. Just as Eve's narrative has been altered, so too can the fashion industry evolve into a conscientious and quality-driven global industry; after all, knowledge is for sharing.

RED REDEFINED
COLLECTION

Colors, Coatings & Effects – New Color
Red Velvet
(cadmium–free)

Cadmium-free Red Velvet is now part of our regular assortment of colors for our premium quality MAXIMA line in various sizes of round and flatback stones, and is available with AB coating. This color is RoHS compliant.

Fancy Stones – New Sizes
MC Pearshape 301
6×4 mm and 8×6 mm

Already available in three existing sizes: 10x7, 14x10 and 18x13mm, our machine-cut Pearshape 301 now comes in two new smaller sizes in various colors and coatings, and in jewelry or sew-on cups.

Flatback Stones – New Shape
MC Slim Baguette MAXIMA FB

Our machine-cut Slim Baguette MAXIMA FB comes in two sizes, 12x4mm and 15x5mm, in Crystal, Crystal AB, Crystal Honey and Jet in both hotfix and no-hotfix versions.

Bandings – New Product
Crystal Straps

Preciosa Crystal Straps are comprised of our existing plastic bandings, in either Alabaster or Black, with size ss8 chatons in Crystal, fastened to strips of fine leather of various colors and widths. Crystal Straps come in widths of 7mm and 8mm with a single row of plastic bandings, which can include stitching, or 10mm with two rows of plastic bandings. The leather comes in white, black, blue, red, beige and brown. Crystal Straps are also customizable upon special request.

Metal Pyramid Stud, Narrow
(MC Pyramid MAXIMA FB: 5x5, 8x8, 12x12mm)

Applied by riveting, our narrow Metal Pyramid Stud comes in three sizes: 7.5, 10.5 and 14.5mm with Light Gold, Rhodium or Ruthenium plating. Narrow Metal Pyramid Studs are available in eight colors and four coatings.

Special Settings – New Product

Metal Pyramid Stud, Wide
(MC Pyramid MAXIMA FB: 5x5, 8x8, 12x12mm)

Applied by riveting, our wide Metal Pyramid Stud comes in three sizes: 9.5, 13 and 17mm with Light Gold, Rhodium or Ruthenium plating. Wide Metal Pyramid Studs are available in eight colors and four coatings.

Special Settings – New Product

Metal Pyramid Stud, Sew-On
(MC Pyramid MAXIMA FB: 5x5, 8x8, 12x12mm)

Our sew-on Metal Pyramid Stud comes in three sizes: 7.5, 10.5 and 14.5mm in a one-loop setting with Light Gold, Rhodium or Ruthenium plating. Sew-on Metal Pyramid Studs are available in seven colors and four coatings.

Special Settings – New Product

ABS Cube Stud
(MC Square FB: 3×3 mm, 6×6 mm)

Our ABS Cube Stud comes in two sizes, 5mm and 9mm, and is available in Crystal with five coatings and Jet with two coatings.

Special Settings – New Product

ABS Cone Stud
(MC Chaton MAXIMA: ss11.5)

Our ABS Cone Stud comes in one size, 7mm, and is available in our regular assortment of colors, coatings and effects for our premium quality MAXIMA line.

Special Settings – New Product

ABS Spike Stud
(MC Chaton MAXIMA: ss2.5)

Our ABS Spike Stud comes in one size, 6.5mm, and is available in our regular assortment of colors for our premium quality MAXIMA line.

Special Settings – New Product

ABS Drop Stud
(MC Pearshape FB: 8×4.8 mm)

Our ABS Drop Stud comes in one size, 12.5×9.5mm, and is available in Crystal, Crystal AB, Jet and Jet Hematite.

NEW COLOR

MC Chaton MAXIMA 🍃

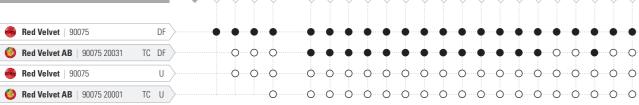**ART. 431 11 111** SIZE pp 2 – 5
ART. 431 11 615 SIZE ss 2.5 – 47

COLORS / COATINGS

Sizes (pp): 00, 0, 1, 2
Sizes (ss): 2.5, 3, 3.5, 4, 4.5, 5, 5.5, 6, 6.5, 7, 7.5, 8, 8.5, 9, 9.5, 10, 11, 11.5, 12, 13, 13.5, 14, 14.5, 15, 15.5, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 34, 35, 38, 39, 40, 45, 47

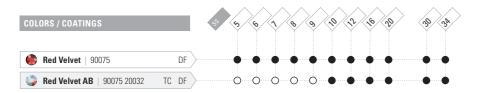| Color	Code	Coating
Red Velvet	90075	DF
Red Velvet AB	90075 20031	TC DF
Red Velvet	90075	U
Red Velvet AB	90075 20001	TC U

NEW COLOR

MC Chaton Rose MAXIMA 🍃

ART. 438 11 615 SIZE ss 5, 6, 7, 8, 9, 10, 12, 16, 20
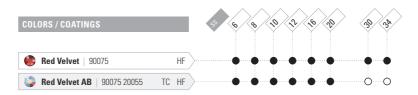**ART. 438 11 618** SIZE ss 30, 34, 40, 48

COLORS / COATINGS

Color	Code	Coating	5	6	7	8	9	10	12	16	20	30	34
Red Velvet	90075	DF	●	●	●	●	●	●	●	●	●	●	●
Red Velvet AB	90075 20032	TC DF	○	○	○	○	○	●	●	●	●	●	●

NEW COLOR

MC Chaton Rose MAXIMA 🍃

ART. 438 11 615 SIZE ss 6, 8, 10, 12, 16, 20
ART. 438 11 618 SIZE ss 30, 34

COLORS / COATINGS

Color	Code	Coating	6	8	10	12	16	20	30	34
Red Velvet	90075	HF	●	●	●	●	●	●	●	●
Red Velvet AB	90075 20055	TC HF	●	●	●	●	●	●	○	○

LEGEND:
● Standard Catalogue Item
○ Minimum Order Quantity – for more details contact the Preciosa Sales Office

NEW SIZES

MC Pearshape 301
ART. 435 16 301

COLOR	mm	6×4	8×6	10×7	14×10	18×13
Crystal | 000030	DF	●	●	●	●	●
Crystal AB | 000030 20031 (TC)	DF	○	○	●	●	●
Crystal Hon | 000030 23531 (TC)	DF	○	○	●	●	●
Jet | 23980	U	●	●	●	●	●
Jet Hem | 23980 27201 (TC)	U	○	○	●	●	●
Amethyst | 20050	DF	●	●		●	
Aqua Bohemica | 60010	DF	●	●	●	●	
Dark Indigo | 30280	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			●		
Vintage Rose | 70530	DF			●	●	●
Colors AB (TC)	DF	○	○	○	○	○

MC Pearshape 301, Sew-on

6×4 MM	8×6 MM
ART. 7193 5404/01	ART. 7193 5406/02

MC Pearshape 301, Sew-on Cup

Art.	Plating	Size of Stones	Type	Packg. Unit
		MM		GROSS
*7193 5404	/xx	6×4	Without bottom	1
7193 5406	/xx	8×6	Without bottom	1

MC Pearshape 301, Jewelry Cup

6×4 MM	8×6 MM
ART. 7193 5004/01	ART. 7193 5006/02

MC Pearshape 301, Jewelry Cup

Art.	Plating	Size of Stones	Type	Packg. Unit
		MM		GROSS
*7193 5004	/xx	6×4	Without bottom	1
7193 5006	/xx	8×6	Without bottom	1

Available Platings

Plating	Type
/00	raw
/01	silver
/02	gold
/03	black
/04	rhodium
/05	ruthenium
/07	gold (better durability)
/09	silver (better durability)
/0R	rose gold

NOTE:
* The item requires an MOQ

LEGEND:
- ● Standard Catalogue Item, new sizes
- ○ Minimum Order Quantity, new sizes – for more details contact the Preciosa Sales Office
- ● Standard Catalogue Item
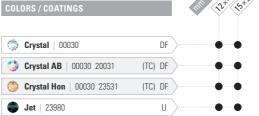- ○ Minimum Order Quantity – for more details contact the Preciosa Sales Office

NEW SHAPE

MC Slim Baguette MAXIMA FB
ART. 438 26 302

COLORS / COATINGS	mm	12×4	15×5
Crystal | 00030	DF	●	●
Crystal AB | 00030 20031 (TC)	DF	●	●
Crystal Hon | 00030 23531 (TC)	DF	●	●
Jet | 23980	U	●	●

MC Slim Baguette MAXIMA FB
ART. 438 26 302

COLORS / COATINGS	mm	12×4	15×5
Crystal | 00030	HF	●	●
Crystal AB | 00030 20057 (TC)	HF	●	●
Crystal Hon | 00030 23557 (TC)	HF	●	●
Jet | 23980	HF	●	●

LEGEND:
- ● Standard Catalogue Item
- ○ Minimum Order Quantity – for more details contact the Preciosa Sales Office

NEW PRODUCT

Metal Pyramid Stud, Narrow

| 7.5 MM \| MC PYRAMID MAXIMA FB ART. 7193 0005/xx | 10.5 MM \| MC PYRAMID MAXIMA FB ART. 7193 0008/xx | 14.5 MM \| MC PYRAMID MAXIMA FB ART. 7193 0012/xx | |

Metal Pyramid Stud, Wide

| 9.5 MM \| MC PYRAMID MAXIMA FB ART. 7193 0105/xx | 13 MM \| MC PYRAMID MAXIMA FB ART. 7193 0108/xx | 17 MM \| MC PYRAMID MAXIMA FB ART. 7193 0112/xx | |

Metal Pyramid Stud, Sew-on

| 7.5 MM \| MC PYRAMID MAXIMA FB ART. 7193 2005/xx | 10.5 MM \| MC PYRAMID MAXIMA FB ART. 7193 2008/xx | 14.5 MM \| MC PYRAMID MAXIMA FB ART. 7193 2012/xx | |

ABS Drop Stud

| 12.5×9.5 MM \| MC PEARSHAPE FB ART. 7192 7239 | |

ABS Cube Stud

| 5 MM \| MC SQUARE FB ART. 7192 7241 | | 9 MM \| MC SQUARE FB ART. 7192 7242 | |

ABS Spike Stud

| 6.5 MM \| MC CHATON MAXIMA ART. 7193 7243 | |

ABS Cone Stud

| 7 MM \| MC CHATON MAXIMA ART. 7193 7244 | |

Metal Pyramid Stud, Narrow*

Art.	Type	Size MM	Packg. Unit GROSS
7193 0005	Metal Pyramid Stud, Narrow	7.5	1
7193 0008	Metal Pyramid Stud, Narrow	10.5	1
7193 0012	Metal Pyramid Stud, Narrow	14.5	1/2

Available Platings

Plating	Type
/04	rhodium
/05	ruthenium
/0L	light gold

Metal Pyramid Stud, Wide*

Art.	Type	Size MM	Packg. Unit GROSS
7193 0105	Metal Pyramid Stud, Wide	9.5	1
7193 0108	Metal Pyramid Stud, Wide	13	1/2
7193 0112	Metal Pyramid Stud, Wide	17	1/2

Metal Pyramid Stud, Sew-on*

Art.	Type	Size MM	Packg. Unit GROSS
7193 2005	Metal Pyramid Stud, Sew-on	7.5	1
7193 2008	Metal Pyramid Stud, Sew-on	10.5	1
7193 2012	Metal Pyramid Stud, Sew-on	14.5	1/2

Available Platings

Plating	Type
/04	rhodium
/05	ruthenium
/0L	light gold

ABS Studs with zamac nail*

Art.	Type	Size MM	Packg. Unit GROSS
7192 7239	ABS Drop Stud	12.5×9.5	1
7192 7241	ABS Cube Stud	5	2
7192 7242	ABS Cube Stud	9	1
7193 7243	ABS Spike Stud	6.5	2
7193 7244	ABS Cone Stud	7	2

Available Platings

Plating	Type
/04	rhodium
/05	ruthenium
/0L	light gold

ABS Studs with iron nail*

Art.	Type	Size MM	Packg. Unit GROSS
7192 8239	ABS Drop Stud	12.5×9.5	1
7192 8241	ABS Cube Stud	5	2
7192 8242	ABS Cube Stud	9	1
7193 8243	ABS Spike Stud	6.5	2
7193 8244	ABS Cone Stud	7	2

NOTE:

* The item requires an MOQ

Nails for ABS Studs are available in zamac and iron in different lenghts.

NEW PRODUCT

Crystal Straps – Single Row, Fine Leather

7 MM ART. 491 08 751	8 MM ART. 491 08 831

7 MM ART. 491 58 731 EXTRA STITCHING	8 MM ART. 491 58 841 EXTRA STITCHING

Crystal Straps – Two Rows, Fine Leather

10 MM   ART. 491 08 022

Plastic Banding ss8 - available colors *

ALABASTER ART. 491 80 801/41	BLACK ART. 491 80 801/03

* Upon customer request other combinations of plastic bandings and MC chatons are available.

Fine Leather – available colors*

WHITE CODE NO. 1	BLACK CODE NO. 2	BLUE CODE NO. 3
RED CODE NO. 4	BEIGE CODE NO. 5	BROWN CODE NO. 6

* Upon customer request other colors or material of straps (synthetic silk) are available.

Crystal Straps, Single Row, Fine Leather*

Art.	Type	Packg. Unit (Spool)
		M
491 08 7x1	strap 7 mm with plastic banding	10
491 08 8x1	strap 8 mm with plastic banding	10
491 58 7x1	strap 7 mm with plastic banding – extra stitching	10
491 58 8x1	strap 8 mm with plastic banding – extra stitching	10

Crystal Straps, Two Rows, Fine Leather*

Art.	Type	Packg. Unit (Spool)
		M
491 08 0x2	strap 10 mm with two rows of plastic banding	10

NOTE:

* The item requires an MOQ

The packaging can contain more pieces.

The code of the selected color will replace the „x" in the article number.

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 MAXIMA by Preciosa® product line, which contains less than 0.009 % lead.

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

Preciosa products that carry our new Lead-Free Brilliance symbol contain less than 0.009 % lead (< 90 ppm) and are made according to the highest environmental and sustainable manufacturing practices. These premium products meet the most stringent industry standards and international certifications.

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

* Requirements of this standard are fully met by Lead-Free Brilliance products
** Except Citrine, Coral, Garnet, Hyacinth, Light Siam, Olivine, Siam, Sun

Bohemian *crafted* since 1548

Preciosa Components
A Member of the Preciosa Group

A global leader in luxury goods *manufactured from crystal*, the Preciosa Group is built upon centuries of glassmaking tradition and innovation. From hand-made lamp beads to our cutting-edge, bespoke lighting installations, Preciosa looks to our own unique heritage to draw inspiration for the future of premium, responsibly crafted Bohemian crystal. Together, the Preciosa Group operates a global network of 11 regional offices, completes more than 1,500 flights to customers annually and melts 40 tons of glass every day.

PreciosaComponents.com