

MATERIA

BOHEMICA



PRECIOSA

Inspirations
& Innovations
SS 2022

PRECIOSA



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Additional Cast
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David Baláž (New Aliens Agency)
M'Badjala Diaby (New Aliens Agency)
Huy Nguyen Gia (New Aliens Agency)

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It is impossible to begin this issue without plainly acknowledging the challenges faced in 2020 as a result of the global pandemic. Like so many businesses, Preciosa found itself in an unprecedented situation and has worked tirelessly to adapt. Yet, here we are, and adapt we have. For those of you who remember our previous campaign, you might even say Preciosa has passed this test with flying colors; which is largely a credit to my many devoted colleagues.

From the company's senior executives to its glassmakers, Preciosa's enduring success is the result of a massive coordinated effort on behalf of its employees. Despite social distancing protocol and various safety precautions, we have remained hard at work throughout the year to bring you, our esteemed customers, new and exciting crystal innovations, including two new colors and one extraordinary addition to our made-to-order assortment.

Moving forward, Preciosa intends to build on its proven solid foundations and to become more agile in what promises to be an even more dynamic, post-pandemic marketplace. In addition to providing our customers with the world's highest quality crystals from the heart of Europe, our primary goal is to firmly establish ourselves as the industry's service leader. From basic customer care to our highly specialized in-house application services, we want our customers to feel the personal touch of Preciosa in everything we do. We believe that encouraging personal accountability and fostering both professional and personal growth among Preciosa's employees will propel us forward into a brighter future.

This brings me to our current issue and the SS 2022 campaign, entitled *Unstoppable*, which is about embracing your individuality and finding joy in the process of self-improvement. It's about believing in yourself, even when the odds seem to be stacked against you. Uplifting and colorful, this campaign is not only meant to inspire creativity but also to provide a fun form of escape from our everyday lives.

That said, it is with great pride that I warmly invite you to explore our latest sparkling innovations, and I hope that you too are left feeling unstoppable.

Sincerely,

Jan Štiller
Sales & Marketing Director
Preciosa Components



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Zea wears custom Preciosa-embellished swimsuit by Plove, Cupchain whistles by Preciosa design lab

NEW SEASON, NEW RULES

This season embrace your eccentricities. Break free from the constraints of reality and get lost in your own imagination as you explore what makes you *you*.

Unstoppable

Inspirations & Innovations SS 2022

Photography
Eliška Sky

Concept
Marek Cpin

Styling
Jan Pokorný

Make-Up & Hair
Eva Svoboda

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M'Badjala Diaby (New Aliens Agency)
Huy Nguyen Gia (New Aliens Agency)



Zea wears crystal-embellished swim cap and sunglasses by Preciosa design lab, blazer by Vanda Janda



Zea wears crystal-embellished swim cap by Preciosa design lab, custom Preciosa-embellished swimsuit by Plove, skirt by Tereza Rosálie Kladošová



Zea wears crystal-embellished beach bags and jacket by Preciosa design lab



Water bottle handle and smartwatch wristband are embellished with Preciosa Chaton Roses MAXIMA, size ss6 in Caribbean Sea

SOAR TO NEW HEIGHTS

Let individuality be your guide to accomplishing personal goals and soaring to new heights. When it comes to self-expression, the sky is the limit!





Custom sneakers by Unbroken Addiction are embellished with Preciosa Chaton Roses MAXIMA, size ss10 in Limecicle (top), Caribbean Sea (bottom)



Zea wears Printed Crystal Net bodysuit and crystal-embellished belt by Preciosa design lab, sunglasses by Onyx



David wears Printed Crystal Net shirtdress embellished with Preciosa Chaton Rosas MAXIMA Pure (unfoiled), size sst2 in Caribbean Sea, Limecicle, Hyacinth, Sapphire, Fuchsia, Light Siam, Crystal



SMART MOVE

Whether it's bold embellishment to showcase your quirky side or delicate sparkle to bring out your subtle charm, there is no better time than now to choose your own fashion adventure.



Crystal medals are strung on ribbon lanyards embellished with Chaton Roses MAXIMA in Limecicle and Caribbean Sea in various sizes



Zuzana wears crystal-embellished sunglasses and Cupchain whistle by Preciosa design lab, blazer by Zuzana Kubičková



Zea wears crystal-embellished sunglasses and crystal medals by Preciosa design lab, faux ostrich-feathered gown by Vanda Janda



Custom sandals by Plove are embellished with Preciosa Chaton Roses MAXIMA, size ss20 in Caribbean Sea, Rose Opal, Rose Opal AB

DEFY THE ODDS

Confidence is always on trend. Trust in your abilities, even when the odds seem stacked against you! When you truly believe in yourself, there is always joy to be found in the process of self-improvement.





Water bottle handle and lanyard are embellished with Chaton Roses MAXIMA, size ss6 in Limecicle



Zea wears crystal medal and Printed Crystal Net slip dress by Preciosa design lab, blazer by Zuzana Kubičková

UNBROKEN ADDICTION



Martin Brna

A local footwear designer steps into the world of crystal embellishment and gives his streetwear aesthetic a sparkling upgrade.

Founded in 2019 in Olomouc, Czech Republic, this small-scale footwear production is the passion project of life-long sneaker addict, Martin Brna. Handcrafted with locally sourced materials, each pair of Unbroken Addiction shoes is a custom, wearable masterpiece and the brand is quickly gaining attention from sneakerheads and eco-fashion enthusiasts alike.

“On principle, I try to work only with local producers,” says Martin. “You can feel how passionate they are about what they do. They really put their heart and soul into it.” When asked about his collaboration with Preciosa, he adds: “I don’t have a lot of experience with embellishment, so this whole process was incredibly inspiring for me.”

The creative freedom Martin allows himself during his design process truly encapsulates the theme of Preciosa’s SS 2022 campaign. And yet, as the collaboration progressed, “unstoppable” took on a whole new meaning. Martin uses thicker materials in his designs like rubber and faux leather, which present their own unique application challenges. In the end though, with the help of Preciosa’s specialists, Martin’s designs were brought to life, crystals and all.

“The streetwear aesthetic really takes on a whole new dimension with Preciosa crystals,” says Martin. “Even die-hard minimalists can learn to elevate their designs with the right choice of embellishment.”



In addition to traditional textiles, Preciosa’s application specialists regularly experiment with more challenging carrier materials such as silicon and cashmere.

Preciosa SS 2022 campaign swimwear design by

PLOVE

Czech sustainable swimwear producer tests new waters with Preciosa's time-saving Crystal Transfers.



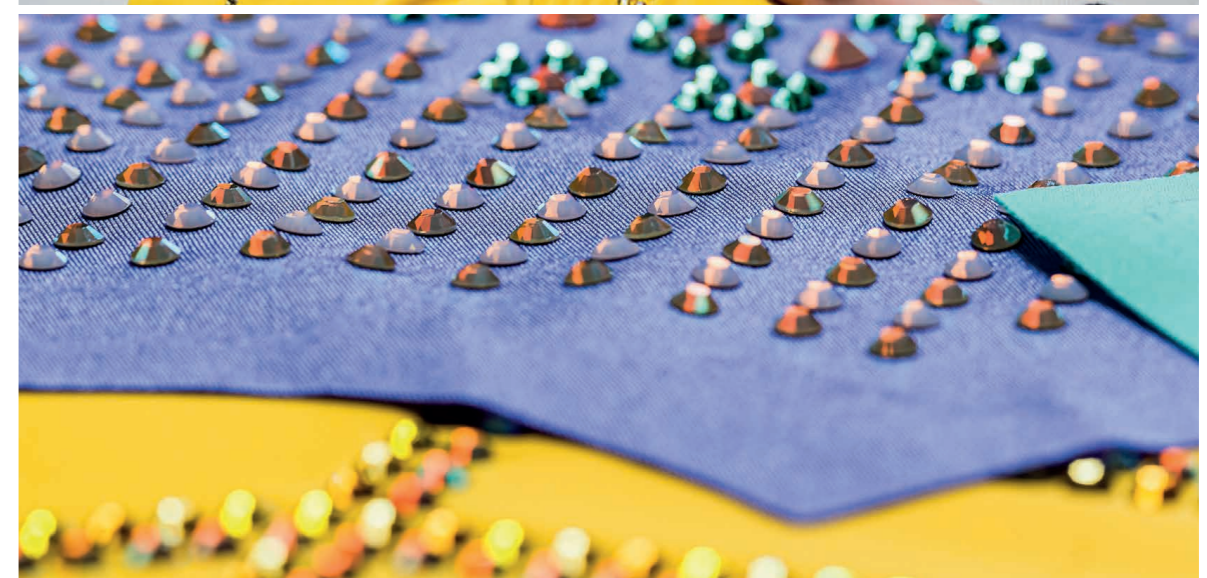
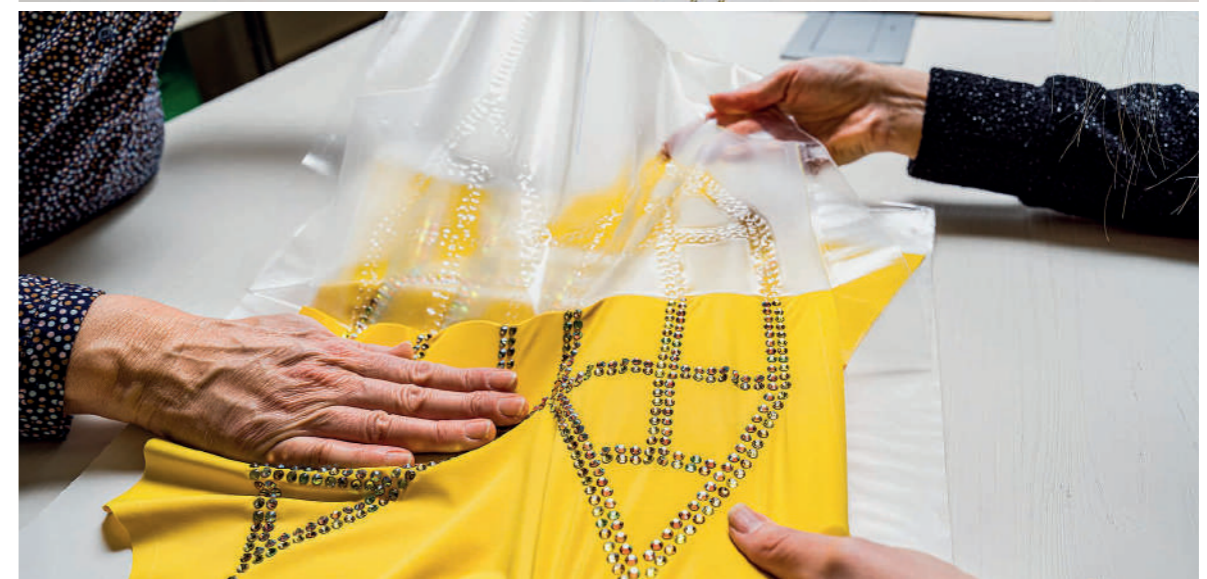
Pavlína Miklasová by Veronika Čechmánková

“It’s a lot like jewelry making, but with textile,” says Pavlína Miklasová, creative director of Plove. Founded in 2015 by Miklasová, the brand specializes in swimwear and sandals made from sustainable materials in the Czech Republic. She notably works with Econyl, a fabric made from recycled fishnet waste, which comprises the Plove swimsuits featured throughout Preciosa’s SS 2022 campaign.

From the very beginning, Pavlína intended for Plove swimwear to be equal parts function and form. “It should be beautiful, yes,” she says. “But after all, it’s active wear; one has to be able to move in it.” She adds: “It never really occurred to me to use crystals before. This was a real game changer for me.”

The delicate crystal motifs seen on Plove’s swimsuits were designed by Pavlína and applied as Crystal Transfers. Instead of applying each stone individually, the design is produced as a transfer that can be hotfixed to the carrier material in one simple, time-saving step.

“I only ever design pieces that I would wear myself,” says Pavlína, “And I definitely consider myself a minimalist. That said,” she adds, “I think there is something in all of us that is naturally drawn to sparkle, and I must say that I am thrilled with the way my pieces turned out. Preciosa crystals really add that special something.”



Preciosa Crystal Transfers render intricate crystal designs into a simple, single-step process.



SS 2022 *Inspirations & Innovations*

This season, we are introducing two new vibrant colors and our show-stopping Printed Crystal Net. But the crystal inspiration doesn't stop there! Follow us on social media for your daily dose of sparkle.

@CrystalsByPreciosa



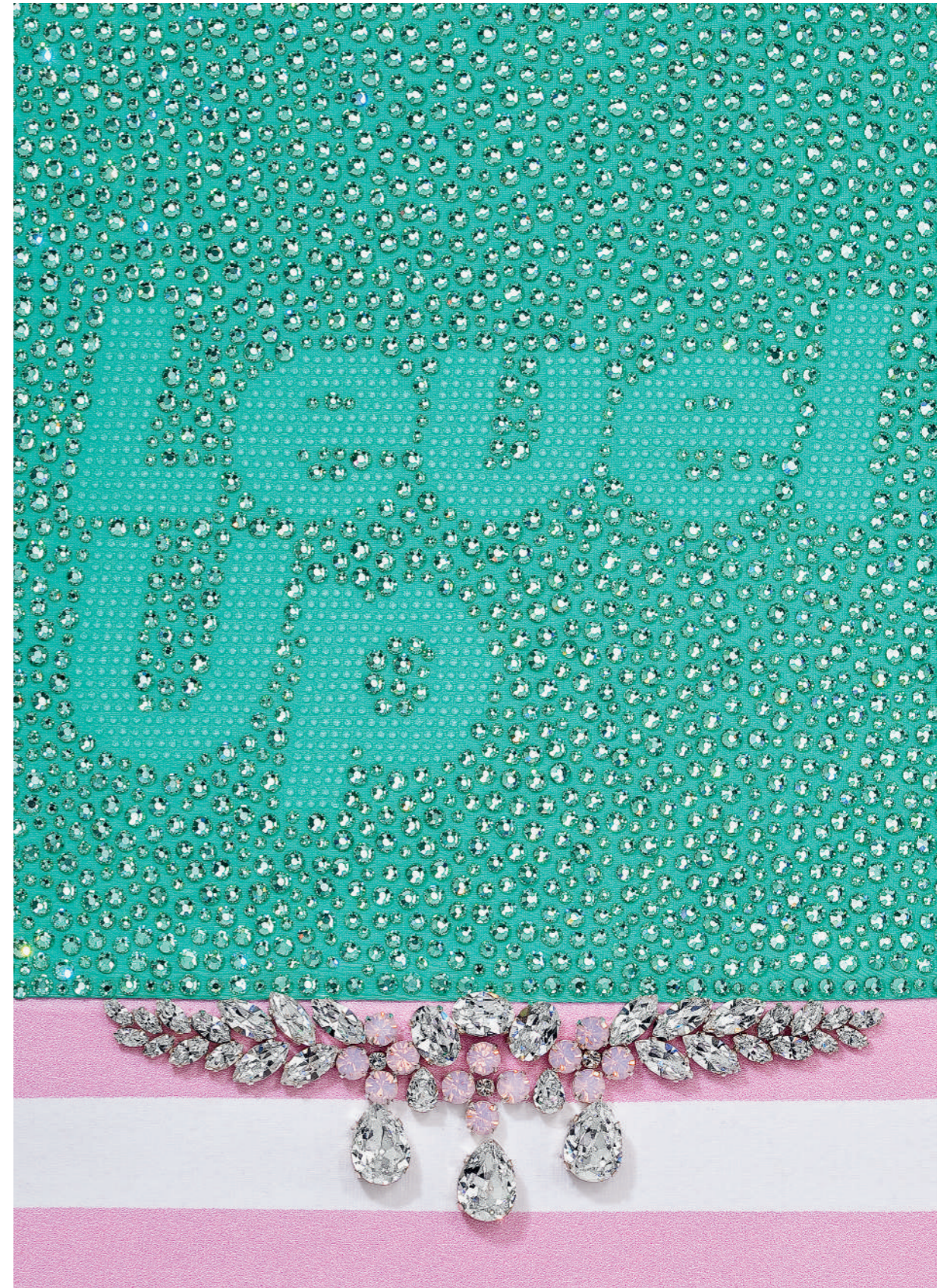
unstoppable.preciosacomponents.com

New Color

Caribbean Sea



Escape to a faraway fashion paradise with this Caribbean getaway-inspired hue. Alluring like calm, clear blue waters, Caribbean Sea is an instant cross-segment classic that pairs just as beautifully with hyper-colorful palettes as with softer, more natural tones.



Caribbean Sea has been added to the color assortment for Preciosa's premium line flatback Chaton Rose MAXIMA and Chaton Rose VIVA 12[®]. This color comes in all standard sizes in both hotfix and no-hotfix versions and is available with Aurora Borealis (AB) coating.



Limecicle has been added to the color assortment for Preciosa's premium line flatback Chaton Rose MAXIMA and Chaton Rose VIVA 12®. This color comes in all sizes in both hotfix and no-hotfix versions and is available with Aurora Borealis (AB) coating.



Limecicle

It's fresh, it's flavorful, it's fabulous. This citrusy shade of bright green is definitely having a fashion moment. From nail art to couture ballgowns, Limecicle is as versatile as it is eye-catching and adds a vibrant punch of color to any palette, no matter the segment or season.

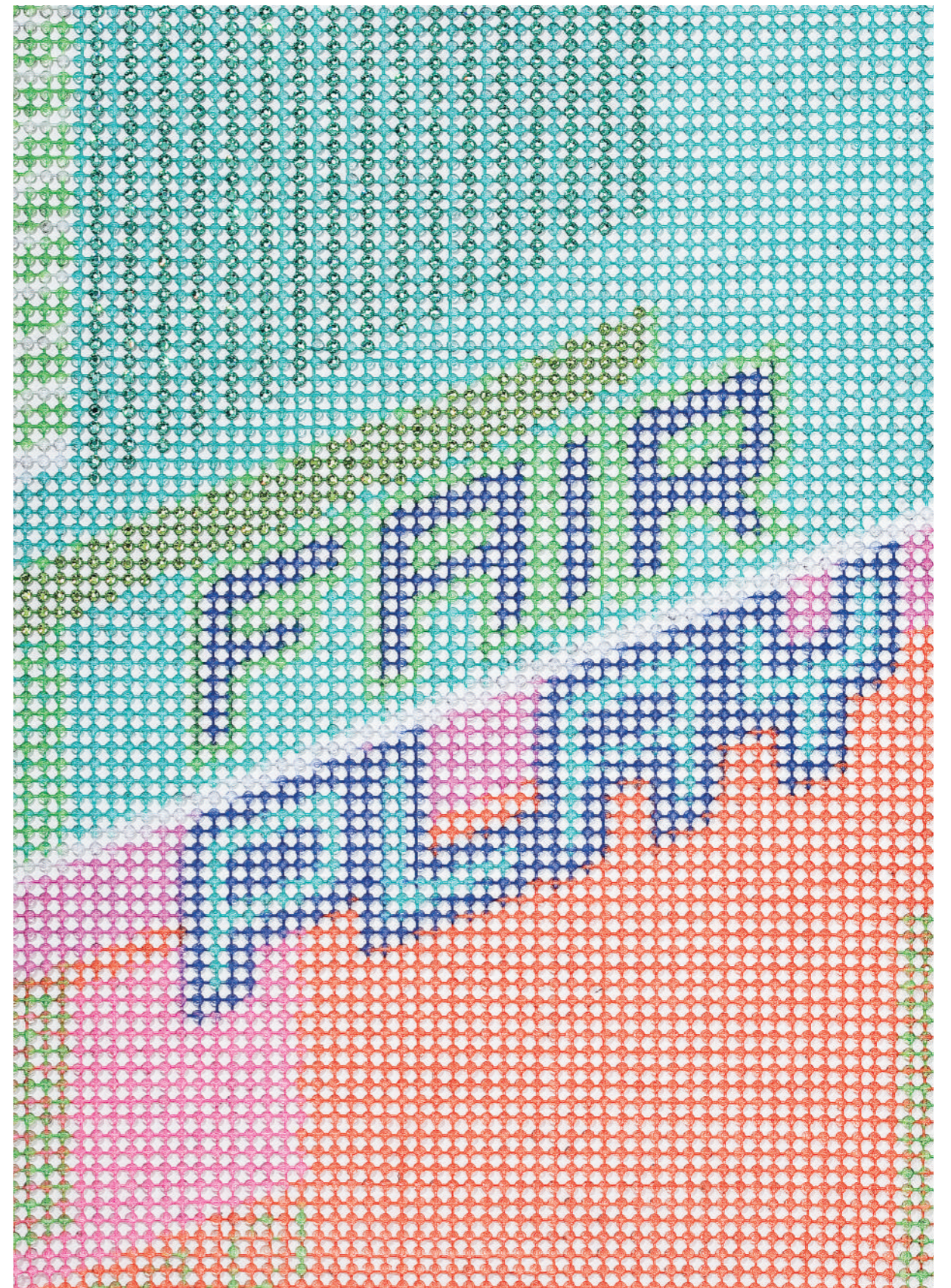


New Product

Printed Crystal Net

with **Chaton Roses MAXIMA Pure**

With Preciosa's new Printed Crystal Net, even the net itself becomes part of the design! Instead of using solid color string, Printed Crystal Net uses customized string created by printing any image or graphic file directly onto the net before the stones are applied. Its visual impact is dramatically enhanced with Preciosa's Chaton Roses MAXIMA Pure and Chaton Roses VIVA 12® Pure, which do not contain a bottom foiling layer, rendering the stones transparent and allowing the printed net to shine through.



SS 2022 Trends and Color Palettes

MOOD PERFORMATIVE

Ultra-high technology and age-old insights will come together to create a more connected, intelligent world. Pastel and acidic shades form the palette for this “anything goes” fusion of performance-driven design and luxurious embellishment.



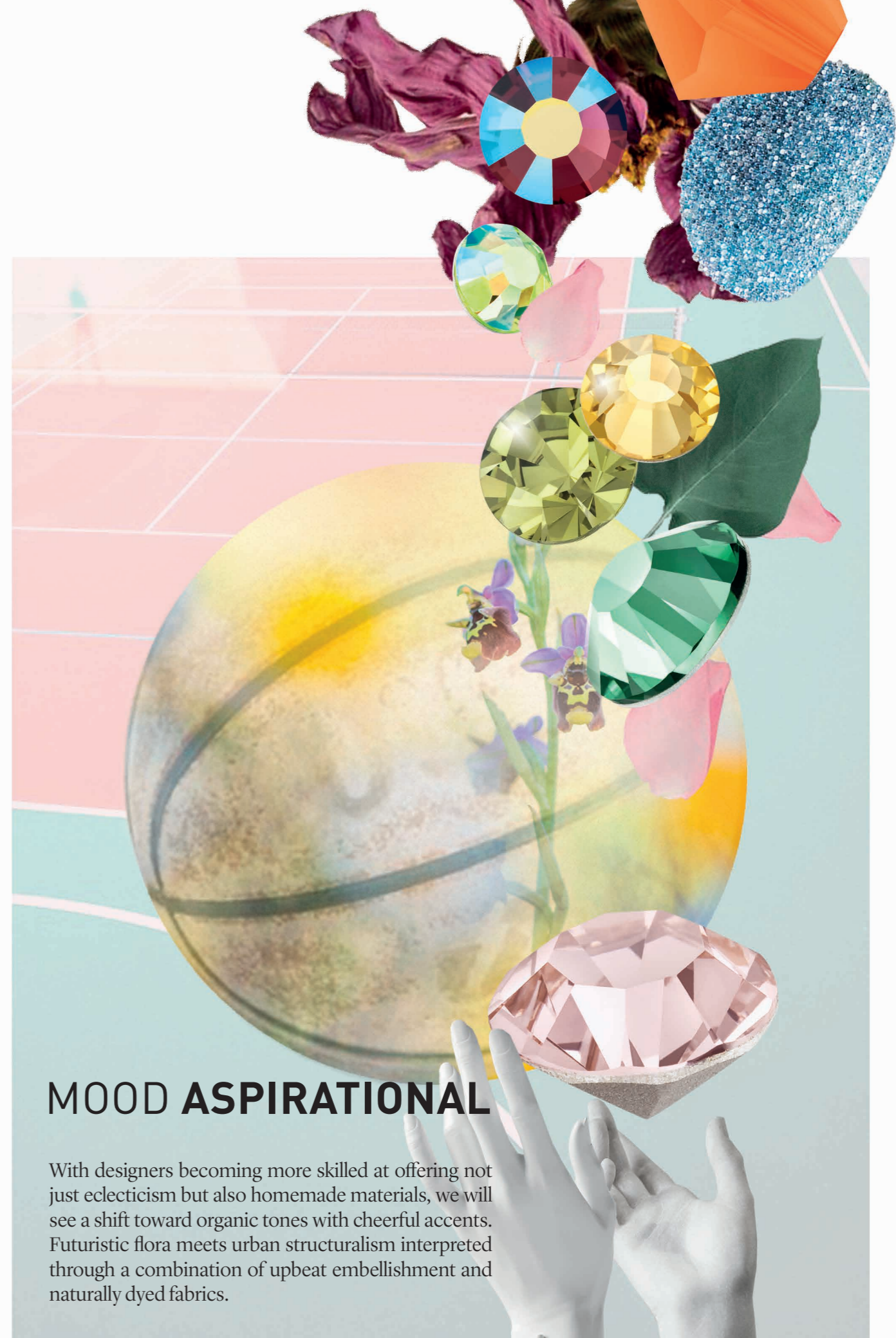
Find power in the processes of self-improvement. Supercharge basics and active wear with hyper saturated hues and unexpected sparkle to give them renewed appeal against a global backdrop of challenge and change.

MOOD EXHILARATING



MOOD ASPIRATIONAL

With designers becoming more skilled at offering not just eclecticism but also homemade materials, we will see a shift toward organic tones with cheerful accents. Futuristic flora meets urban structuralism interpreted through a combination of upbeat embellishment and naturally dyed fabrics.



Bringing a New Crystal Color to Life

Preciosa's two newest hues seem so effortlessly fun, so naturally vibrant that it's hard to imagine how much time and energy were spent on their development. But what really goes into producing one of Preciosa's sparkling shades of crystal?



"Our goal is to replace as many problematic ingredients with greener alternatives as we possibly can without compromising on the color's vibrancy or shine."

Three to six months of hard work. This is the average time it takes to perfect a new color. Some call it alchemy, most call it chemistry or science. Preciosa's research and development team calls it fun.

After more than thirty years in her field, researcher Květa Sázarová, who has led Preciosa's team of color experts since the early 1990's, has developed an almost preternatural sense for what ingredients are needed to achieve each color. "It comes with the experience," she says. "As soon as I am presented with the idea, I immediately start creating a list in my head. After that, it's just a matter of getting the ratios right."

According to Ms. Sázarová, the first step of figuring out the necessary ingredients is hardly the most challenging. It is the next step of finding the perfect ratio that requires the most critical thinking. One by one, using only a few kilograms of melted glass, different formulas are tested in a small melting cup dedicated especially for this purpose. Only after a potential solution is reached and passes quality control does her team increase the proportions to test the new recipe on an industrial-size sample batch of 100 kilograms.

While some colors require only one mixture to achieve an identical hue in every stone variant, some require a specific ratio for each size. From barely-there microsized to larger-than-life fancy shapes, the color must match exactly. "One Preciosa color requires eighteen different recipes!" adds Ms. Sázarová. "Even the smallest amount of a single compound can alter a color entirely. And by 'small amount,' I mean grams of an ingredient used to color hundreds of kilograms of glass."



"One Preciosa color requires eighteen different recipes!"



So, who or what determines which colors are to be produced? Preciosa's head of research and development, Jakub Hajer explains that it is a combination of two important factors. The first is global market demand: "Every year, Preciosa's sales and marketing teams pass along dozens of customer requests from all over the world," he says. "Whether it's customized production for an established fashion house or general interest in a sought-after shade, it is up to us to turn these desires into reality."

The other major determining factor is stewardship. Preciosa's research and development team not only produces new colors but also continues to re-think existing glass recipes in such a way that allows the omission of substances that pose a potential risk to the environment. For centuries, the use of certain elements was the only way to achieve specific glass colors; and, despite being completely safe once the

glass is cooled, some of these elements can emit trace amounts of toxic fumes during the melting process. "Some of Preciosa's glass recipes are hundreds of years old," says Mr. Hajer, "Successfully adjusting them is no easy task. Nevertheless, our goal is to replace as many problematic ingredients with greener alternatives as we possibly can without compromising on the color's vibrancy or shine," he adds.

Preciosa's pledge to find colorful yet eco-conscious solutions is only part of the Group's broader commitment to innovation in the name of cleaner crystal. Following the introduction of Preciosa's lead-free MAXIMA line in 2013, the most recent milestone came in 2018 with the release of Red Velvet, the world's first "true" red color without cadmium. This season, Preciosa is adding Caribbean Sea and Limecicle to its long list of environmentally friendly crystal hues, and they certainly won't be the last.



Shine *brighter* with crystals by Preciosa.

CRYSTALS BY
PRECIOSA

Become a Preciosa ingredient branding partner!

Stand out from the competition by communicating that your designs contain only the highest quality Bohemian crystals. When you become a Preciosa ingredient branding partner you instantly associate your brand with one of the oldest and most prestigious glassmaking companies in the world.

The seals we provide to our ingredient branding partners serve as a certificate of authenticity and assurance of quality for any design exclusively containing Preciosa crystals.

Benefits for Your Brand

Permission to use the Crystals by Preciosa logo on digital and printed marketing materials

Access to Preciosa's branded point-of-sale solutions

Brand guidelines and various marketing tools and to help you make the most of your membership.

Preciosa "IBP Corner" at industry events and global campaign launches

...and so much more!

Ask your Preciosa representative for more information about how you can become a Preciosa ingredient branding partner today.

GCDS'

Preciosa Embellished Love Letter to Naples

GCDS founder and creative director Giuliano Calza debuted a sparkling streetwear collection at Milan Fashion Week that doubled as a powerful homage to his childhood in Southern Italy.

Photos courtesy of GCDS

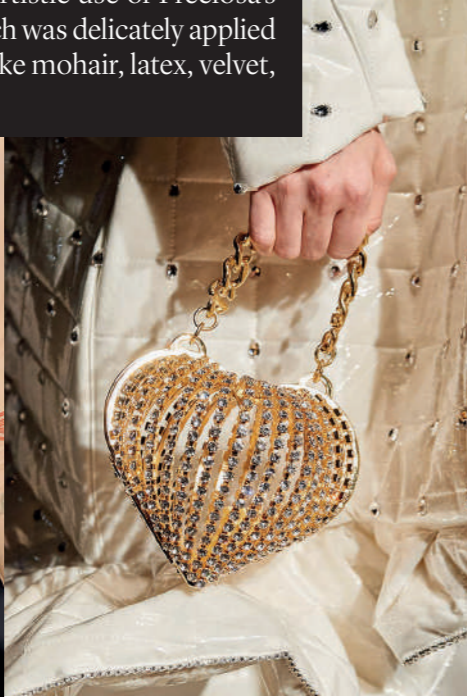
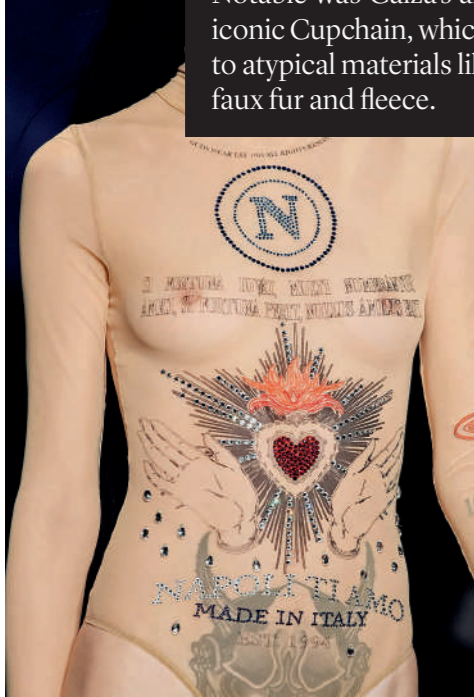


From the Bialetti moka pot to the emblematic "N" of the S.S.C. Napoli football club, Giuliano Calza's FW 2020 collection featured plenty of iconic Italian references, all wrapped up into one bold and clear love letter to his hometown of Naples. Titled "Vico Stella 10," after the address where Calza was born, the collection blended GCDS' signature rebellious spirit with refined tailoring and embellishment, ushering in a new, more sophisticated era for the streetwear powerhouse.



“I wanted do something beautiful — sparkly, a little bit cheeky and playful but at the same time sexy,” the 32-year-old Calza said of his vision to filter Naples’ distinct sense of “extra” through a nostalgic Eighties-Nineties Pop-Tart lens.

Almost every look from the collection featured Preciosa crystals, ranging from all-over embellishment in the form of custom Crystal Transfers to solitary sparkling accents. Notable was Calza’s artistic use of Preciosa’s iconic Cupchain, which was delicately applied to atypical materials like mohair, latex, velvet, faux fur and fleece.



A PRINT DESIGNER'S ODE TO BOHEMIA



Andrea Vytlačilová
Photo credit: My Bohemian Tale film

From scarlet dyes made with avocado pits grown in her grandmother's garden to Bohemia's own Preciosa crystals, Czech-born fashion print designer Andrea Vytlačilová continuously draws inspiration from her homeland and its abundant natural resources.

"I come from Mžany, a village in Eastern Bohemia," says Andrea. "The name is shorthand Czech for 'fog' or 'foggy.'" Andrea, who recently received her Fashion Print degree from Central Saint Martins College of Art and Design in London, has interned for fashion houses like Versace, Balenciaga and Loewe and injects a little bit of her Bohemian heritage into everything she creates.

"Sunrise and sunset in my hometown are very special because of the characteristic fog. I often look for ways to recreate colors I remember from my childhood," she explains. "That's why I like dyeing fabrics with avocado pits; because the result reminds me of a specific shade of dawn that I only remember seeing there."

Andrea's print designs are also largely the result of sustainable production. For years, she has organized the public collection of avocado pits, which she uses as a natural coloring agent. In fact, her graduate collection for Central Saint Martins focused primarily on these types of traditional dyeing methods and featured many previously used fabrics.

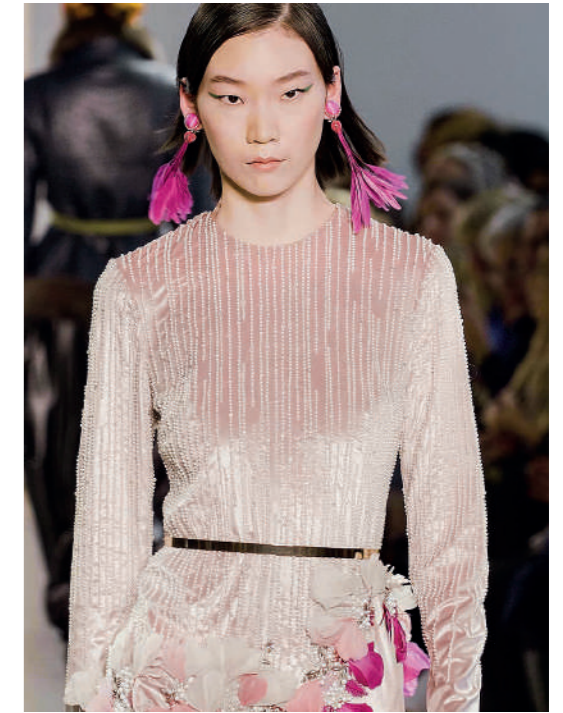


Andrea has also recently discovered the joys of working with different indigenous flowers from her family's garden back home in Eastern Bohemia, where she spent much of the 2020 lockdown. "If Czechs love one thing it is nature," she says, "Nature and fairytales."

Noticeable throughout her graduate collection are also delicate Preciosa crystals and nacre pearls, which Andrea appreciates not only for their shine but also for their Czech origin and sustainable production. "Heritage is really important to me. I feel very lucky that something so beautiful is sourced and produced right here," she adds. "When I added the sparkling touch of Preciosa crystals, the whole Bohemian fairytale concept just came together in such a magical, truly Bohemian way."

PRECIOSA CRYSTALS ON THE CATWALK

New York Fashion Week FW 2020



BIBHU MOHAPATRA

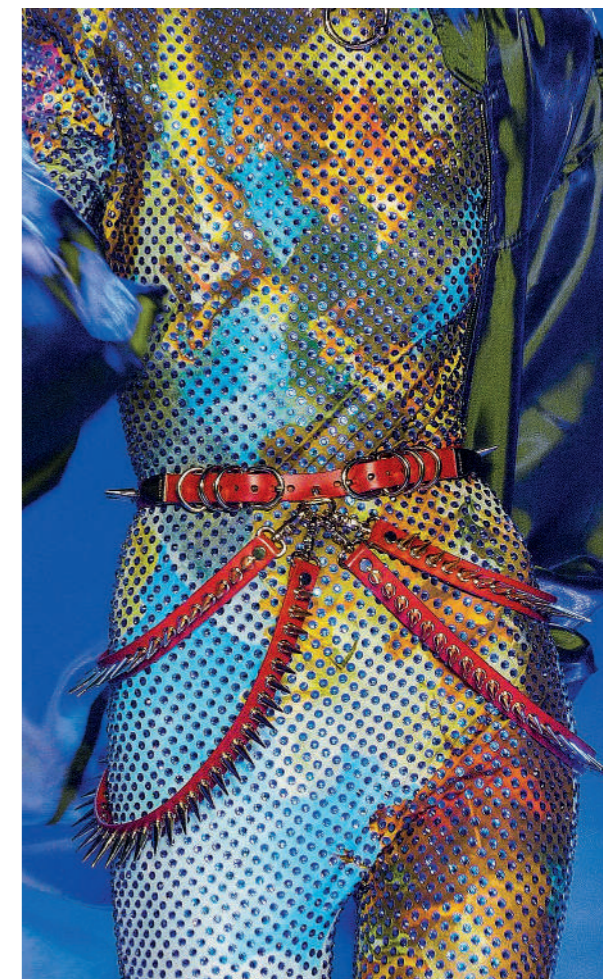
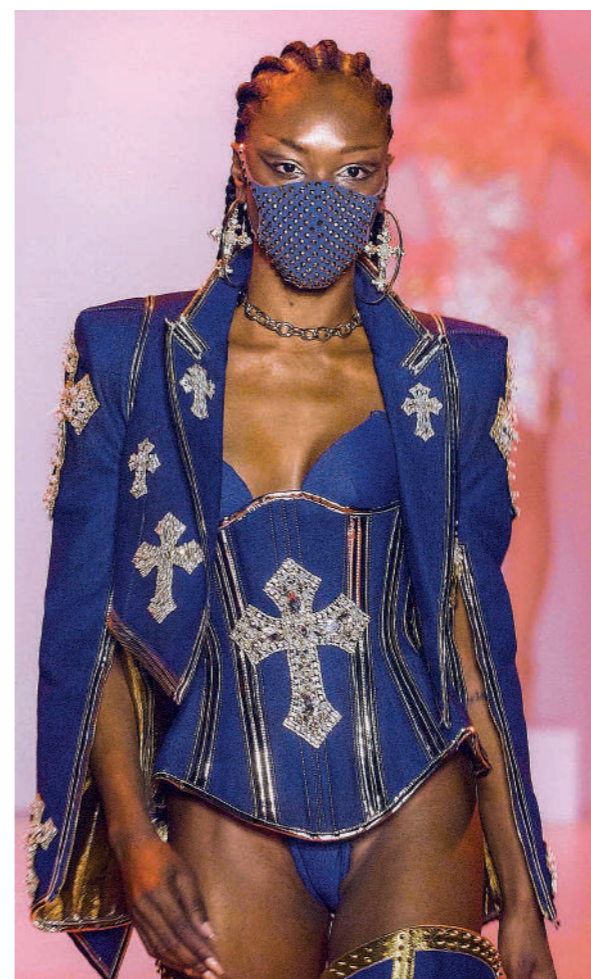
A testament to the designer's appreciation of craftsmanship and architecture, Bibhu Mohapatra's FW 2020 collection was a joyful celebration of feminine beauty and a tribute to the women who shaped him. As usual, the hand embroidered Preciosa crystal and nacre pearl details were executed with such impeccable finesse that the pieces tend more toward couture than ready-to-wear.



AREA

Area's FW 2020 collection, which debuted at The Africa Center on Manhattan's Upper East side, could be described as Japanese costume designer Eiko Ishioka meets Madame Grès. From simple sparkly trim to full-length fringe to couture embroidery, the highly applauded collection affirmed Preciosa Cupchain, in its many forms, as Area's distinct calling card.





CHRISTIAN COWAN

Christian Cowan's FW 2020 collection was heralded by many as a meditation on modern-day power dressing, which put a youthful twist on traditional silhouettes, and featured Preciosa crystalized accessories by A-Morir. A longtime fan of Preciosa Crystal Net, the designer used it to create base layers of sparkle, like turtlenecks and tights, worn under printed suits and strapless cocktail dresses.

THE BLONDS

For The Blonds, fashion is a religion. The infamous design duo, David and Phillippe, showed a heavenly FW 2020 collection (complete with embellished stigmata) that was full of their signature over-the-top bling. Noteworthy were several shoulder pad-clad catsuits covered in Preciosa Crystal Transfers, entirely comprising size ss30 Chaton Roses MAXIMA.



China, Fashion Capital?

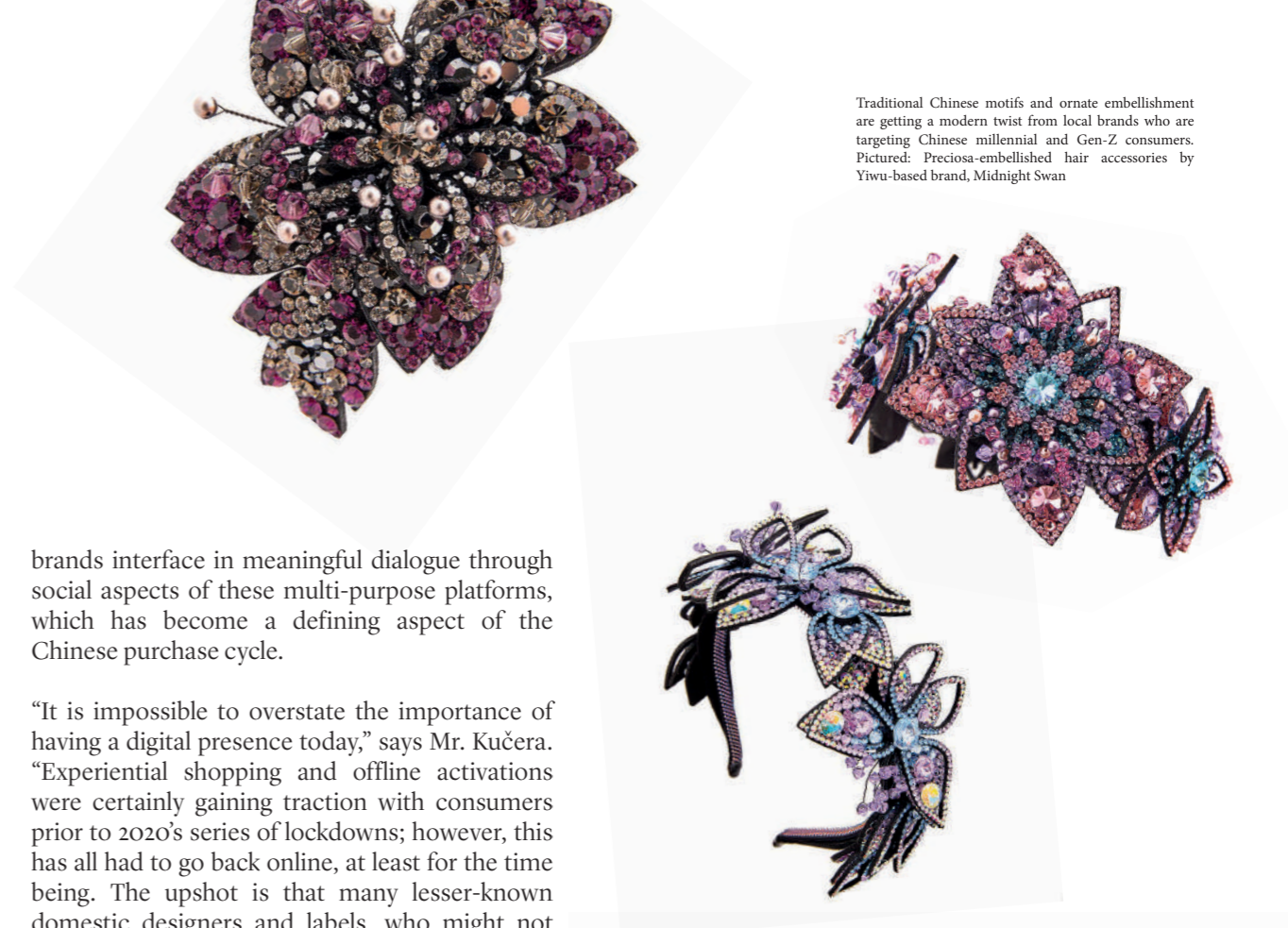
“I would say it will fall somewhere in between,” says Preciosa’s country director for China, Štěpán Kučera. “We are witnessing plenty of shifts in the tastes and behavior of Chinese consumers, especially among millennials and Gen-Z’ers, but it is impossible to say whether or not these changes are a direct result of the 2020 pandemic; China has always been and remains an extremely dynamic market.”

Mr. Kučera, who speaks Chinese fluently, was appointed to his current role in 2017. In just over three years, he has overseen the relocation and expansion of Preciosa’s regional headquarters from Hong Kong to mainland China, and the opening of a new representative office in Guangzhou. Currently, Preciosa operates three offices across the mainland, in addition to the company’s long-established and still very active office in Hong Kong.

“Traditionally, China served as fashion’s global manufacturing hub. In the early 2000’s, we saw the country evolve from a producer to one of the largest consumers of luxury goods as profits began contributing to a greater distribution of wealth,” he explains. “Now, in 2021, China is re-inventing itself yet again as we begin to see not only the emergence of but also interest in domestic fashion brands.”

The rise of China as both a consumer and creative powerhouse is credited to several key developments throughout the market that are only expected to intensify in the wake of the 2020 pandemic, not the least of which is China’s mature digital landscape. Integrated e-commerce platforms, like WeChat, are now more important than ever in shaping consumer behavior and culture. Tech savvy consumers and

Over the last decade, China has undoubtedly emerged as an important indicator of the direction in which the luxury goods and fashion industry is headed. As the global economy begins to find its footing again in the wake of the 2020 pandemic, some opinion leaders predict a complete change in consumer behavior, while others anticipate only a mild shift. So, what is China indicating now?



Traditional Chinese motifs and ornate embellishment are getting a modern twist from local brands who are targeting Chinese millennial and Gen-Z consumers. Pictured: Preciosa-embellished hair accessories by Yiwu-based brand, Midnight Swan

brands interface in meaningful dialogue through social aspects of these multi-purpose platforms, which has become a defining aspect of the Chinese purchase cycle.

“It is impossible to overstate the importance of having a digital presence today,” says Mr. Kučera. “Experiential shopping and offline activations were certainly gaining traction with consumers prior to 2020’s series of lockdowns; however, this has all had to go back online, at least for the time being. The upshot is that many lesser-known domestic designers and labels, who might not have budgets to put on expensive pop-ups, are finding an audience with the younger generation of consumers.”

Budding interest in local brands is also credited to a surge in national pride and a rediscovery of Chinese cultural heritage, among Gen-Z’ers especially, as consumers look for inspiration at home, partly out of necessity given the ongoing travel restrictions. Preciosa’s new color, Caribbean Sea, for example, was in part developed with the Chinese market in mind, as turquoise shades represent one of the key colors in Chinese traditional culture.

“Any product that Preciosa introduces must resonate well within China, both on a business-to-business and business-to-consumer level, as China is the most important market for many major Western brands who also use Preciosa stones,” adds Mr. Kucera. “In terms of where we are headed as an industry, I believe the direction is a positive one, albeit not yet 100% clear. However, what *is* clear is that Preciosa will continue to seek new opportunities to strengthen its position in China and to foster its emerging design talent.”



Taking their queue from Asia’s flamboyantly styled and massively popular male K-pop groups, domestic labels are beginning to experiment with heavily embellished unisex and menswear designs. Pictured: men’s Preciosa-embellished T-shirt by Hong Kong-based brand, Isaratti

PRECIOSA AUTHORIZED PARTNER NETWORK



As the Group's largest division, Preciosa Components maintains a vast distribution network that services more than 200 countries. Our sales team work tirelessly to build and maintain strong business relationships with some of the industry's most trusted crystal distributors and retailers, many of whom Preciosa has worked with for more than a decade.

Partners who carry the authorized seal act as an extension of the Preciosa sales team and work closely with our representatives to ensure customer satisfaction from start to finish.

Who are Preciosa's authorized partners?

Our network of trusted business partners includes distributors, finished goods manufacturers, resellers, vendors and applicators located across six continents.

Why become a Preciosa authorized partner?

Preciosa's authorized partner seal signals a close working relationship with Preciosa and certifies that your company carries genuine Preciosa products.



Ask your Preciosa representative for more information about the program or fill in the contact form on the Preciosa Components web site.



The Preciosa Group

A global leader in luxury goods manufactured from crystal, the Preciosa Group stands upon centuries of glassmaking tradition and innovation. From the world's smallest faceted flatback stone to our cutting-edge, bespoke lighting installations, Preciosa looks to our own unique heritage to draw inspiration for the future of responsibly crafted Bohemian crystal. Together, the Group operates regional offices across Europe, North America and Asia and melts 40 tons of glass every day.

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