

The latest innovations from CRYSTALLIZED

The latest innovations from CRYSTALLIZED™ – *Swarovski Elements* sparkle with optimism and present designers with a gorgeous palette from which to conjure joy-filled creations.

DESIGNER EDITIONS



'Fantastic Flowers' by Andrée Putman

Following the début of legendary designer Andrée Putman's 'Fantastic Flowers' in February 2009, CRYSTALLIZED™ – Swarovski Elements is delighted to announce her completion of this collection with three beautiful new pieces. The Ginko (6900), Zinnia (6901, 6902) and Lotus Pendants (6908) are delicate, crystalline interpretations of leaves found in nature, their organic shapes providing an aesthetic counterpoint to their graphic faceting. The innovative use of indents in the design of Zinnia and Lotus gives the illusion of a pattern of symmetrical 'holes', lending them a contemporary feel. As with all new Designer Editions, this collection now bears a distinctive stamp on its packaging.

FUSION CONCEPTS Ceramics

Hot-on-the-heels of last season's Crystal Mosaics come "Ceramics", a unique selection of loose ceramics as Flat Backs, Sew-on Stones, Fancy Stones, Beads and Pendants that draw on the natural beauty of fired earth. Available in a tonal range of Marbled Black (653), Marbled Blue (654), Marbled Ivory (651) and Marbled Yellow (652), these latest innovations are the first to offer fully cut ceramics as a creative material. Completely opaque, their highly polished finish produces subtle reflections, while the textural craquelure effect creates individual, discreetly elegant pieces. Tough and scratch-resistant, they open up new functional design possibilities, such as key-ring accessories and extra-narrow bead fixings.



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FERN GREEN **New Colour: 291**

In line with the desire to lead a more organic way of life, **Fern Green** reflects nature's soothing embrace. A forest floor of soft ferns, a meadow shimmering in morning dew – this new shade of green embodies luscious tranquility in a variety of cuts, shapes and sizes.

PROVENCE LAVENDER **New Colour: 284**

Redolent of sunny, fragrant hillsides in Southern France, **Provence Lavender** hints at the unconventional and extraordinary. This pale violet hue with a touch of blue, perfectly complements other CRYSTALLIZED™ lilac colours.



WHITE OPAL **Extension on big sizes (234)**

Underlining the trend for pale shades and opal colours, CRYSTALLIZED™ – *Swarovski Elements* has extended its range of existing **White Opal** Crystal Stones to include large sizes in Fancy Stones, Beads and Pendants.



CRYSTAL LAVENDER PEARL **New article: 001 524**

The ultimate in luxury, **Crystal Lavender Pearl** combines glamorous refinement with elegant understatement. Its smooth, shimmering tone offers a look that is both timeless and contemporary.



CHESSBOARD CIRCLE FLAT BACK NO HOTFIX & HOTFIX **Size extension: 2035**

The **Chessboard Circle Flat Back** is characterised by its highly brilliant cut and sophisticated look. It features size extensions of the existing Chessboard Circle Flat Back assortment with three smaller sizes and adds the Crystal Red Magma effect. The No Hotfix version is available in sizes 6, 10 and 14 mm in Crystal, 5 effects and 5 colours; 20 and 30 mm sizes are available in Crystal Red Magma. The Hotfix version is available in sizes 6, 10, 14 and 20 mm in Crystal M HF, 5 effects and 5 colours.



WING FLAT BACK NO HOTFIX AND HOTFIX **New article: 2770**

The **Wing Flat Back** is part of a product-spanning theme, featuring CRYSTALLIZED™ – *Swarovski Elements* distinct design language and represented in Fancy Stones, Beads and Pendants. It enlarges the No Hotfix assortment with a trapezium shape. The Wing Flat Back is characterised by its geometric form and features a highly brilliant cut that draws inspiration from a wing. Available in sizes 6x3.5, 12x7 and 16x19.5 mm in Crystal F, 4 effects and 9 colours.

COSMIC SQUARE RING New article: 4437

The **Cosmic Square Ring** is a new member of the successful Cosmic Ring family. It offers an equal effect and size assortment as per other Cosmic Rings, allowing for perfect combinations. A definite all-rounder, it is a must-have for versatile application. A playful organic shape with irregular cuts, it adds brilliance and sparkling accents to contemporary designs. The artistic "randomly created" design makes it perfect for contemporary creations. Available in sizes 14, 20 and 30 mm in Crystal, 14 effects and colour Jet.



CALYPSO FANCY STONE New article: 4760

New design direction: organic shapes inspired by nature. Reminiscent of a mysterious insect carapace with a sculptural and very tactile body and shape, it is created for progressive and futuristic designs. Available in sizes 14x8, 18x10.5 and 22x12.5 mm in Crystal, 5 effects and 6 colours.



WING FANCY STONE New Article: 4790

The **Wing Fancy Stone** belongs to the Wing family (Flat Back, Bead and Pendant). With its asymmetrical shape, refined faceting and a romantic, fairy-like appearance it perfectly represents the Modern Art Nouveau look. Available in sizes 18x7.5, 23x10 and 32x13.5 mm in Crystal, 5 effects and 8 colours.

SQUARE BEAD DOUBLE HOLE New article: 5180

The innovative **Square Bead Double Hole** belongs to the "modular shapes" family. Featuring two parallel holes and an outer shape which invites innovative designs, it offers a vast array of combination possibilities. Available in size 14x14 mm in Crystal, 5 effects and 7 colours.



ARTEMIS BEAD New article: 5540

The **Artemis Bead** is a modern interpretation of a spacer bead. Its conical shape with a bevelled hole makes it ideal for combination with round elements. Available in sizes 12 and 17 mm in Crystal, 5 effects and 9 colours.



WING BEAD New article: 5590

The **Wing Bead** belongs to the Wing family (Flat Back, Fancy Stone and Pendant). With its romantic, organic shape and refined faceting it fits perfectly into the Modern Art Nouveau look. Available in sizes 7.5x18 mm and 10x23 mm in Crystal, 5 effects and 10 colours.

CUBIST BEAD

Line extension: 5650

This is the large-size line extension of one of our best selling beads, emulating an ice sculpture in Crystal. The extraordinary large-sized geometric shape with strong lines and straight facets reflects the cubism period. Available in sizes 20x13.5 and 28x18.5 mm in Crystal, 4 effects and 6 colours.



CRYSTAL BAROQUE PEARL

New article: 5840



A unique asymmetrical shape that perfectly complements the trend towards organic shapes, the **Crystal Baroque Pearl** showcases wonderful effects and smooth light reflections. A new shape that implies a strong and futuristic mood. Available in sizes 8, 10, 12 and 14 mm in 16 Crystal Pearls Effects.

XILION HEART PENDANT

XILION upgrade: 6228

The sophisticated XILION cut results in unrivalled brilliance. Complex faceting imitates the look and luminosity of a multi-layered cut, which clearly differentiates the XILION cut from all competitor products on the market. The XILION cut by Swarovski is Patent protected. Available in sizes 10.3x10, 14.4x14, 18x17.5, 28 and 40 mm in Crystal, 9 effects and 31 colours.



WING PENDANT

New article: 6690

The **Wing Pendant** belongs to the Wing family (Fancy Stone, Bead and Flat Back). With its romantic, organic shape and refined faceting, it fits perfectly into the

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Modern Art Nouveau look. Available in sizes 23, 27 and 39 mm in Crystal, 5 effects and 10 colours.



TRANSFERS-ON-ROLL **New article**

This new product allows for the quick and easy industrial application of Transfers on numerous fabrics. Open to many design possibilities, it also provides high precision positioning of the crystals. Available in sizes 2028 SS 6 M HF and 2028 SS 10 M HF in various colours and effects.

CRYSTAL ROCKS **New article: 72 000 – 72 010**

Crystal Rocks is an eye-catching, luxurious and innovative new design element and stands for an entirely new and modern look that is fortified by the use of double-pointed Chatons. This brand new product is offered with a Special Motif Service. Available in various colours and effects.



CRYSTALTEX CHATON BANDINGS **New article: 62 030**

Small XILION Chatons transform this new product into an exciting, luxurious and unique fashion statement. XILION Chatons offer the highest brilliance and are a copyright-protected cut. Available in size 1028 PP 9 in Crystal, 5 effects and 11 colours.

SNAP FASTENERS **Line extension: 1780/100**

Best-selling effects have now been incorporated into the Snap Fasteners' assortment. Three different casing colours (gold, silver and gun metal) are available and offer a variety of colour combinations. They can be perfectly combined with the Rivets, Jeans Buttons and Decorative Buttons. Available in size 11 mm (10 mm) in 8 effects.

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DECORATIVE BUTTON

Line extension: 1781/100

Best-selling effects have now been incorporated into the Decorative Buttons' assortment. Three different casing colours (gold, silver and gun metal) are available and offer a variety of colour combinations. They can be perfectly combined with the Rivets, Jeans Buttons and Snap Fasteners. Available in size 11 mm (10 mm) in 8 effects.



JEANS BUTTON

**Line extension:
1790/100,
1790/140**

Best-selling effects have now been incorporated into the Jeans Buttons' assortment. Three different casing colours (gold, silver and gun metal) are available and offer a variety of colour combinations. They can be perfectly combined with the Rivets, Decorative Buttons and Snap Fasteners. Available in sizes 14 mm (10 mm) and 17 mm (14 mm) in 8 effects.

FILIGREE

New article: 62026

The antique/vintage look allows a traditional product to appear in an entirely new fashion whilst combining perfectly with other Beads, Crystal Pearls, Pendants, Cupchains & Findings. Available in 1028 PP 32, 1028 PP 27, 1028 PP 18 and 1028 SS 24 in Crystal F, 4 effects, 62 colours. Available in gold, silver, gun metal, antique gold and antique silver plating as well as unplated. Sterling silver upon request.



FILIGREE

**New article:
62027**

The antique/vintage look allows a traditional product to appear in an entirely new fashion whilst combining perfectly with other Beads, Crystal Pearls, Pendants, Cupchains & Findings. Available in 1028 PP 32, 1028 PP 27, 1028 PP 18 and 1028 SS 24 in Crystal F, 4 effects, 62 colours. Available in gold, silver, gun metal, antique gold

and antique silver plating as well as unplated. Sterling silver upon request.



CUPCHAINS & FINDINGS/RONDELLES **New article: 77503**

The smallest **Rondelle** is now available in a 3 mm size. It fits perfectly with other 3 mm Beads and Crystal Pearls such as 5000, 5015, 5328 and 5810. The antique/vintage look allows a traditional product to appear in an entirely new fashion. Available in 1028 PP 11 in Crystal F, 4 effects and 62 colours. Available in gold, silver, gun metal plating and silver plating as well as unplated.