## INNOVATIONS AND INSPIRATIONS FALL / WINTER 2019 / 20



**SWAROVSKI** 

# Be Who You Are

When it comes to Swarovski's innovations, our clients have always been among our biggest sources of inspiration. This season's innovations express the desire for uniqueness. Individualism is a growing megatrend that is poised to impact the lifestyle of the future. More and more, uniqueness, self-discovery and self-expression are becoming part of our DNA and a new measure of value in our society. Under the motto "Be Yourself," we have translated this desire into crystal innovations reflecting four aspects of self-discovery: "Check Yourself," "Find Yourself," "Excess Yourself," and "Dress Yourself". We now invite you to explore them with us.

To show us the way forward we have always kept an eye on the past. This way of thinking is encapsulated in Fall/Winter 2019's innovations. Inspired by Mother Earth's natural beauty, the new DELITE family of crystal effects revives Swarovski's Ultra colors, which have been in

the assortment since the 1960s. A big step forward is the exciting new Synthetic Coldfix: We are proud to offer an entirely new way of applying crystals to materials that are unsuitable for Hotfix, such as leather and functional fabrics. Also launched for Fall/Winter 2019 are exciting innovations epitomized by the Imperial Cut, which gives a new take on a traditional form, making retro feel modern. Meanwhile, the power and tactility of articles such as Cabochon Pearls' new sizes and colors indicate a rejection of Normcore in favor of the more theatrical Glamcore aesthetic.

There is a lot to discover, and we hope Swarovski's Be Yourself innovations fire up your imagination.

Stay unique and continue to inspire us so that we can continue to inspire you!

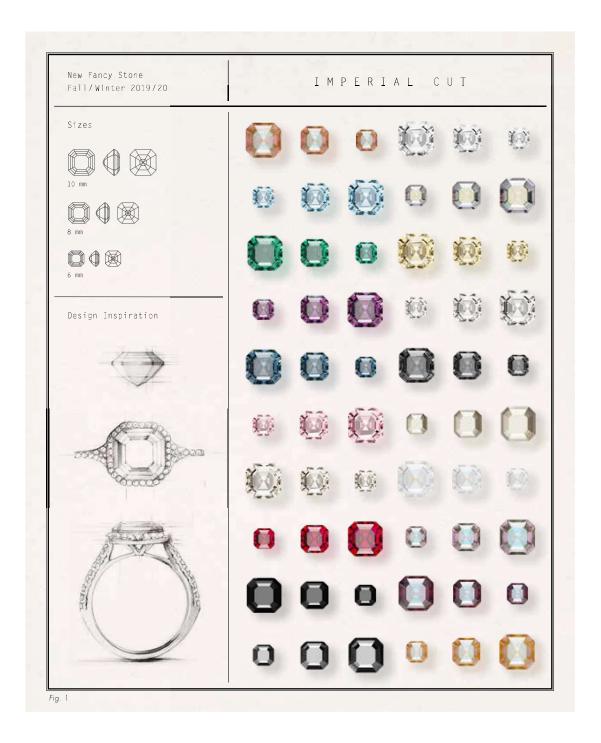
#### INNOVATIONS

NEW FANCY STONE: IMPERIAL CUT	_2
NEW APPLICATION SOLUTION: COLDFIX	_3
NEW CABOCHON FLAT BACKS	
AND CRYSTAL PEARLS: PEARL FAMILY	_6
NEW EFFECT: CRYSTAL LACQUER PRO	
DELITE FAMILY	_7

#### INSPIRATIONS

CHECK YOURSELF	12
FIND YOURSELF	20
EXCESS YOURSELF	28
DRESS YOURSELF	36
CORE ASSORTMENT	4 4
25 YEARS OF CRYSTAL MESH	16

# **Innovations**



Heritage gets a modern makeover in the exclusive new retro Imperial Cut. Based on the legendary Asscher Cut (one of the world's top ten diamond cuts), it brings exceptional brilliance and a fine-jewelry look to classic pieces. Alternatively, mix it with other Fancy Stones in various shapes and gem-

inspired colors to make a cutting-edge contemporary statement. Ideal for giving a modern-vintage feel to engagement and college rings.

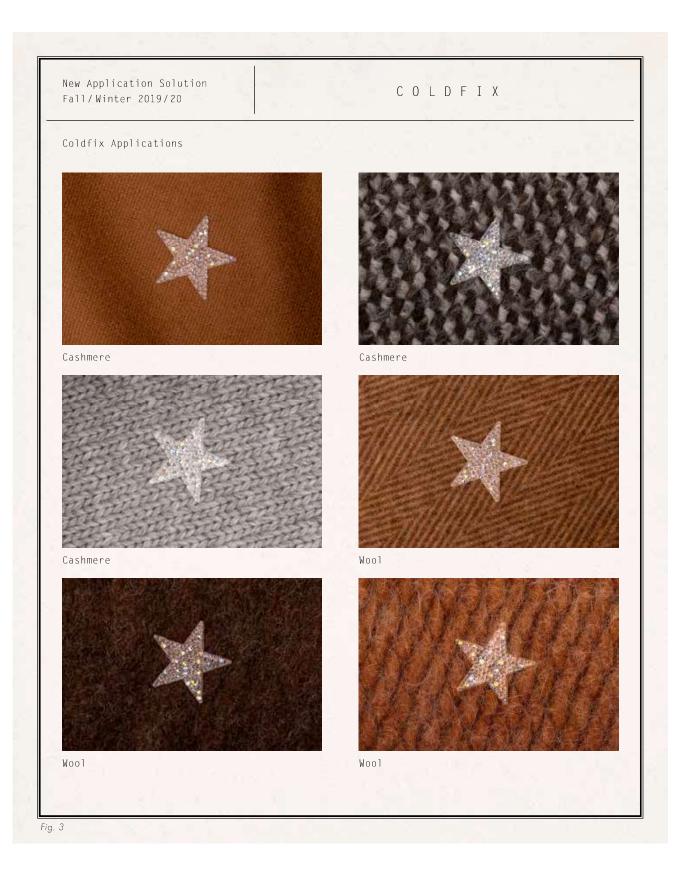
Please check details on page 64.



Applying crystals to tricky fabrics that are incompatible with Hotfix is at last possible thanks to Coldfix, our exclusive new glue specifically developed for the purpose, and available for Crystal Fabric and Crystal Fine Rocks. Needing minimal pressure and little or no heat, Coldfix has made it possible to

quickly and easily crystal-embellish functional or delicate fabrics. This has opened up all kinds of new creative possibilities, including customizing apparel and accessories – even in-store.

Please check details on page 92-101.



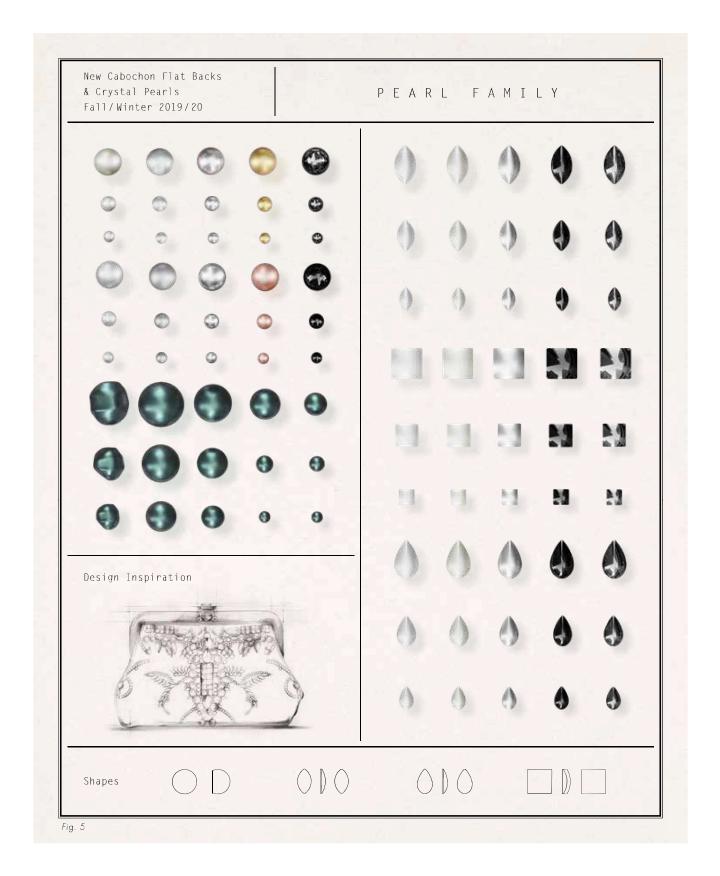
The eagerly awaited and highly effective Coldfix adhesive that has just been added to the Swarovski product range has had a transformative effect when it comes to applying crystals to difficult carrier surfaces that are unsuitable for

Hotfix glues. Examples include heat- and pressure-sensitive materials such as silk, cashmere and wool; genuine and artificial leathers; materials with low absorbency and fabrics with a water-repellent coating.

To ensure the best possible results, we strongly recommend

that you test Coldfix on the intended carrier material first.

For detailed application instructions and limitations of



The latest additions to the Pearl family bring versatility to a popular category: with over 50 colors and effects, Crystal Pearl 2 mm is brilliantly suited to intricate filigree, seed beading and delicate embroidery. Inspired by the rare saltwater pearls found in Tahiti, the new Iridescent Tahitian Lock Pearl gives a natural feel to jewelry and accessories. The lustrous pearly

finish of the new Cabochons Flat Backs Hotfix and Pearl Cabochon Flat Back Hotfix, available in three colors and shapes, gives a diffuse, three-dimensional appeal to textiles of all kinds. Reflecting the richness and intensity of the landscape.

Please check details on page 68 and 75-78.

Crystal Lacquer<sup>PRO</sup> DeLite's five new colors are a beautiful reminder to slow the pace, enjoy Mother Earth's bounty, and live sustainably. Combine them with color-matching Shimmer

or Shiny Lacquer  $^{\text{PRO}}$  effects in designs for jewelry, watches,

Fig. 6

opparel and accessories – the subtly highlighted facets will give luxurious depth and opaque sparkle.

Please check details on page 51.

# "ILLUMI CREATI ENDLESS

# NATING VITY IN FACETS."

Markus Langes-Swarovski

### Be Yourself

We are currently living in the illusion that we see all the choices, but in reality we are only being fed small portions that algorithms have determined for us. From products and holiday destinations to partner choices and media offers, we are now presented with a well-curated selection that fits our past data footprint. This pre-determined offering has led to an increased desire for personalization and customization, where consumers no longer wish simply to look different, they now demand products that are individually created to reflect their taste.

As a result, brands the world over are offering customization possibilities to enable their customers to create or co-create truly unique products. But this is just the start. As we become more involved with a sense of self, and the demand for individualism continues to rise, the next development of complete individualization is already on our doorstep. Ego-Tech, where technology makes actual consumption decisions for the individual consumer, is now entering the mainstream and will herald a new era of the individual.

To give just a few examples:
Kentucky Fried Chicken in China scans people's faces and, based on aspects such as skin tone, face shape and emotional state, uses algorithms to recommend a menu. Cosmetic companies, such as Lancôme, already offer the possibility of creating a customized foundation based on an individual skin scan, while Japanese retailer Uniqlo launched its first "neuroscience" fashion campaign in Australia based on the concept of suggesting clothes to the customer from a scan of his or her mood.

Welcome to the era of Individualization. As we become more used to – and increasingly demand – customized product offerings, our crystal inspiration themes for Fall/Winter 2019/20 highlight four main themes that were created to reflect the focus on emerging individual expression.

This season, it is time to Be Yourself!



#### **CHECK YOURSELF**

Fear of the future shows no signs of abating any time soon, particularly for the beleaguered Millennials. Seeking a degree of continuation and stability, a new, individualized format is being honored in urban settings with "heritage" re-issued in various designs.

#### FIND YOURSELF

A desire to reconnect sees off-grid living and down-to-earth styling become mainstream. Designers find individual inspiration with creations rooted in nature, celebrating natural landscapes. Beauty is appreciated through the use of the aging and discorded.



#### **EXCESS YOURSELF**

Desiring bold, individual expression, consumers take to excessive volumes. Not for the faint-hearted, "Luxe Minimalism" is a core component in large, attention-attracting design elements as the exaggeration of forms offers a much-needed protective measure.

#### DRESS YOURSELF

The rise in "experience" design has led to the ascent of dramatic and theatrical statements for everyday dressing. More-is-more continues its approach, offering a sense of personalized, theatrical overstatement.

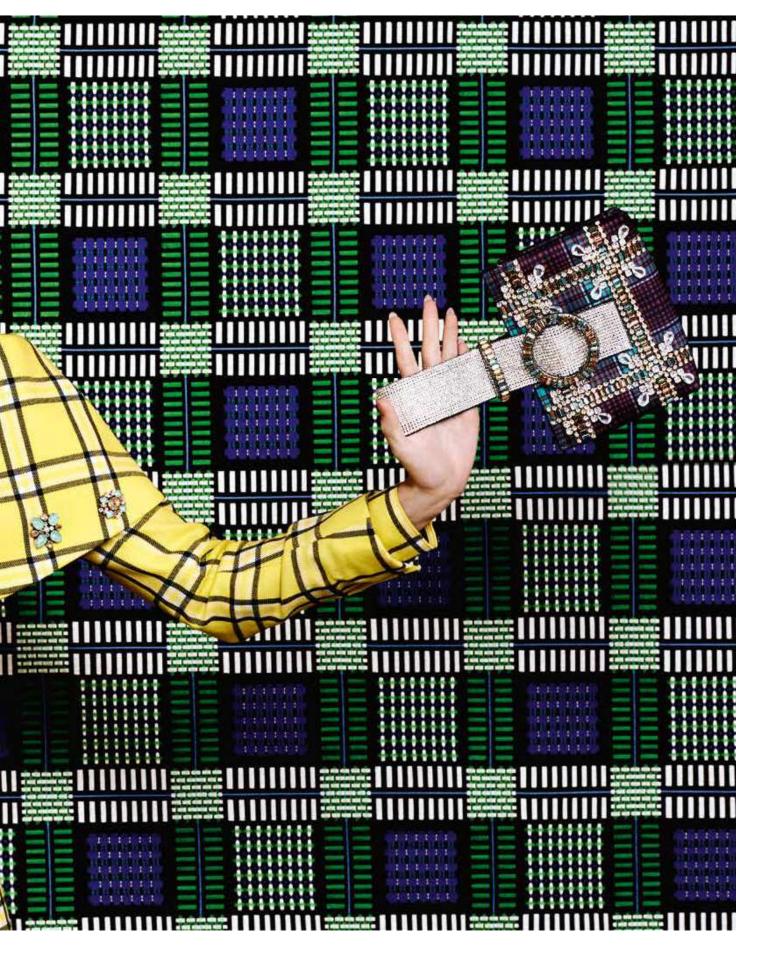
# Check Yourself





#### CHECK IT OUT

Tailoring is reinvented with crystals and color taking the spotlight to offer a freshness to authentically reimagined pieces.





Designed by Gedebe

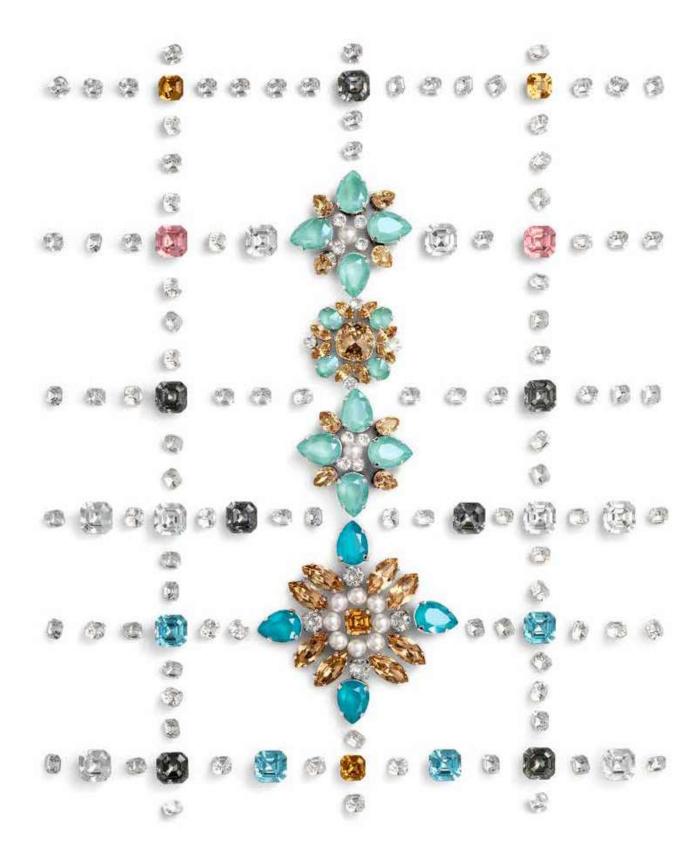
#### GEOMETRIES IN NEW LIGHT

Geometric lines are broken with the softened effect of beautifully radiant Crystal Fancy Stones in motifs inspired by Liberty art.

Designed by Gedebe

#### MODERN HERITAGE

New clustered styling and a mix-and-match ethos underline the desire for individual aspects.



#### VINTAGE REWORKED

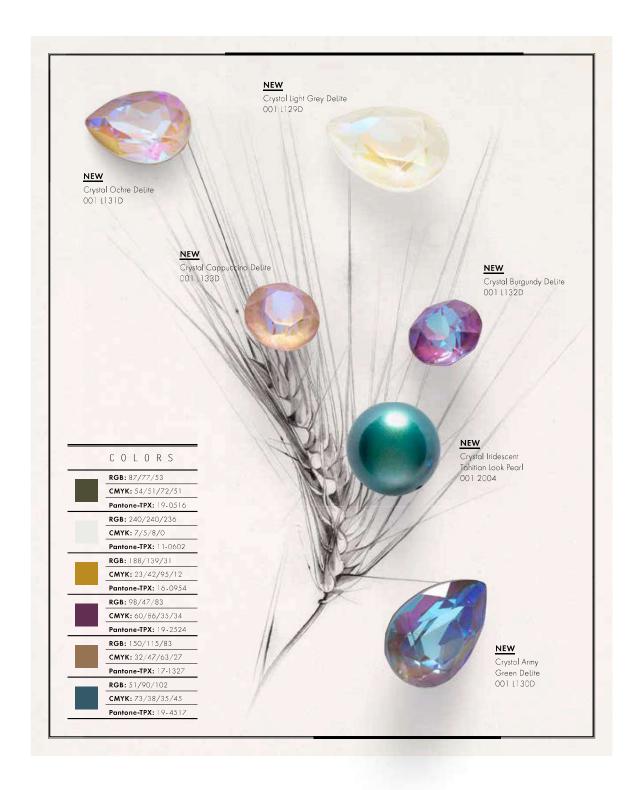
A renewed appreciation of vintage items, in line with sustainability trends, highlights the creation of sophisticated, crystal-encrusted surfaces.

Designed by Swarovski Professional

#### CROSS-CHECK

A multiple mix of traditional checks, where crystal patterns appear to be woven into exclusive woolen fabrics in a strong red, black and white color combination.

# Find Yourself









#### **INSPIRATIONS**

With mass-produced goods being created at the expense of the environment, a slowdown ethic will result in a focus on heritage and authentic elements.





#### FREE YOUR MIND

Imagination is the only limit when it comes to clothing and accessories as individualization and playfulness merge to challenge the fashion landscape.

#### NEW SEASONAL LAYERS

A recycling mindset is captured in the use of summer fabrics layered for cooler temperatures, highlighting a seasonal cross-over and a no-waste ethos.



Designed by Olga Prinku

#### HANDMADE TALES

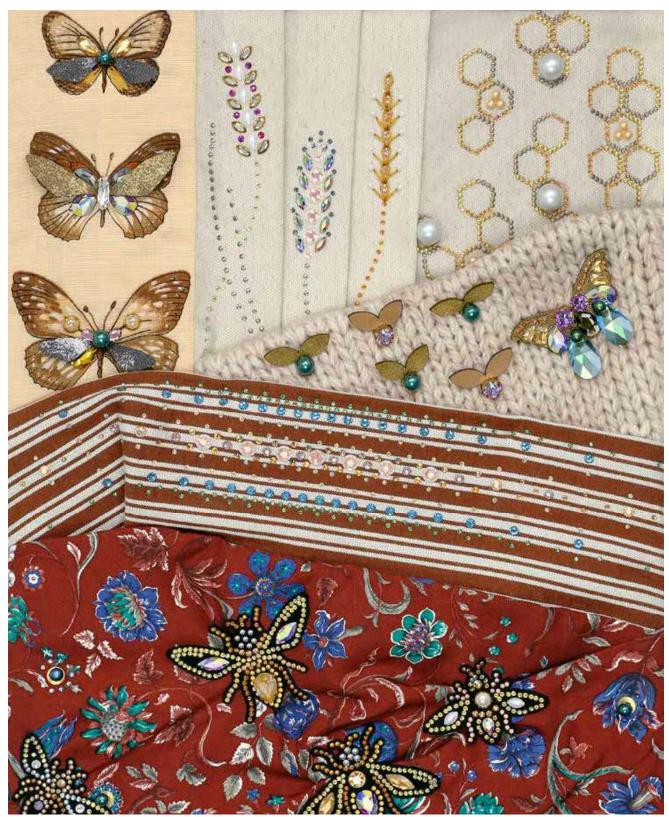
Hints of folkloric influences appear as storytelling, and authenticity, becomes increasingly desirable. Embroidery is apparent in more subtle formats, paying homage to artisans and craftsmanship.



Designed by Swarovski Professional

#### PICTURE PERFECT

Divine details such as floral, botanical or insect motifs add a quirky element to modern designs with garden influences remaining strong.



Designed by Swarovski Professional

#### FANTASTIC FOLKLORE

The fantastic and the fanciful combine with a desire for playfulness and youthful interaction highlighted in nostalgic crystal designs.

# **Excess Yourself**







#### **INSPIRATIONS**

An extreme exaggeration of forms and layering with a focus on the oversized for standout individual style statements.

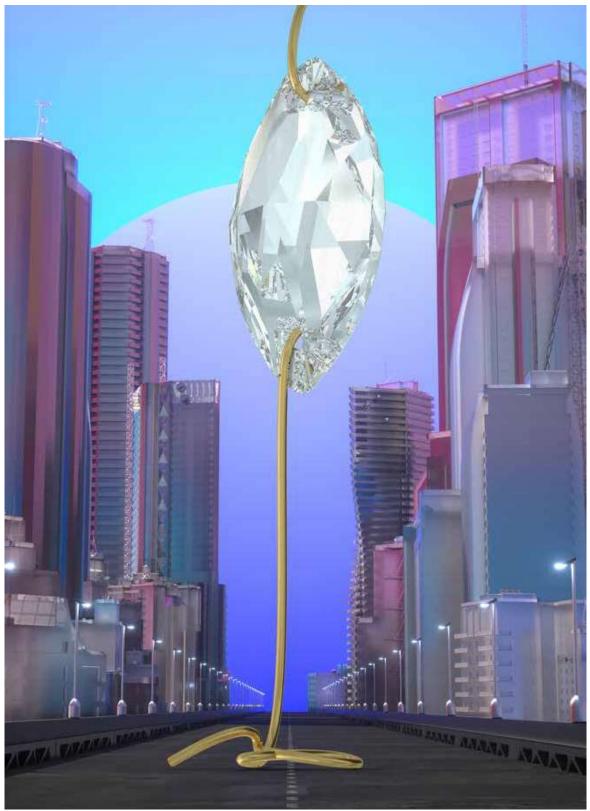




#### MORE IS MORE

The mantra "bigger is better" suits the aesthetic for this look-at-me attitude with a minimalist mindset.





Created by FVCKrender



Created by FVCKrender

#### THE SKY IS THE LIMIT

Not for the faint-hearted, "Luxe Minimalism" is a core component in large, attention-grabbing design elements.



#### SHOUT IT OUT LOUD

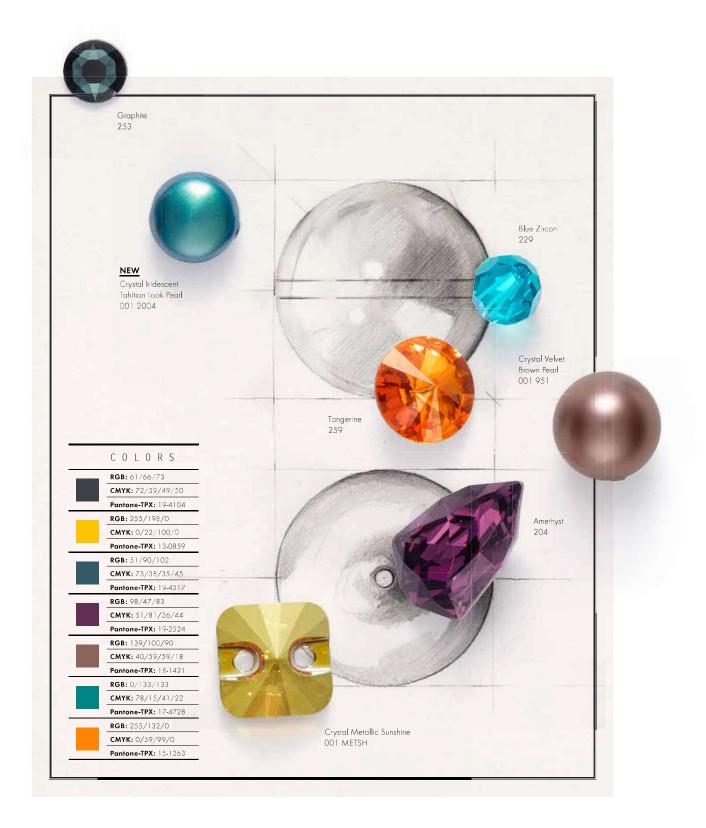
Express yourself with oversized crystal script for not-to-be missed personal messages that shout out your beliefs.

Designed by Swarovski Professional

#### THE BOLDER THE BETTER

Being bold is the imperative, with exaggerated designs and geometric profiles appealing to the growing appetite for one-of-a-kind pieces.

# Dress Yourself



Designed by On Aura Tout Vu







Designed by Lara Jensen





Designed by Swarovski Professional

## **INSPIRATIONS**

Extravagant designs in handcrafted metals embellished with crystals and pearls emerge as a key direction, highlighting the appreciation of a more sophisticated craft feel.



Designed by Simon Costin



For artistic value only

# DRAMA QUEEN

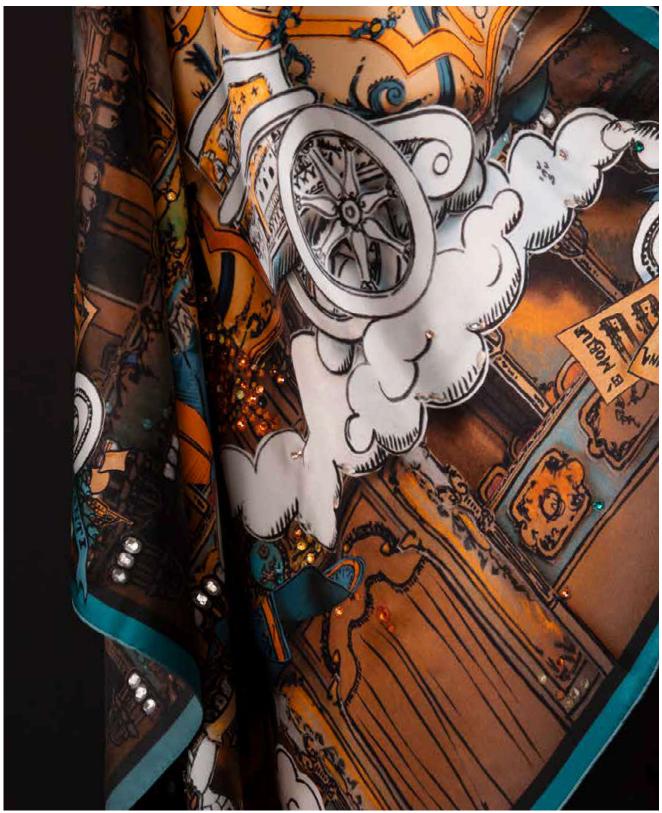
Seeking emotion and drama, people take inspiration from the glamorous stories and styles of the theater.



Designed by Simon Costin

# CENTER STAGE

The stage is set for gargeous, glamorous, radiant designs in uplifting crystal combinations to make their grand entrance.



Designed by Vinus for NSEW

# THEATRICAL OBSESSION

Ancient techniques resurface with a clear focus on opulent decoration and dramatic crystal embellishment.

# THE STAGE IS YOURS

A heightened appetite for dressing up re-emerges with opulent crystal-encrusted designs on luxurious velvets and brocades.

MR. LLO CONSERVATISM—MR. J. H. THOMAS

MR. LLOYD GY E IND

M LLOYD GE , writing in the Daily Chronicle, on General Election, say hat "the ally real advance we have made by the Liberals. A comparing the aggregate poll of 1922, the Lay proceeded and the Labour vol. as not revisent a substantial increase, but Limade undoubted strides.

"The aggregate I of d poll of the last ection was 3,5,4 0. this election it reached I do over 4,300,000. That represents an increase of 900,000 votes. No other party approached the record of progres Liberalism added over 12 per cent to its strength. The other parties main stationary.

"The orospect is one it which Liber has rell reloice. In the last batter they record much longround. The only majority this House is one in favor of Local principle, and Liberan measures. They can now re-organise their for s and prepare for the next straggle with every confidence in the result."

L ADY (... NCY) ASTOR, M.P., has an ha, "tant letter in the Times on the counts," moral forces.
"I am inclined to "ree," she says, "that the women v 'ers are

"I am inclined to ree," she says, "that the women vers are mainly responsible for the a wnfall of the Conservative Party. They were influenced by the 'dear tod' cry. But that is not all. Many of us survived it.

"Since I have been in Parliame 1 I have been shocked by "Conservative of hostility of mar Conservative to questions of welfare affecting women. This y ar, just before the election, the Conservative Conference turned down my proposal that boys and girls at tween 14 and 16 who could not get Conference training and discipline. A year before, the same Conference tried to shout me down when I

advocated housing.

"The Conservative Party is the only party which opposes the leaders of all the Christian Churches on Temperance. In Parliament the main attack on Bills to keep fuveniles out of publichouses, or to protect young girls from criminal assault, or to give women equal rights of guardianship over their children, or to appoint women police, etc., has come from Conservative M.P.'s—unsupported, it is true, by their leaders, but also un-

roters of that the Conserv tive reaction, and the other parties the parties of rogress. The moral, spiritual, and domes forces of is country re becoming more powerful every div. Any party who ignores or fen is hem must sheer, as I have repeatedly (but with o plete lactors and lenders. Our party hy his election I, been irged of roy of it worst ctionaries.

M J. TALMAS, M.P.,

in mind that ke. ur's position to-day is not due rev but is due to the 117 bur. B and we must all a make that the real avenue of expressir he nation's will observe with at the t of iking money and the attempt to cause panis and such like if Labour came of which, of corse, is very

fi. arten anybody.

"The wee" of the its railway its mines, its factories, etc. Are they going ally to be carted off? Where honey to go? Is

Where honey to go? Is 'a' pla the work for Jountry? Are the work of the building up of the trade unions and co-operative societies is que of sound business as prescullent traing in blue "hods for many of our men."

MR. NORM. N ANGELL has delivered an address on "Foreign Policy and the Business Man." at Statione. "H., before the Livery Common tree of the Stationers' Company.

Mr. Angell said that two propositions and his minimal quite self-

Mr. Angell said that 'wo propositions were, to his mine quite selfevident. First, that Great Britain's capacity to feed its popt ation wa not equal to more that half the present number. There ore, we were largely dependent or foreign nations for our supplies, an if those nations had no more than enough for themselves, Great Brita a could not maintain herself. If the were no world surpluses, our foreign trade would disappear, and our unwhich the world had hitherto fought with bitterness.

His book, The Great Illusion, did not prophesy the impossibility or the unlikelihood of war; it actually screamed over the inevitability of war unless our foreign policy were changed, and we adopted a system of bargaining instead of a policy of fighting. The point he made in his book was that, if we obtained a victory in any future war, we ought it to use that victory for anything the obtaining tending rights.

by obtaining trading rights.

'e world had now experienced a great war, but what had happened? We hat never been in a position of such pot, cal power, and we had never bee, in such an insecure post an from 'e economic point of view. More to that, we had before us the prosport of a new war in he present podition. Europe, unless we set up the practice, unless we set up the practice, unless we set up the practice. We had our opportunity of the case where the same of the case, where at our mercy. If Big Four had then announced the economic code, would have an account of the case, we hould not have had a million and the "unemployed; and the income a puld not be set it was not

atch or LOW, IR. de nn watch make tors pho those seem h th. L. een t. Frenchman, as the six th. much as the Itanian provable n tir s as t as 1 Jerman, and a good sa Aore ev han the American, who oblig as t German, 'ian the American, who obligations are to be substantially reduced next y r.

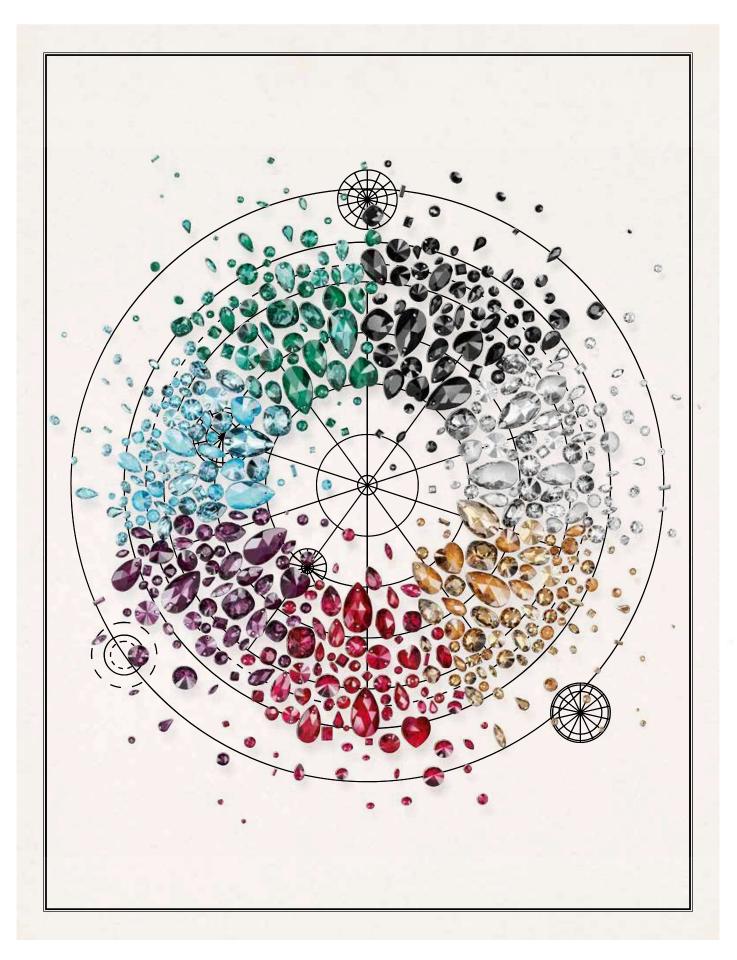
ighty red, we'r cree ably red and discharge are so much and weight on all on the second secon

#### ETERNAL TREASURES

Over-the-top extravagance appears in clusters of pearls and crystals to highlight "Glamore" dressing for dramatic designs.

# DRAMATIC EXPRESSION

Rich "bib" pieces, with sumptuous crystal applications, dominate fashion this season as the lines between the fashion, jewelry and accessories segments continue to blur.



# Core Assortment

Flexibility, easy choices and speedy availability - that's what time-poor businesses need. When it comes to crystal assortments, we've always offered the most comprehensive range of colors, effects and articles in the industry; but we've now come up with a simplification that will make a big difference to the everyday lives of our customers. Designed to take the hassle out of a key aspect of choosing and ordering crystals, we call it our "Core Assortment": a selection of 30 classic Swarovski products that are now available in six main colors - a one-stop shop with the stock you need, when you need it. Previously, Swarovski promised color homogeneity within each article; this innovation means we can now offer precisely matching colors across 30 of Swarovski's most requested products. Six, to be exact: Aquamarine, Amethyst, Emerald, Jet, Light Colorado Topaz, Scarlet, and clear Crystal. No variations, no streaks, just flawless jewel-like shades. Choose from Round Stones, Fancy Stones,

Flat Backs No Hotfix and Flat Backs Hotfix, Sew-on Stones, Beads and Pendants. Add to this list Forward Integrated Elements that include Flat Back Bandings, Rivets, Rose Pins, Rose Montées, Chaton Montées, 3D Studs, Crystal Mesh Standard and Crystal Fine Mesh.

Whether for jewelry or watches, apparel or accessories, or DIY, when you need to create a design using a variety of crystals in a particular color, you'll find it and receive it quickly, saving time, effort and cost. And like all our colors, the Core Assortment is resistant to plating and soldering. Suddenly life just got so much easier.

# 25 Years of Crystal Mesh

Was there ever a fabric so perfectly suited to light-stealing, show-stopping silhouettes as Crystal Mesh? With crystals densely embedded in a mesh-like fabric, it drapes the body like liquid, throwing off light with every movement. And it doesn't stop at apparel: used in interior décor on walls or even floors, Crystal Mesh brings a magical aura to any space. Little wonder, then, that since it first came to public attention in 1993 it has spawned other family members, such as Crystal Fine Mesh, Crystal Aerial Mesh and Crystal Mesh Motifs, with crystals and casings in a wide variety of colors. Today, it still dominates catwalks and concert halls, architecture and art, a perennial favorite with designers all over the world.

1993 – In January 1993, Swarovski unveiled its latest invention at two international trade fairs: Paris's Bijorhca and Milan's Chibicar. It was the first time the world had seen beautifully polished crystal chatons applied to a metallic fabric of closely woven mesh completely covered in shimmering crystals. Called Crystal Mesh, the new product was exquisitely flexible and fluid, with a sensuous drape that clung to the body when used to make garments. Before long, there were additional versions to choose from: new forms of Crystal Mesh, such as No Hotfix, Hotfix, in webs or rows, and also for gluing or sewing – even floor tiles made of Crystal Mesh!

1996 – Having been a key ingredient in the Versace Collection during the 1990s, in '96 Gianni Versace designed Tina Turner's famous Crystal Mesh dress. Overnight she became the figurehead for the trend, rocking the iconic outfit throughout her Wildest Dream Tour.

**1998** – Shortly after visiting Swarovski's headquarters in Wattens, Austria, Vivienne Westwood created a signature Crystal Mesh wedding dress in the Aurora Borealis effect, making it the highlight of her couture collection.

2014 – An evolutionary step forward from the original, Crystal Fine Mesh made its debut on the Atelier Versace Fall/Winter 2014 Haute Couture runway in Paris. Covered with tiny XILION chatons, the material resembled a second skin with allover shine that was brilliantly suited to sparkling eveningwear and high-octane glamour. The same year, eye-popping creations made from Crystal Fine Mesh by Atelier Versace were worn by Gwen Stefani at the Emmy Awards and by Jennifer Lopez at Fashion Rocks, garnering a lot of attention.

2016 – The introduction of Crystal Fine Mesh by no means meant that the original faded from memory: on the contrary, Pharrell Williams wore a Crystal Mesh knit vest studded with 5.000 crystals on his Dear Girl Tour. Also that year, in Paris, Jean Paul Gaultier also presented his theatrical haute couture Palace collection drenched in Swarovski crystals, including slinky one-shoulder sheaths and jumpsuits made of Crystal Mesh.

**Today**, its mega-wattage power remains undimmed, continuing to steal the limelight wherever and however it is used. After all, everyone loves sparkle.

- 49 Why Swarovski
- 50 Product Overview
- 55 Core Assortment
- 58 Round Stones
- 62 Fancy Stones & Settings
- 68 Beads
- 70 Crystal Pearls
- 72 Pendants
- 75 Flat Backs No Hotfix
- 77 Flat Backs Hotfix
- 82 Sew-on Articles
- 86 Transfers
- 94 Synthetics 104 Metal Trimmings
- 115 Crystal Mesh
- 118 Crystal Inspiration Collection

#### WHY SWAROVSKI

#### **EXCELLENCE, THROUGH INNOVATION AND ORIGIN**



#### X-CU1

Advanced optical measurement and high-precision manufacturing deliver premium cuts characterized by unmatched brilliance.



#### PLATINUM\* PRO

With its new advanced foiling technique, Swarovski has set a new standard in the lifespan of crystals.



#### HOTFIX GLUE

The variable temperatures at which Hotfix glue can be activated enable the application of crystals on a broad range of textiles.



#### CRYSTALS - MADE IN AUSTRIA

The combination of innovation with sustainability and respect for individual wellbeing means that quality is always assured.

#### PREMIUM, BY SERVICE AND DESIGN



#### DESIGN SERVICE

Throughout its global network of Design Centers, Swarovski offers exceptional service provided by the industry's best creative talent.



#### APPLICATION SERVICE

A comprehensive range of application services means customers benefit from the extensive experience of leading international experts, as well as internal specialists.



#### GLOBAL SERVICE

Swarovski's Global Service Network provides customers with dedicated personal assistance on a local level.



#### DESIGNER EDITIONS

Creative collaborations with top designers result in exclusive cuts and unique designs for Swarovski crystals.



#### CUSTOMIZED SERVICE

Choose new variations by going beyond Swarovski's tremendous standard assortment of crystal components and forward integrated elements.

#### COMPLIANCE, WITH INTEGRITY



#### ADVANCED CRYSTAL

Swarovski's patented lead-free\*\* formula has changed the DNA of crystal while still offering the same sparkle, dependability, and variety for which Swarovski is famous.



#### DEKO-TEX

Oeko-Tex® Standard 100 Class II (direct contact with skin) certification creates confidence in chemical safety of textile applications.



#### CLEAR

Regular legal monitoring of chemical requirements and reasonable testing provide customers with the comfort of trust in Swarovski's products.



<sup>\*\*</sup> Crystal glass and all other materials containing 0.009% lead or less.



#### COMPLIANCE SERVICE

Assessments regarding substance limitations as well as compliance information and advice to support customers in complying with relevant laws, regulations, and voluntary standards.

#### PRODUCT OVERVIEW

#### **NEW CRYSTAL ELEMENTS**

#### **Round Stones**



1185 Pointed Chaton PP 9, 14, 22 1 mm

#### Fancy Stones & Settings



**4480** Imperial Fancy Stone 6, 8, 10 mm



**4480/S** 6, 8, 10 mm

#### Flat Backs Hotfix



**2081/2** Cabochon Pearl SS 10, 16, 34



**2208/4** Cabochon Navette 6x3.5, 8x4.5, 10x5.5 mm



**2308/4** Cabochon Drop 6x3.5, 8x5, 10x6 mm



**2408/4** Cabochon Square 4, 6, 8 mm

#### Pendants



**6565** Metallic Cap Pear-shaped Pendant 18, 22 mm

#### LINE EXTENSIONS

New size for Crystal Round Pearl

**5810** 2 mm

New size for Navette Sew-on Stone

**3223** 29x14.5 mm

New application solution: Coldfix

Crystal Fabric Crystal Fine Rocks New casing color for 3D Studs

088 - Stainless Steel

New Effects for Crystal Mesh Standard Crystal Shiny Lacquer<sup>PRO</sup>

New Cabochon Pearl Colors for Cabochon Flat Backs, Flat Back Bandings SS16 & 3D Studs

Crystal Iridescent Dove Grey Pearl (001 954) Crystal Rose Gold Pearl (001 769) Crystal Vintage Gold Pearl (001 651)

#### NEW CRYSTAL LACQUERPRO DELITE EFFECTS

The new Crystal Lacquer<sup>PRO</sup> DeLite family takes its inspiration from nature, celebrating the beauty and intensity of naturally occurring shades in the landscape. It is a reflection of our current need to slow down the pace of life and find more sustainable ways of living. Crystal Light Grey DeLite, Crystal  $\,$ Army Green DeLite, Crystal Ochre DeLite, Crystal Burgundy DeLite

and  ${\bf Crystal}$   ${\bf Cappuccino}$   ${\bf DeLite}$  make up the five new DeLite effects. With highlighted facets that show the depth and clarity of the crystal, they bring increased sparkle and light return, while harmonizing perfectly with the existing crystal colors. Combine with Shiny Lacquer  $^{\text{PRO}}$  or Shimmer Lines for fashionable matt-sparkling fusions.



Crystal Light Grey DeLite (001 L129D)



Crystal Army Green DeLite (001 L130D)



Crystal Ochre DeLite (001 L131D)



Crystal Burgundy DeLite (001 L132D)



Crystal Cappuccino DeLite (001 L133D)

#### **Round Stones**





1122 12, 14 mm

#### Flat Backs No Hotfix



**2088** SS 12, 16, 20, 30

#### Flat Backs Hotfix



Transfers

2038 SS 10

**2078** SS 16, 34

**2078** SS 16, 34

#### Fancy Stones & Settings



4120





4122 8x6, 14x10.5, 18x13.5 mm



4127 30x22 mm



4320 14x10, 18x13 mm



4327 30x20 mm



4470 10, 12 mm



4480 6, 8, 10 mm

#### **Metal Trimmings** 55 000, 55 001



55 300, 55 301

SS 20



SS 16



55 500, 55 501 SS 12



55 100/55 200, 55 101/55 201 onward

# . . . .

#### All available Crystal LacquerPRO DeLite effects



Crystal Light Grey
DeLite
(001 L129D) NEW



Crystal Army
Green DeLite
[001 L130D] NEW



Crystal Ochre
DeLite
(001 L131D) NEW



Crystal Burgundy DeLite (001 L132D) **NEW** 



Crystal Cappuccino
DeLite
(001 L133D) NEW

#### All available Crystal Shiny Lacquer PRO effects



Crystal Ivory Cream (001 L106S)



Crystal Buttercup (001 L124S)



Crystal Light Coral (001 L116S)



Crystal Royal Red (001 L107S)



Crystal Dark Red (001 L108S)



Crystal Peony Pink (001 L113S)



Crystal Lilac (001 L126S)



Crystal Summer Blue (001 L114S)



Crystal Azure Blue (001 L112S)



Crystal Royal Blue (001 L110S)



Crystal Royal Green (001 L109S)



Crystal Lime (001 L125S)



Crystal Mint Green (001 L115S)



Crystal Dark Grey (001 L111S)

#### All available Crystal Lacquer PRO Powder effects



Crystal Powder Yellow (001 L101)



Crystal Powder Rose (001 L103)



Crystal Powder Blue (001 L104)



Crystal Powder Green (001 L102)



Crystal Powder Grey (001 L105)

#### **NEW SHIMMER EFFECTS**



Crystal Shimmer [001 SHIM]



(204 SHIM)

Beads



**5328 3\*, 4\*,** 5, 6 mm

#### **Pendants**



**6106** 16, 22 mm



**6228** 10.3x10, 14.4x14, 18x17.5 mm

#### Sew-on Articles



**3230** 12x7, 18x10.5, 28x17 mm

#### All available Shimmer effects



Black Diamond Shimmer [215 SHIM]



Blue Zircon Shimmer (229 SHIM)



Citrine Shimmer (249 SHIM)



Cobalt Shimmer (369 SHIM)



Crystal Shimmer (001 SHIM)



Erinite Shimmer (360 SHIM)



Fuchsia Shimmer (502 SHIM)



Hyacinth Shimmer (236 SHIM)



Light Colorado Topaz Shimmer (246 SHIM)



Light Sapphire Shimmer (211 SHIM)



Light Siam Shimmer (227 SHIM)



Peridot Shimmer (214 SHIM)



Siam Shimmer (208 SHIM)



Silk Shimmer (391 SHIM)



Tangerine Shimmer (259 SHIM)



Topaz Shimmer (203 SHIM)



Light Topaz Shimmer (226 SHIM)

<sup>\*</sup> These sizes are also available in Shimmer 2x

# 5.5

#### **NEW CRYSTAL PEARL COLOR**

As we seek to slow down, colors continue to reflect an affinity with nature and a focus on the sustainable. The new Crystal Iridescent Tahitian Look Pearl highlights the beauty to be found on Earth, offering an immediate connection with the real and the authentic, and bringing to our attention the need to take care of our planet.



Crystal Iridescent Tahitian Look Pearl (001 2004)

#### Crystal Pearls













Crystal (001)



Light Colorado Topaz (246)



Scarlet (276)



Amethyst (204)



Aquamarine (202)



Emerald (205)



Jet (280)

#### Round Stones



1028 PP 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13



1088 PP 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32 SS 18, 19, 20, 21, 22, 24, 26, 28, 29, 30, 34, 35, 38, 39





#### 1122

SS 29, 34, 39, 47 12, 14 mm

#### Fancy Stones & Settings



#### 4120

6x4, 8x6, 14x10, 18x13 mm



#### 4228

4x2, 5x2.5, 6x3, 8x4, 10x5,



#### 4320

6x4, 8x6, 10x7, 14x10,



**4428** 1.5, 2, 3, 4, 5, 6, 8 mm



**4470** 10, 12 mm



#### 4501

4x2, 5x2, 5x2.5, 7x3 mm

#### **Pendants**



#### 6010 11x5.5, 13x6.5, 17x8.5 mm



#### 6106

16, 22, 28 mm



10.3x10, 14.4x14, 18x17.5 mm



**6428** 6, 8, 12 mm

#### Beads



# **5000** 2\*, 3, 4, 5, 6, 7, 8, 10 mm



#### 5040



#### Flat Backs Hotfix



#### SS 5, 6, 8, 10





#### 2078 SS 12, 16, 20, 30, 34



#### 2200 8x4 mm



#### 2300 8x4.8 mm





#### 2400 3, 4 mm

#### Flat Backs No Hotfix



SS 5, 6, 7, 8, 9, 10



**2088** SS 12, 14, 16, 20, 30, 34



#### 2200

8x4 mm



2300 8x4.8, 10x6 mm



#### 2400

#### Sew-on Articles







#### 3230



#### 12x7, 18x10.5, 28x17 mm



#### Flat Backs for Transfers



2038

#### SS 5, 6, 8, 10



**2078** SS 12, 16, 20, 30, 34



2200 8x4 mm

2300 8x4.8 mm



2400 3, 4 mm

#### Metal Trimmings



55 000, 55 001 SS 20



55 500, 55 501



55 100/55 200, 55 101/55 201 onward



53 001, 53 005, 53 006, 53 008 SS 29, 34, 39; PP 24



53 301, 53 302 53 301, 53 302, 53 303, 53 304



53 100, 53 102, 53 100, 53 103 54 001, 54 002,

# Crystal Mesh

54 003



40 000, 40 001



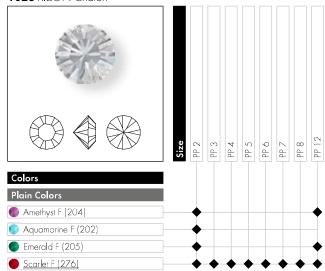
<sup>40 600, 40 601</sup> 

<sup>\*</sup> Due to technical limitation the color Scarlet (276) is not available in the size 2mm for art 5000

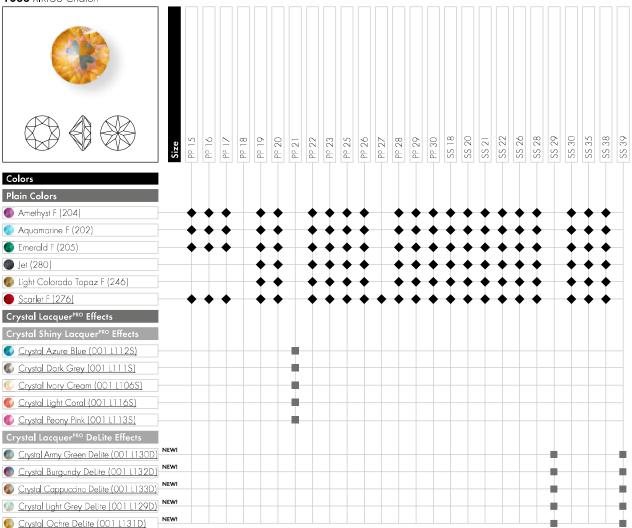
### ROUND STONES

#### CORE ASSORTMENT

1028 XILION Chaton



1088 XIRIUS Chaton

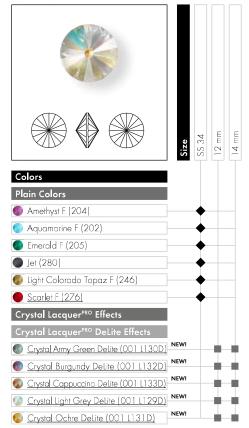


Core Assortment

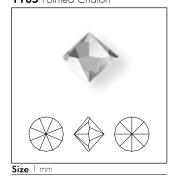
# 8.59



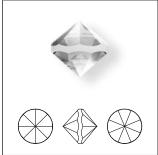




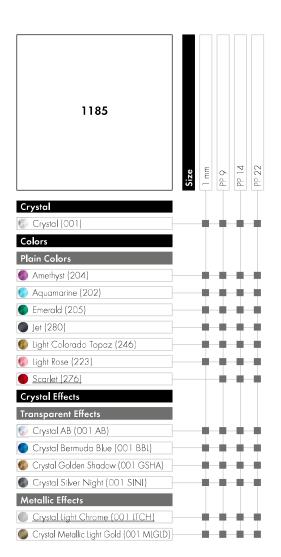
#### 1185 Pointed Chaton NEW!



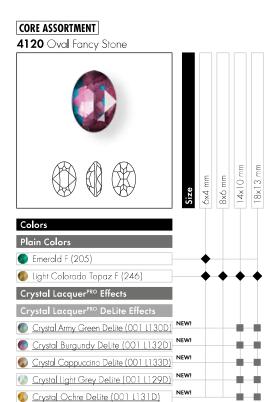
#### 1185 Pointed Chaton NEW!

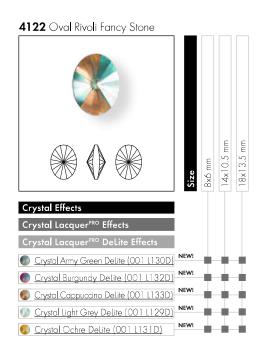


**Size** PP 9, 14, 22

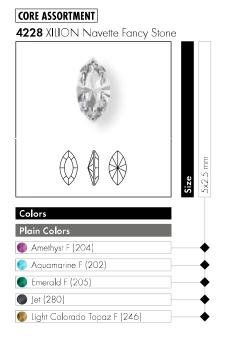


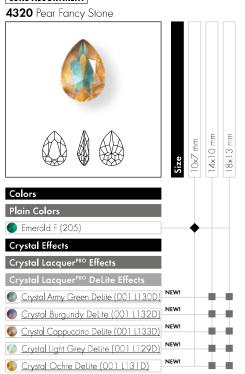
#### **FANCY STONES & SETTINGS**







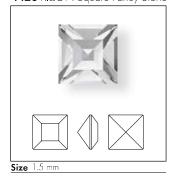






# .

#### 4428 XILION Square Fancy Stone

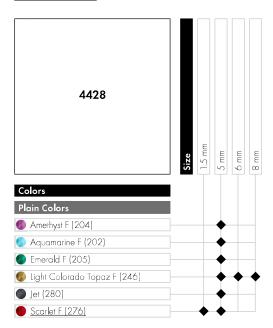


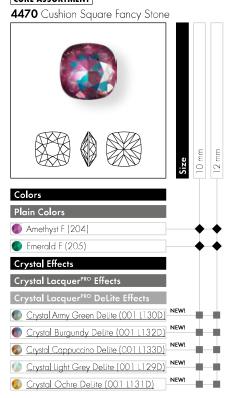
4428 XILION Square Fancy Stone



**Size** 5, 6, 8 mm

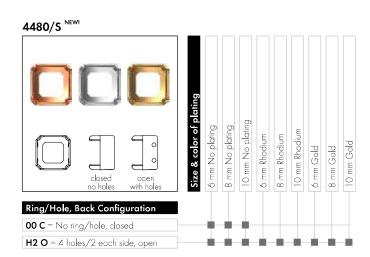
#### CORE ASSORTMENT



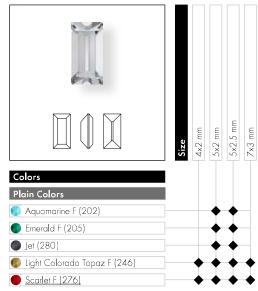


LL / WINTER 2019

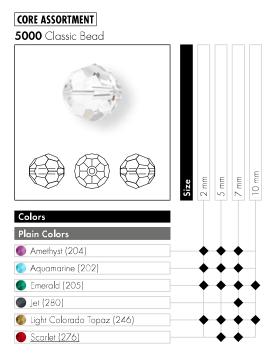


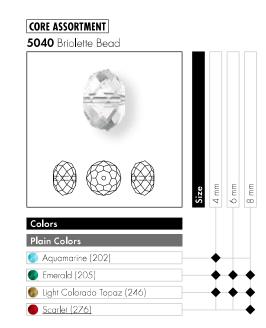


4501

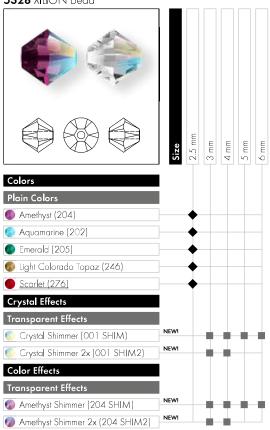


#### **BEADS**

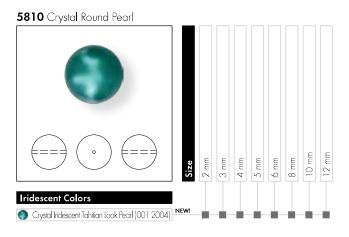




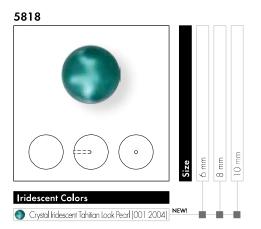
#### **5328** XILION Bead

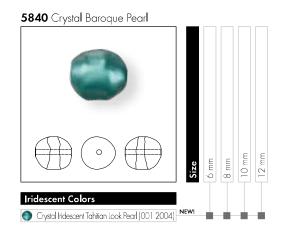


#### CRYSTAL PEARLS









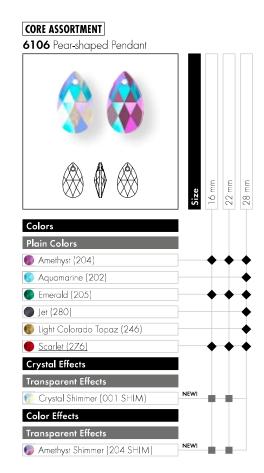




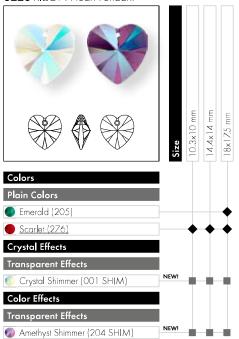
<sup>\*\*\*</sup> designed by Jean Paul Gaultier

# PENDANTS

# Colors Plain Colors Plain Coloros Plain Coloros Jet (280) Light Colorodo Topaz (246) Scarlet (276)

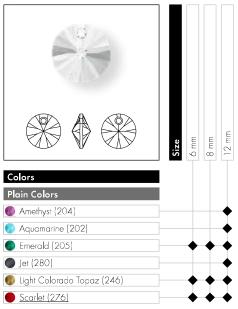


#### 6228 XILION Heart Pendant



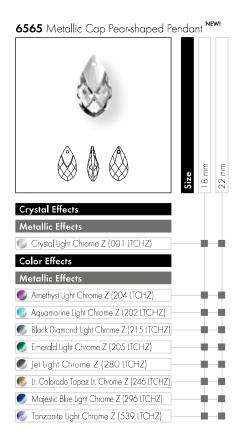
#### CORE ASSORTMENT

#### 6428 XILION Pendant



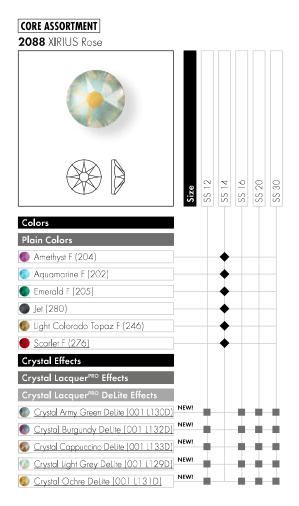
## .

### **METALLIC CAP PENDANTS**



### FLAT BACKS NO HOTFIX

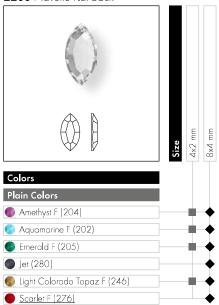
# Colors Plain Colors Amethyst F (204) Aquamarine F (202) Emerald F (205) Jet (280) Scarlet F (276)



. / WINTER 2019

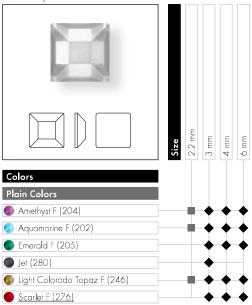
### CORE ASSORTMENT





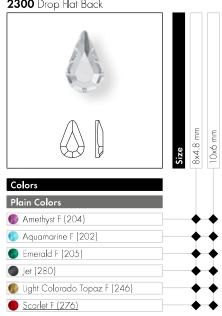
### CORE ASSORTMENT

2400 Square Flat Back



### CORE ASSORTMENT

### 2300 Drop Flat Back



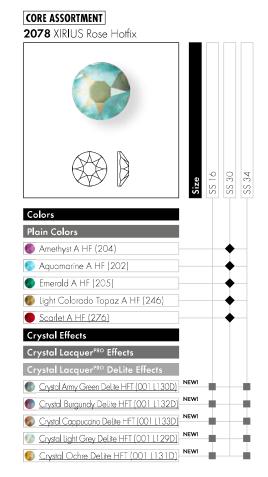
### 2711 Triangle Flat Back



### FLAT BACKS HOTFIX

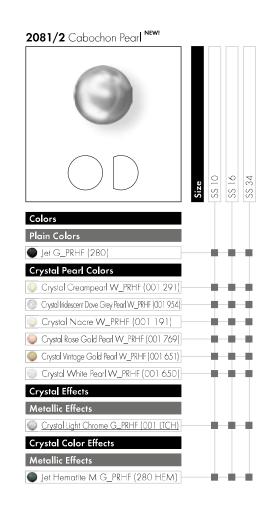
### CORE ASSORTMENT 2038 XILION Rose Hotfix SS 5 SS 10 Colors Plain Colors Amethyst A HF (204) Aquamarine A HF (202) Emerald A HF (205) Light Colorado Topaz A HF (246) Scarlet A HF (276) Crystal Effects Crystal Lacquer<sup>PRO</sup> Effects Crystal Lacquer<sup>PRO</sup> DeLite Effects Crystal Army Green Delite HFT (001 L130D) Crystal Burgundy DeLite HFT (001 L132D) Crystal Cappuccino Delite HFT (001 L133D) Crystal Light Grey DeLite HFT (001 L129D) Crystal Ochre DeLite HFT (001 L131D)

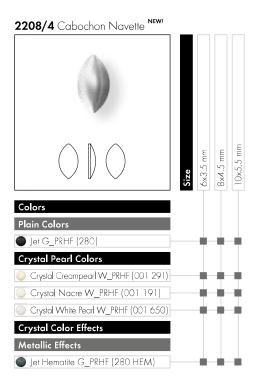
Core Assortment

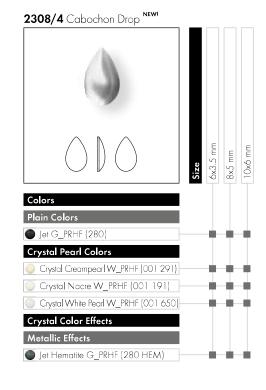


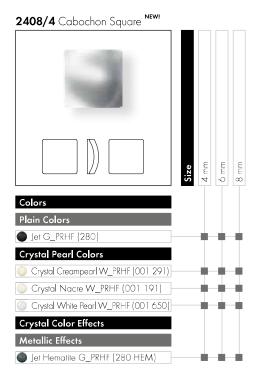
### **CABOCHONS**











# ٥

### Application Advice

The Cabochon Pearl, Cabochon Navette, Cabochon Drop and Cabochon Square Flat Back Hotfix can be easily applied using a standard heat press. The application parameters for Creation Stones Plus apply.

These items are not suitable for application from the front. When applying

Cabochons HF, the use of a compensating pad is recommended.

We recommend not using the Cabochon Pearl to generate row transfers. Due to the round shape they easily tip over.

### Care Instructions

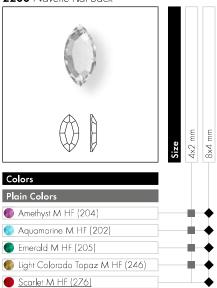
The care instructions for the Cabochon Pearl, Cabochon Navette, Cabochon Drop and Cabochon Square Flat Back Hotfix are the same as those that apply to Cabochons from the Flat Back Hotfix assortment.

They are machine washable at 40°C. Turn the fabric inside out and use mild laundry detergent. P+F+W cleaning is possible.

For detailed information, please refer to the Application Manual and our business website SWAROVSKI-PROFESSIONAL.COM

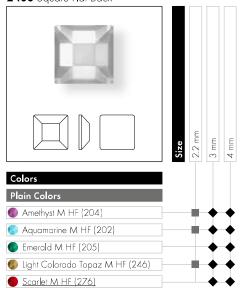
### CORE ASSORTMENT

2200 Navette Flat Back



CORE ASSORTMENT

2400 Square Flat Back

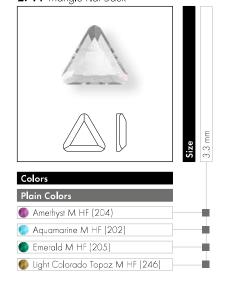


### CORE ASSORTMENT

2300 Drop Flat Back



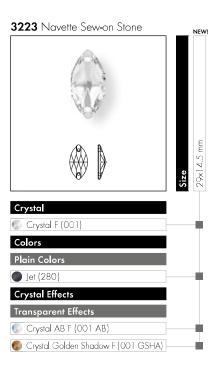
### 2711 Triangle Flat Back



### SEW-ON ARTICLES







# CORE ASSORTMENT 3200 Rivoli Sew-on Stone E C C Colors Plain Colors Amethyst F (204) Aquamarine F (202) Emerald F (205) Light Colorado Topaz F (246)

### CORE ASSORTMENT

Scarlet F (276)

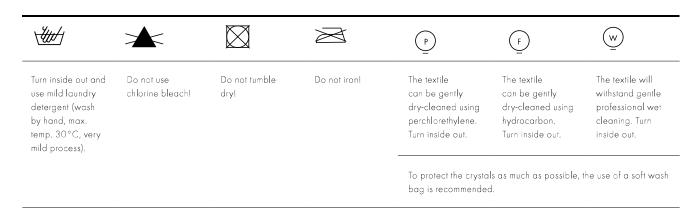


### **Application Advice**

The Navette Sew-on Stone and the Drop Sew-on Stone can be either sewn on or applied to different fabrics by hand. When processing versions bigger than 28 mm, a thread with a thread count less than Nm 50 is recommended.

### Care Instructions

Due to the size of this article (especially versions bigger than 28mm) washing it by hand is recommended in order to avoid detaching the fabric and to prevent the crystals from being scratched:



For detailed information about sewing, please refer to the Application Manual and our business website SWAROVSKI-PROFESSIONAL.COM



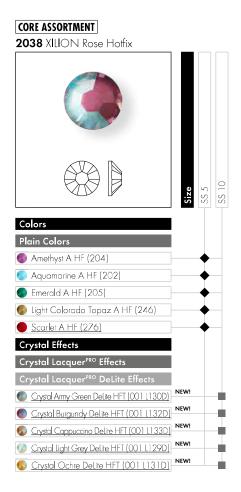


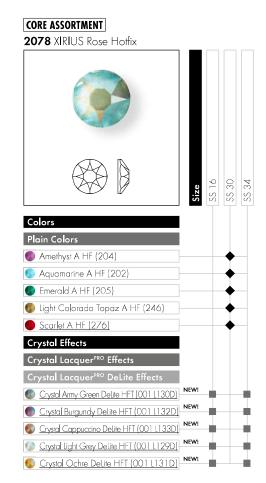
### **CRYSTAL ELEMENTS**

Article Size	Packing Unit = Minimum Order Quantity in Pieces	Average Net Weight in Gram per Packing Unit Crystal (001)	Average Gross Weight in Gram per Packing Unit Crystal (001)	
1185				
1 mm	1,440	1.09	11.09	
PP 9	1,440	5.16	15.15	
PP 14	1,440	11.43	19.13	
PP 22	1,440	22.23	29.93	
4480/S				
6 mm	288	97,92	100.00	
8 mm	144	64,08	66.00	
10 mm	96	48,00	53.50	
4480				
6 mm	288	50.02	73.28	
8 mm	144	65.95	87.79	
10 mm	96	86.30	110.13	
6565				
18 mm	36	43.60	64.20	
22 mm	24	54.94	75.02	
2081/2				
SS 10	1,440	30.52	40.52	
SS 16	1,440	83.02	93.89	
SS 34	144	46.76	56.79	
2208/4				
6x3.5 mm	720	52.48	62.48	
8x4.5 mm	480	124.71	134.71	
10x5.5 mm	288	227.42	237.42	
2308/4				
6x3.5 mm	720	64.58	74.58	
8x5 mm	480	162.93	172.93	
10x6 mm	288	233.15	243.15	
2408/4				
4 mm	720	63.73	73.73	
6 mm	480	185.67	195.67	
8 mm	288	449.35	459.35	
3223				
29x14.5 mm	24	74.28	101.30	

## 4.85

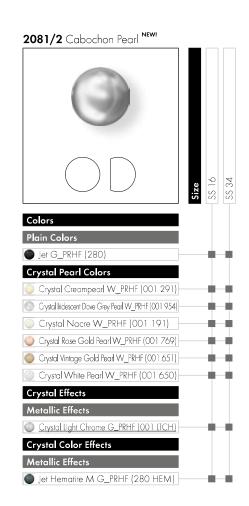
### **TRANSFERS**

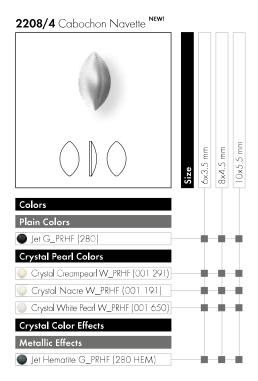


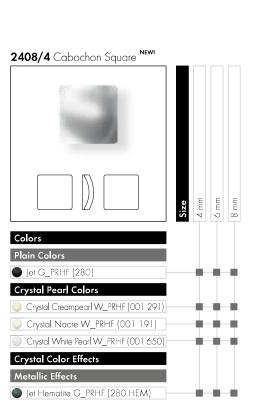


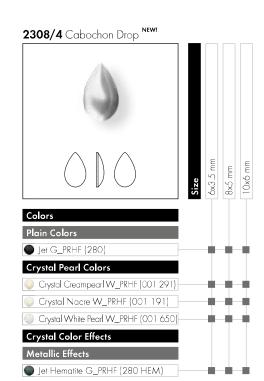
### **CABOCHONS**











### Application Advice

The Cabochon Pearl, Cabochon Navette, Cabochon Drop and Cabochon Square Flat Back Hotfix can be easily applied using a standard heat press. The application parameters for Creation Stones Plus apply.

These items are not suitable for application from the front. When applying

Cabochons HF, the use of a compensating pad is recommended.

We recommend not using the Cabochon Pearl to generate row transfers. Due to the round shape they easily tip over.

### Care Instructions

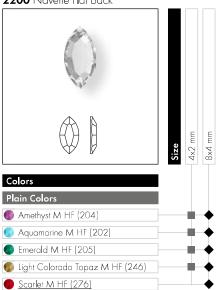
The care instructions for the Cabochon Pearl, Cabochon Navette, Cabochon Drop and Cabochon Square Flat Back Hotfix are the same as those that apply to Cabochons from the Flat Back Hotfix assortment.

They are machine washable at 40°C. Turn the fabric inside out and use mild laundry detergent. P+F+W cleaning is possible.

For detailed information, please refer to the Application Manual and our business website SWAROVSKI-PROFESSIONAL.COM

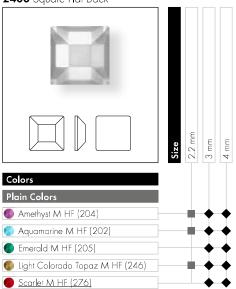
### CORE ASSORTMENT





### CORE ASSORTMENT

2400 Square Flat Back



### CORE ASSORTMENT

### 2300 Drop Flat Back

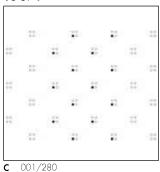


### 2711 Triangle Flat Back



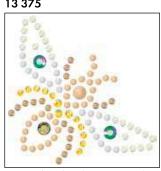
### **CRYSTAL INSPIRATIONS COLLECTION**

### 13 374



2400MM2,2/2400MM2,2 ~144x105

M 8 PCS 30% 13 375

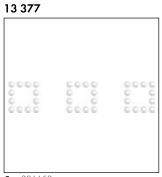


094/092/084/094001SHIM/ 001METSH/001METSH/467/466

M2/M2/M2/M4-S6/S6/S8/

\$16/\$16 ~43x43

M 80 PCS 100%

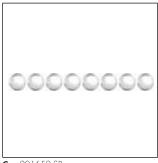


001650

20812SS16 ~94x20

M 28 PCS 45%

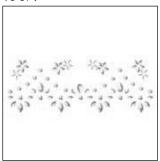
### 13 378



001650 SR

CFFB34

~65x8 M 40 PCS 65% 13 379

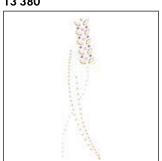


001191/001191/001191/001191/ 001191/001191/001191/001

20812SS16/22084MM6X3,5/ 22084MM8X4,5/22084MM10X5,5/ 23084MM6X3,5/23084MM10X6/ 24084MM4/2200MM4X2

**S** ~141x51

M 18 PCS 30% 13 380



094-001191/001DORZ/ 001SHIM/227SHIM

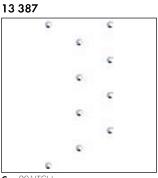
M2-22084MM8X4,5/CS8X4/

S6/S10

~42x159

26%





001LTCH 20812SS34 ~73x158 M 11 PCS 27%

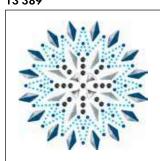
### 13 388



- 001769/001769/280HEM/ 280HEM
- P4/P7/22084MM8X4,5/ 22084MM10X5,5
- ~56x41 M 52 PCS

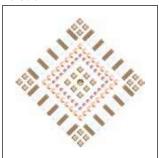
75%

13 389



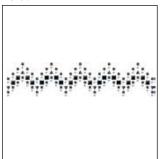
- R5009/082-1650/001LTCHZ/202/ 369SHIM
- M12X6/M12X6-P3/CS7X6/S3/S6
- ~74X74
- M 12 PCS 50%

13 390



- R1019/R9003-1617/1191/ 001GSHA/001GSHA
- M10X3/M10X3-P3/P4/ CS4X4/S20
- ~93X93 40% M 24 PCS

13 391



- 070/R9005-001LTCH/280HEM/ 280LTCHZ
- M7X7/M7X7-CS3X3/CS4X4/ CS7X6
- ~251X56
- 17% 9 PCS

13 392



- 091/081-001LTCH/001SHIM/ 001METSH/001METSH/001AB
- M2/M2-P3/S6/S6/S10/ 2201MM14X6
- ~66X47
  - 65% 24 PCS

### 13 393



001650/001LTCH/390/001L115S/ 001L108S/001L114S/001L108S/ 001L115S/542 P3/P4/S6/S10/S10/S16/S16/ S16/S16 c

\$ ~296X83 **M** 2 PCS 14%

### **SYNTHETICS**

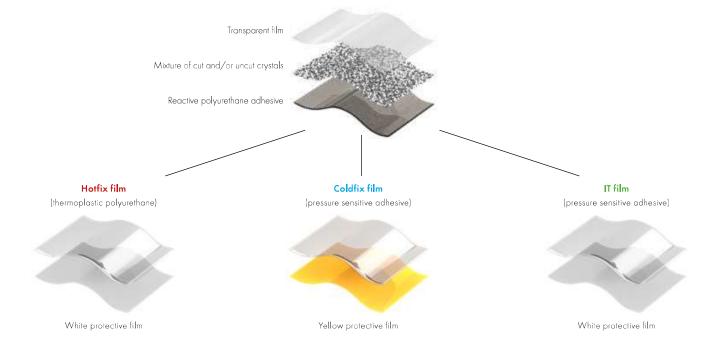
### **AVAILABLE SYNTHETIC PRODUCTS AND FIELDS OF APPLICATION**

Synthetics combine elegant crystals from Swarovski with different adhesive systems already applied on the reverse side of the product, each optimized for certain carrier materials and fields of application. They are ideal for use in textiles, interior, jewelry, and DIY, as well as in the occessories segment, and offer

numerous sparkling design possibilities.
Due to its outstanding bonding performance,
Synthetic **Hotfix** is perfect for a variety of textile
applications with high performance requirements.
Synthetic **Coldfix**, however, is a product developed
especially for materials that are not suitable for Hotfix

applications, such as real and artificial leather and functional fabrics.

Synthetic **IT** products, on the other hand, are ready to apply and perfect for solid materials such as paper, metal and glass, allowing easy and fast application.



- Application on carrier materials which are suitable for Hotfix application. (e.g. cotton/ polyester blend, denim, Alcantara®,...)
- Heat-sensitive carrier materials (e.g. silk, cashmere, real and artificial leather ...)
- Pressure-sensitive carrier materials (e.g. wool, real and artificial leather ...)
- Textiles with a low level of absorbency (e.g. functional fabrics with water-repellent coating, ...)
- Easy and fast embellishment of finished products
- Solid materials such as glass, metal, paper, etc.

There are certain types of plastics used in materials, textiles, and leather treatments that are **difficult to glue**. The following table contains a selection of materials that can cause problems for any glue application:

Plastic	Examples	Adhesive Qualities
Polyamide (PA)	Degamid, Nylon, Perlon	very difficult
Polyethylene (PE)	Geberit, Hostalen G, Ferrozell	difficult
Polyethylene Terephthalate (PET)	Cardura, Atlas, Eralyt	difficult
Polyoxymethylene (POM)	Delrin, Kematal, Ertacetal	difficult
Polypropylene (PP)	Moplefan, Proplex, Verelite	difficult
Polytetrafluoroethylene (PTFE)	Teflon®, Gaflon, Ferrotron	very difficult
SILICONE	Silopren, Contiduct, Corotex	very difficult

To ensure the best possible result, test applications on the intended carrier material are strongly recommended. For information especially regarding material limitations please refer to our Application Manual.

### ARTICLE EXPLANATION - CRYSTAL FABRIC MOTIFS

### 57 389



C C010-001GSHA S ~54x43 M 98 PCS 80%

57 389	С	S	М	80%
Article number	Color of crystals	Motif size in mm	Minimum order quantity in pieces (PCS)	% of actual size

### ORDERING EXAMPLE & PRODUCT VARIETY EXPLANATION

57 389	С	010	001 GSHA
Article number	Type of base material	Color of base material	Color of crystals
	Hotfix C Coldfix	010 Transparent 012 Black	Please see the respective product matrix for all available reference
	I It version	UTZ BIOCK	codes.

### **CRYSTAL FABRIC MOTIFS**

### Standard Collection

### 57 389



c	C010-001GSHA	
S	~54x43	
M	98 PCS	80%

### 57 390



С	C010-001CHRM	
S	~41X4O	
M	114 PCS	100



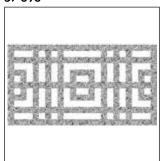
c	C012-001HEL	
S	~50X39	
M	64 PCS	85%

### 57 392



<u>S</u>	C012-001 MOL ~30X30	
M	300 PCS	100%

### 57 393



M	76 PCS	60%
S	~72X39	
<u>C</u>	C010-001CAL	

### 57 394



M	60 PCS	60%
S	~53X71	
C	C012-280HEM	

### 57 395



C010-001MOI ~50X15 C C010-00 S ~50X15 M 208 PCS 80%

 $Please\ note:\ All\ motifs\ are\ available\ in\ certain\ color/film\ variations\ (see\ color\ matrix).$ 

### ARTICLE EXPLANATION - CRYSTAL FINE ROCKS MOTIFS

### 74 062



c	C012-259	
S	~75x75	
M	16 PCS	50%

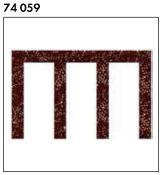
74 062	С	S	М	80%
Article number	Color of crystals	Motif size in mm	Minimum order quantity in pieces (PCS)	% of actual size

### ORDERING EXAMPLE & PRODUCT VARIETY EXPLANATION

74 062	С	012	259	
Article number	Type of base material	Color of base material	Color of crystals	
	Hotfix C Coldfix	010 Transparent 012 Black	Please see the relevant product matrix for all available reference codes.	

### **CRYSTAL FINE ROCKS - MOTIFS**

### Standard Collection

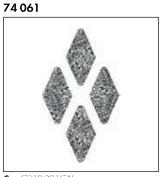


c	012-259	
S	~46x29	
M	60 PCS	90%

### 74 060



c	C012-001MOL	
S	~46x20	
M	84 PCS	90%



C010-001CAL S ~38x65 M 45 PCS 60%

### 74 062



C012-259 ~75x75 M 16 PCS 50%

### 74 063



C C010-001MLGLD S ~50x81 M 28 PCS 50%

### APPLICATION INSTRUCTION FOR COLDFIX

There are two ways of applying Coldfix products depending on material and application field.

### Cold application (room temperature) -

Coldfix product is placed on a suitable carrier material and pressed down using a rubber roller. Final adhesive strength is reached after 72 hours.

Application using a heat press (90 °C/195 °F) – Coldfix is applied from the reverse side using a heat press. Final adhesive strength is reached after 12 hours.

CARRIER MATERIAL DESCRIPTION	ACHIEVABLE PEEL ADHESION*		
	Cold application (room temperature) Final adhesive strength reached after 72h	Application using a heat press (90°C/195°F) Final adhesive strength reached after 12h	
Tamurakoma N2012 col23 40g/m²	3-4 N/cm	3-4 N/cm	
Gabardine TC black 210g/m², 65% polyester, 35% cotton	3-4 N/cm	6-7 N/cm	
Lycra GGAQ black 120g/m², 73% polyamide, 27% elastane	8-9 N/cm	9-10 N/cm	
Alcantara regular 5015 black 230 g/m², 68% polyester, 32% polyurethane	3-4 N/cm	8-9 N/cm	
Grain leather, black	5-6 N/cm	6-7 N/cm	
Artificial leather black, 100% polyurethane, 315 g/m²	4-5 N/cm	4-5 N/cm	

<sup>\*</sup> Tested following DIN 1939

Please note that achievable peel adhesion and bonding performance depend entirely on the characteristics of the carrier material used; it should be remembered that a gluing connection is only as good as the carrier material surface allows. Any oral, written, or test-based advice that Swarovski provides regarding techniques for the application of its products are recommendations based on Swarovski's current knowledge and the information provided by its suppliers. Such advice does not discharge customers from carrying out their own tests on techniques they propose to use, and the suitability of these techniques for the intended application. The application, use and processing of these techniques and products are solely the user's responsibility.

For detailed application information, please refer to the Application Manual and our business website SWAROVSKI-PROFESSIONAL.COM, or contact your Swarovski sales office.

### APPLICATION INSTRUCTION FOR COLDFIX

### Cold application (room temperature)



1 Before application, press the motif onto the transparent film.



**2** Peel off the yellow protective film at an acute angle.



3 Place the motif on the carrier material and press down firmly for around 10 seconds with a rubber roller.



**4** Carefully remove the transparent film at on acute angle.



5 After removing the transparent film press down a last time firmly on the motif using a rubber roller. The application is now finished.

Final adhesive strength is reached after 72 hours.

# 100.101

### Application using a heat press (90°C/195°F)



1 Before application, press the motif onto the transparent film.



**2** Peel off the yellow protective film at an acute angle.



3 Position the motif in the location desired.



4 Place the carrier material with the motifs facing down in a heat press.



5 Use a Teflon® foil to protect the heat press and apply the motif with 5 seconds, 90 °C (195 °F) and medium pressure!\*



After the application is finished use a pressing cloth or a rubber roller to apply additional pressure to the product.



7 Once the product is at least hand warm the transporent film can be removed at an acute angle. The application is now finished. Final adhesive strength is reached after 12 hours

 $<sup>^{\</sup>star}$  The application time depends primarily on the thickness of the carrier material used and should by tested by the customer.

### Additional Application advice:

It is possible to move or use the final product carefully right after the application, as long as it is not exposed to any mechanical or chemical stress until the final adhesive strength is achieved. The time until the

final adhesive strength is achieved varies depending on the application method (72 or 12 hours). Please note, that any washing or quality assurance should take place after this period.

### **CARE INSTRUCTIONS**











Turn inside out and use mild laundry detergent (wash by hand, max. temp. 30 °C, very mild process).

Do not use chlorine bleach!

Do not tumble dry!

Do not iron!

The textile will withstand gentle professional wet cleaning. Turn inside out.

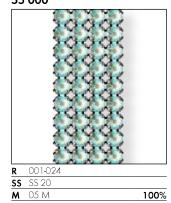
To protect the crystals as much as possible, the use of a soft wash bag is recommended.

# 02.103

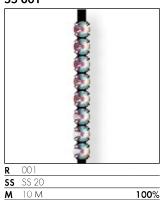
### METAL TRIMMINGS

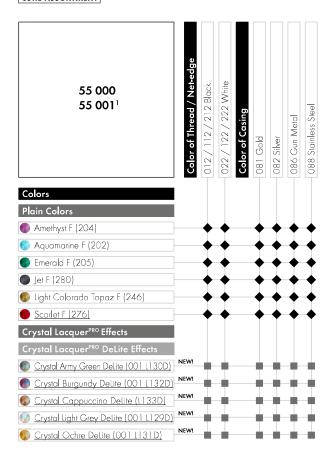
### FLAT BACK BANDINGS





### 55 001 <sup>1</sup>





# 8 001-024 SS SS 16 M 5 M 55 301 Flat Back Banding

001 SS 16

**M** 10 M

R SS 100%

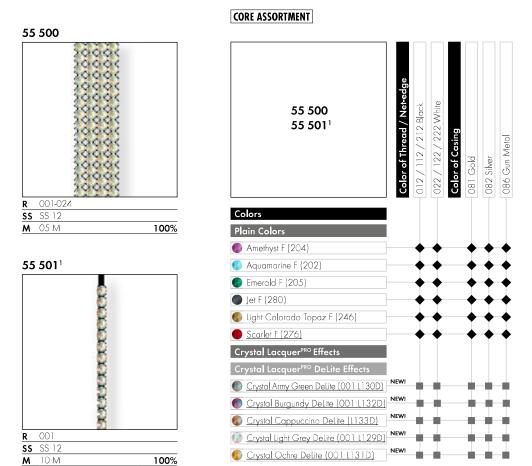
100%

### CORE ASSORTMENT Color of Thread / Net-322 / 122 / 222 White 55 300 55 3011 086 Gun Metal 082 Silver COLOR OF CRYSTALS Plain Colors Amethyst F (204) Aquamarine F (202) Emerald F (205) Jet F (280) Light Colorado Topaz F (246) Scarlet F (276) Crystal LacquerPRO Effects Crystal LacquerPRO DeLite Effects Crystal Army Green DeLite [001 L130D] Crystal Burgundy Delite (001 L132D) Crystal Cappuccino DeLite [L133D] Crystal Light Grey DeLite (001 L129D) Crystal Ochre DeLite (001 L131D) COLOR OF CABOCHONS Crystal Pearl Colors Cry. Iridescent Dove Grey Pearl HF (001 (C) 954) Crystal Rose Gold Pearl HF (001(C) 769) NEW! Crystal Vintage Gold Pearl HF (001(C) 651)

<sup>&</sup>lt;sup>1</sup> Art. 55 301 is not available with net-edge. When ordering one row with net-edge, art. 55 300 should be used.

Core Assortment

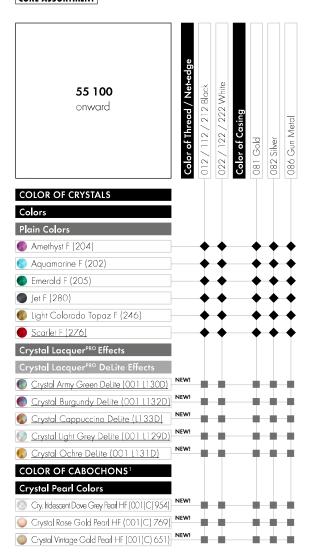




<sup>&</sup>lt;sup>1</sup> Art. 55 501 is not available with net-edge. When ordering one row with net-edge, art. 55 500 should be used.

Core Assortment

### FLAT BACK MOTIFS



 $<sup>^{\</sup>rm 1}$  Cabochon Colors only available for Flat Back Motifs in 55 300 und 55 301 (SS16)

### **RIVETS**

### **53 000** Rivets

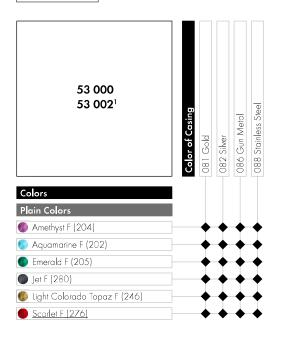


**SS** SS 18 **M** 1,000 PCS 400%

### **53 002**1 Rivets







 $<sup>^{1}</sup>$  Please note that art. 53 002 was specially developed for an application without back part.

Core Assortment

### **53 001** Rivets



 SS
 SS 29

 M
 500 PCS
 250%

### **53 005** Rivets



 SS
 SS 34

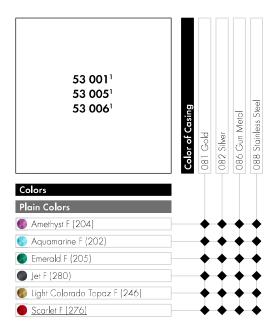
 M
 500 PCS
 250%

### **53 006** Rivets



SS SS 39 M 300 PCS 250%

### Core Assortment



For respective Back Parts please refer to Collection 2018.

<sup>&</sup>lt;sup>2</sup> Not available for article 53 005.

## **ROSE MONTÉES**

## **53 100** Rose Montées



**SS** SS 12 **M** 1,440 PCS 250%

## **53 102** Rose Montées

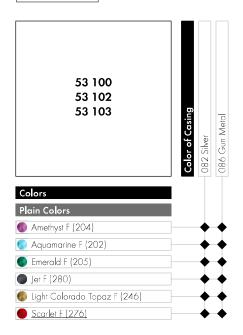




## **53 103** Rose Montées



**SS** SS 30 **M** 720 PCS 250%



## **CHATON MONTÉES**

## 53 200 Chaton Montées



250%

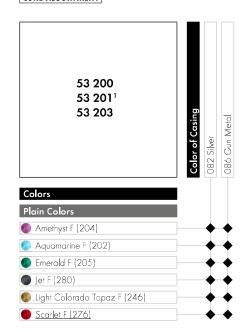
53 201 Chaton Montées<sup>1</sup>



## 53 203 Chaton Montées



SS SS 29 M 720 PCS 250%



<sup>1</sup> Article 53 201 is only available in following colors: Crystal, Crystal AB, Amethyst, Aquamarine, Black Diamond, Emerald, Jet and Light Colorado Topaz.

<sup>&</sup>lt;sup>2</sup> Only available for article 53 203

Core Assortment

## **ROSE PINS**

## **53 301** Rose Pins



250%

**53 303** Rose Pins



SS SS 20 M 720 PCS 250%

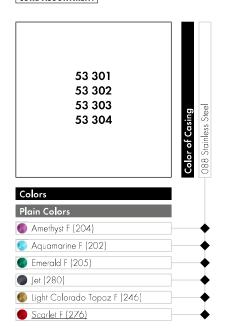
**53 302** Rose Pins





**53 304** Rose Pins





### 3D STUDS

## **54 001** 3D Studs 4 mm



 SS
 SS 16

 M
 1000 PCS
 250%

## **54 002** 3D Studs 6 mm



 SS
 SS 16

 M
 1000 PCS
 250%

## **54 003** 3D Studs 8 mm



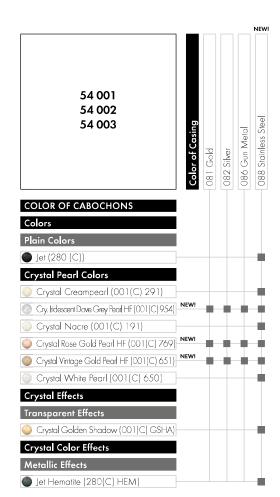




<sup>\*\*\*</sup> designed by Jean Paul Gaultier

Core Assortment





## CRYSTAL MESH

## CRYSTAL MESH STANDARD

## 40 000

- SE- SE- SE- SE- SE- SE- SE- SE- SE- SE
१ पद्र रहा पद्र पदा पदा पदा पदा पदा पदा प
A B B B B B B B B B B
THE REPORT OF MENTINE PARTY AND THE PARTY AN
CONTRACTOR CONTRACTOR CONTRACTOR CONTRACTOR
THE RECEIPT AND PRESENT A PROPERTY OF THE PROP
THE RESERVE OF THE PROPERTY OF
the second secon
CARL AND AND AND AND AND AND AND AND AND A
- All -
14D 4D 4D 4D 4D 4D 4D 4D 4D 4
- All -
しょうしょう ようしょうしょうしょうしょうしょ
- \$6 - \$6 - \$6 - \$6 - \$6 - \$6 - \$6 - \$6
14D 12D 12D 12D 12D 12D 12D 1
THE RESERVE AND ADDRESS OF THE ADDRESS.
THE PROPERTY HER TO THE PROPERTY.
CONTRACTOR
450 450 450 450 450 450 450 450
CHE
THE REPRESENTATION OF THE PROPERTY OF THE
THE THE THE THE THE THE THE THE
化电子电子电子电子 电子电子电子电子电子电子电子
the time the time the time the time the
AND RECEIVED BY THE PROPERTY OF THE
THE STREET, CHARLES AND STREET,
ACTACHAL FACT BEN BEN ACTACHAL
che che che che che che che che che

 SH
 100

 S
 ~500x200

 SS
 PP 21

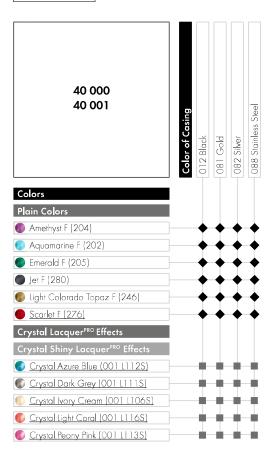
 M
 1 SH
 100%

### 40 001



R 002-033 SS PP 21 M 10 M 100%

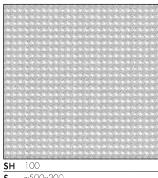
## CORE ASSORTMENT



ALL / WINTER 2019 /

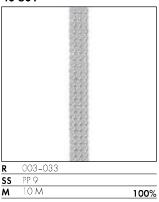
## CRYSTAL MESH STANDARD

## 40 600

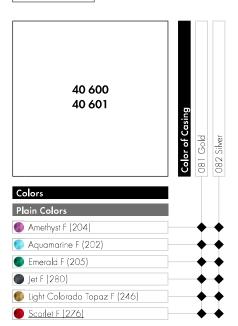


SH	100	
S	~500x200	
SS	PP 9	
M	1 SH	100%

## 40 601



## CORE ASSORTMENT



Core Assortment

## TREND FLAG CHECK YOURSELF



### TREND FLAG CHECK YOURSELF

- (01) 4322 14x7 mm 001 F
- **(02) 4322/S** 14x7 mm 3PH2OH
- (03) 4480 6 mm 001 F NEW
- **04)** 4480 10 mm 001 SINI NEW
- **05** 4480/S 6 mm 3PH2OH NEW
- **(06)** 4480/\$ 10 mm 3PH2OH NEW
- **07 5810** 6 mm 001 650
- **08 5810** 6 mm 001 954
- **09 3014** 12 mm 280 HEM
- (10) 3240 16 mm 280 HEM
- **(11) 13374** 001/280
- 12 13377 001650 NEW
- **13 904355** Transfer Special Motif (R9005/001/001)
- (14) 904357 Transfer Special Motif (001SINI/280LTCHZ)
- **15 904358** Transfer Special Motif (070/001L107S/001/280HEM)
- (16) 904359 Transfer Special Motif (086/R9005/R9005/001/253/001LTCH/001SINI/276/001LTCH)
- (17) 905399 Transfer Special Motif (001LTCH) **NEW**
- **18** 906992 Transfer Special Motif (001650/001LTCH/001) **NEW**
- (19) 617398 Crystal Fabric Special Motif (012 001 MLGLD)

- (A) Wool Cashmere Mix
- B Wool
- C Silk Mix
- **D** Wool Mix
- (E) Tulle

## SEGMENT FLAG LUXURY WINTER

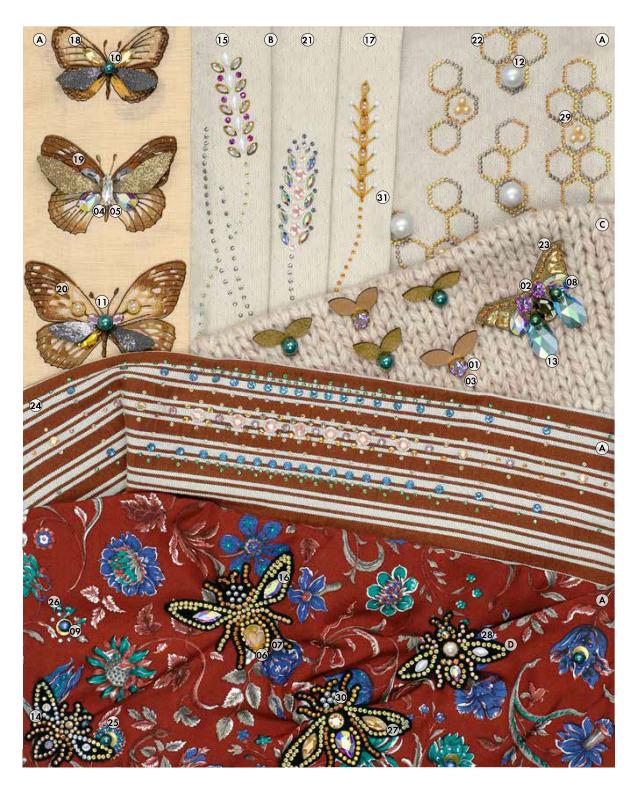


### **SEGMENT FLAG LUXURY WINTER**

- (01) 1088 PP 31 001 F
- **(02) 4122** 8x6 mm 001 L107S
- **03 4122** 8x6 mm 001 L108S
- **04) 4122** 8x6 mm 001 L111S
- **05) 4122** 8x6 mm 001 L115S
- **(06) 4122/S** 8x6 mm 3PH2OH
- **07) 4228** 8x4 mm 001 GSHA
- **08 4228** 15x7 mm 261 F
- **09 4228/S** 15x7 mm 3PH2OH
- (10) 4320 8x6 mm 261 F
- (11) 4320 14x10 mm 001 L112S
- **12 4320** 14x10 mm 001 L115S
- (13) 4320/S 8x6 mm 3PH2OH
- (14) 4320/S 14x10 mm 3PH2OH
- (15) 4470 12 mm 261 F
- (16) 4480 8 mm 246 F NEW
- (17) 4480/S 8 mm 3PH2OH NEW
- (18) 5810 6 mm 001 650
- (19) 5810 6 mm 001 954
- **20 5810** 10 mm 001 954
- **(21) 13393** 001650/001LTCH/390/001L115S/001L108S/001L114S/001L108S/001L115S/542
- **22)** 906986 Transfer Special Motif (001650/001LTCH/001LTCH/001650/001SINI/001LTCH)
- (23) 905946 Transfer Special Motif (001/001GSHA)
- **24 905949** Transfer Special Motif (001GSHA)
- **(25) 905950** Transfer Special Motif (001GSHA)
- (26) 905951 Transfer Special Motif (R8012/001/001L112S/542)
- **27) 712175** Crystal Fine Rocks Special Motif (010001MLGLD)
- **28 53200** 082 001
- **29 53203** 086 001 SSHA

- (A) Virgin Wool
- (B) Virgin Wool Mix
- (C) Wool Cashmere Mix
- (D) Tulle
- (E) Ceralun CE Basic Color Black

## TREND FLAG FIND YOURSELF



#### TREND FLAG FIND YOURSELF

- (01) 1088 SS 39 001 L130D NEW
- (02) 1088 SS 39 001 L132D NEW
- **(03)** 1088/S SS39 3PH2O3
- **04) 4161** 15x5 mm 001 F
- **(05) 4161/S** 15x5 mm 3PH2O3
- **(06)** 4320 14x10 mm 001 L131D NEW
- **07**) **4320/S** 14x10 mm 3PH2O3
- **08 5810** 6 mm 001 946
- **(09) 5810** 6 mm 001 949
- 10 5810 6 mm 001 2004 NEW
- (11) 5810 8 mm 001 2004 NEW
- (12) 5810 12 mm 001 954
- (13) 6106 22 mm 215 SHIM
- (14) 13375 094/092/084/094/001SHIM/001METSH/001METSH/467/466 NEW
- (15) 13380 094/001191/001DORZ/001SHIM/227SHIM NEW
- (16) 13392 092/081/001LTCH/001SHIM/001METSH/001METSH/001AB
- (17) 907058 Transfer Special Motif (226SHIM/001L131D) NEW
- (18) 905304 Transfer Special Motif (319/001GSHA)
- (19) 905306 Transfer Special Motif (001AB/001SSHA)
- **20 905307** Transfer Special Motif (001GSHAGR/319/292)
- (21) 905308 Transfer Special Motif (094/215SHIM/467/467/001AB/001AB) NEW
- **(22) 905315** Transfer Special Motif (084/081/226SHIM)
- **23 905316** Transfer Special Motif (001METSH/001GSHA/001AB/253/001GSHA)
- **24)** 905318 Transfer Special Moiif [215SHIM/001SHIM/360SHIM/226SHIM/464/466/001SHIM/467] **NEW**
- **(25) 905327** Transfer Special Motif (081/208SHIM)
- (26) 905327 Transfer Special Motif (081/211SHIM)
- (27) 905329 Transfer Special Motif (091/081/001LTCH/001SHIM/001METSH/001METSH/001GSHA/001AB)
- **28 905933** Transfer Special Motif (01650GR/080/001191/001SHIM/226SHIM/001METSH/001METSH/226SHIM/001AB) **NEW**
- **29 905940** Transfer Special Motif (001651) **NEW**
- **30 53005** 081 001SSHA
- (31) 2081/2 SS10 001191 W\_PRHF NEW

- (A) Cotton
- (B) Tulle
- (C) Knit
- (D) Alcantara ®

## SEGMENT FLAG LEATHER



### SEGMENT FLAG LEATHER

- (01) 1088 SS 39 001 L131D NEW
- (02) 1088 SS 39 001 L132D NEW
- **(03)** 1088/S SS 39 3PH2O3
- **(04) 1088/S** SS 39 3PH2OH
- (05) 4327 30x20 mm 001 NEW
- 06) 4327/\$ 30x20 mm 3PH2O3
- **(07) 4470** 10 mm 001 L133D **NEW**
- **08 4470/S** 10 mm 3PH2OH
- **(09) 5000** 6 mm 001 IRIG
- (10) 5000 6 mm 246 SHIM
- (11) **5000** 6 mm 296
- (12) 5060 7,5 mm 001 MLGLD
- (13) 5328 4 mm 276 AB
- (14) 5810 2 mm 001 650
- (15) 6228 18x17,5 mm 001 SHIM NEW
- (16) 6565 22 mm 001 LCHZ2 MCI NEW
- (17) 3223 29x14,5 mm 001 AB F NEW
- (18) 13387 001LTCH NEW
- (19) 906008 Transfer Special Motif (001L131D/001L132D/001L130D) NEW
- **20 906009** Transfer Special Motif (001L133D) **NEW**
- (21) 906012 Transfer Special Motif (001LTCH) NEW
- **22 907060** Transfer Special Motif (001L130D/001L131D) **NEW**
- (23) 712176 Crystal Fine Rocks Special Motif (CO10 001 REDM) NEW
- **24 95100** MM260,0 010 001 GSHA
- 25) 54001 088 001 NEW
- (26) 54001 088 001 291 NEW
- 27 54002 088 001 NEW
- 28) 54003 088 001 291 NEW
- **29 53006** 088 001 SSHA
- **30** 2081/2 SS 10 001 859 G\_PRHF NEW

- (A) Satin Mix
- (B) Cotton Linen Mix
- (C) Leather
- (D) Alacantara ®
- (E) Organdy

## TREND FLAG EXCESS YOURSELF

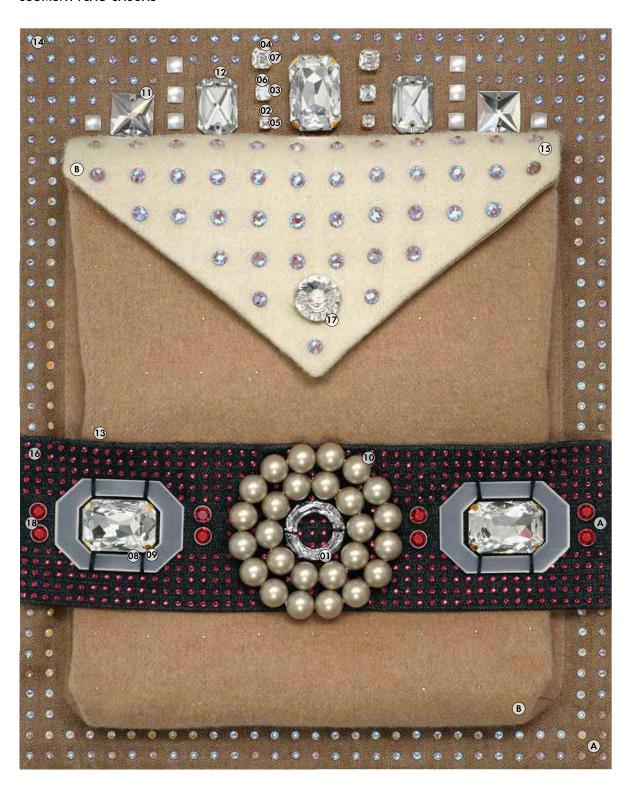


### TREND FLAG EXCESS YOURSELF

- (01) 4200 48x13 mm 001 F
- **(2) 4200/S** 48x13 mm 3PH2OH
- **(03) 4127** 39x28 mm 001 F
- **Q4) 4127/S** 39x28 mm 1PH2OH
- **(05) 4227** 32x17 mm 001 F
- **6 4227/S** 32x17 mm 3PH2OH
- **07 4322** 22x11 mm 001 F
- **08 4322/S** 22x11 mm 3PH2OH
- **(09) 4331** 30 mm 001 F
- (10) 4331/S 30 mm 3PH2OH
- (11) 4480 10 mm 001 F NEW
- 12 4480/S 10 mm 3PH2OH NEW
- **13 5810** 12 mm 001 335
- (14) 5810 12 mm 001 954
- (15) 5811 14 mm 001 616
- (16) 5860 14 mm 001 298
- (17) 6533 23 mm 001 RHOD
- (18) 6565 22 mm 001 LCHZ2 MCI NEW
- (19) 3210 24x17 mm 001 F
- **20 3223** 29x14,5 mm 001 F **NEW**
- **21 3252** 28x20 mm 001 F
- **(22) 905916** Transfer Special Motif (001L130D) **NEW**
- **(23) 905918** Transfer Special Motif (001/001/001/001)
- **24**) **905919** Transfer Special Motif (280/280HEM/001LTCH/001L110S/001L124S) **NEW**

- (A) Denim
- **B** Jersey

## SEGMENT FLAG CASUAL



### SEGMENT FLAG CASUAL

- (01) 4139 30 mm 001 CAVSI
- (02) 4480 6 mm 001 F NEW
- **03** 4480 8 mm 001 F NEW
- **04) 4480** 10 mm 001 F **NEW**
- **05** 4480/\$ 6 mm 3PH2O3 NEW
- 06) 4480/\$ 8 mm 3PH2O3 NEW
- 07) 4480/\$ 10 mm 3PH2O3 NEW
- **08 4627** 37x25,5 mm 001 F
- **09 4627/\$** 37x25,5 mm 1PH2O3
- (10) 5811 14 mm 001 459
- (11) 3240 22 mm 001 F
- (12) 3252 28x20 mm 001 F
- **13 905285** Transfer Special Motif (001GSHA)
- **14 905922** Transfer Special Motif (001191/001L129D/001L131D/001L133D) **NEW**
- **15) 905923** Transfer Special Motif (001L133D) **NEW**
- **16 905924** Transfer Special Motif (515)
- (17) 3015 23 mm 001 F
- **18 53006** 086 276

- (A) Denim
- B Double Face Wool

## TREND FLAG DRESS YOURSELF



#### TREND FLAG DRESS YOURSELF

- (01) 1088 SS 39 001 L132D NEW
- **(02)** 1088/S SS 39 3PH2OH
- **(03)** 4320 14x10 mm 001 L131D NEW
- **04) 4320** 14x10 mm 001 L133D **NEW**
- **05 4320/S** 14x10 mm 3PH2OH
- **(06)** 4327 30x20 mm 001 L129D NEW
- **(07) 4327/\$** 30x20 mm 3PH2OH
- **08** 4480 10 mm 001 F NEW
- **09** 4480/\$ 10 mm 3PH2OH NEW
- (10) 5810 2 mm 001 954 NEW
- (11) 5810 3 mm 001 951
- (12) 5810 3 mm 001 954
- (13) 5810 3 mm 001 2004 NEW
- (14) 5810 4 mm 001 954
- (15) 5810 5 mm 001 969
- (16) 5810 6 mm 001 954
- (17) 5810 6 mm 001 969
- **18 5810** 8 mm 001 951
- (19) 5810 8 mm 001 969
- 20 5810 8 mm 001 2004 NEW
- **21) 5810** 10 mm 001 951
- **(22) 5810** 10 mm 001 954
- 23 5810 10 mm 001 2004 NEW
- **24 5810** 12 mm 001 954
- (25) 2081/2 SS 10 001 650 W\_PRHF NEW
- (26) 2081/2 SS 10 001 769 W\_PRHF NEW
- **27**) **3223** 29x14,5 mm 001 F **NEW**
- **28 3230** 28×17 mm 215 SHIM F
- **29 3252** 28x20 mm 001 F
- **30** 13388 001954/001954/280HEM/280HEM NEW
- (31) 907062 Transfer Special Motif (001769/001769) NEW
- **32 904804** Transfer Special Motif (001SSHA/001/001)
- (33) 905426 Transfer Special Motif (280HEM/001SSHA/001/001SSHA/001SSHA) NEW
- (34) 907061 Transfer Special Motif (001650/001650) NEW
- **35 104284** Flat Back Banding Special Motif (422 082 001)

- (A) Silk Velvet
- (B) Brocade
- (C) Plexi Glass
- (D) Double Scalloped Lace
- (E) Jacquard

## SEGMENT FLAG READY-TO-WEAR



### **SEGMENT FLAG READY-TO-WEAR**

- (01) 1088 SS 39 001 L131D NEW
- (02) 1088 SS 39 001 L133D NEW
- **(03)** 1088/S SS 39 3PH2OH
- **04) 5810** 3 mm 001 945
- (05) 5810 3 mm 001 2004 NEW
- **(06) 5810** 6 mm 001 951
- **07**) **5810** 8 mm 001 969
- **08 5817** 8 mm 001 951
- **(09) 5860** 14 mm 001 650
- (10) 2403 10 mm 001 M HF
- (11) 3015 10 mm 001 F
- (12) 3019 14 mm 001 F
- (13) 13378 001650 SR
- (14) 13379 001191/001191/001191/001191/001191/001191/001191/001
- (15) 905320 Transfer Special Motif (280HEMGM)
- (16) 905321 Transfer Special Motif (266GM)
- (17) 905322 Transfer Special Motif (001L125S/215SHIM/205/253/001SSHA)
- (18) 905323 Transfer Special Motif (001L125S/215SHIM/205/253)
- (19) 905324 Transfer Special Motif (001L116S/001L106S/292/292)
- **20 905326** Transfer Special Moif (R5009/215SHIM/215SHIM/001L125S/215SHIM/205/253/001SSHA)
- **21) 905355** Transfer Special Motif (R5009/215SHIM/215SHIM/001L125S/215SHIM/205/253)
- (22) 906989 Transfer Special Motif (001LTCH/211SHIM)
- **(23) 74059** 012 259
- **24) 712143** Crystal Fine Rocks Special Motif (012 001 MFBBL)
- **(25) 53001** 088 211SHIM
- **26) 53200** 086 001BLSH
- (27) 117704S29H2C F1H 1088 F 226
- **28** 127001P2400C K1H 1088 F001

- (A) Silk Mix
- (B) Brocade
- (c) Jacquard
- (D) Lace
- (E) Cotton Mix
- (F) Alcantara ®
- (G) Wool
- (H) Florentine Print Fabric

## SWAROVSKI OFFICES & PARTNERS

#### EUROPE

For Austria, Germany, Switzerland, Benelux, Scandinavia, UK, Ireland. France, Spain, Portugal, Greece, Africa and Eastern Europe, please contact swarovski international DISTRIBUTION AG Triesen:

#### D. SWAROVSKI DISTRIBUTION GMBH

Swarovskistraße 30 6112 Wattens Austria Phone: +43 (0) 5224 500-0 Fax: +43 (0) 5224 52335 sp. infoli@swarovski.com

#### SWAROVSKI INTERNAZIONALE D'ITALIA S.P.A.

#### SOCIETA' A SOCIO UNICO

Via Giorgio Giulini n.3 20123 Milano Phone: +39 02 722601 sp.it@swarovski.com

#### SWAROVSKI OOO

BC "Sadovaya Plaza" Dolgorukovskaya str., h.7, floor 12 127006 Moscow Phone: +7 495 258 83 03 sp.infoli@swarovski.com

#### SWAROVSKI KRISTAL TIC.LTD.STI.

Abdi İpekçi Cad. Reasürans Han E Blok, 34367 Nişantaşı Şişli, İstanbul Phone: +90 (0) 212 225 44 29 Fax: +90 (0) 212 225 27 99 sp.infoli@swarovski.com

#### MIDDLE FAST

#### SWAROVSKI MIDDLE EAST FZE

P.O. Box 17128, Jebel Ali Free Zone Dubai United Arab Emirates Phone +971 4 8032047 Fax: +971 4 881 5623 farah.zaroug@swarovski.com palak.bhati@swarovski.com

### SWAROVSKI INDIA PVT. LTD.

1st Floor, Building 10C DLF Cyber City DLF Phase 2 Gurgaon - 122002 India Phone: +91 (124) 469 8200 Fax: +91 (124) 469 8277 customer\_service.in@swarovski.com

#### NORTH & SOUTH AMERICA

Alameda Itu, 852 - 13° Andar

## SWAROVSKI CRYSTAL COMPONENTS

01421-001 São Paulo - SP Brazil Phone: +55 11 3088 8821 (ext. 121) Fax: +55 11 3088 5976 comercial.br@swarovski.com

#### SWAROVSKI NORTH AMERICA LTD.

1 Kenney Drive, Cranston Rhode Island 02920-4400 USA

Phone: ±1.401.463.5132 Fax: +1 401 463 4707 Toll free: 1 800 463 0849 sp.sna@swarovski.com

#### SWAROVSKI NORTH AMERICA LTD.

Los Angeles Showroom, California Mart 110 E. 9th Street, Suite B771 Los Angeles, CA 90079-2827 USA

Phone: +1 213 489 2393 Fax: +1 213 489 1961

#### SWAROVSKI CRYSTAL S.A. DE C.V., MEXICO

Av. Ejército Nacional No. 579 Piso 11, Local A Col. Granada Del. Miguel Hidalgo C.P. 11520 México D.F. Phone: +5255 5000 0641

#### ASIA

#### SWAROVSKI HONG KONG ITD.

9th Floor, Fortis Centre, 1063 King's Road Quarry Bay Hong Kong Phone: +852 2566 6301 Fax: +852 2807 1902 sp.infohk@swarovski.com

#### SWAROVSKI (GUANGZHOU) TRADING COMPANY LTD.

Room 02-07, 17F, Central Tower No. 5, Xiancun Road, Zhujiang New Town, Tianhe District, Guangzhou 510623 China Phone: +86 20 3813 2188 Fax: +86 20 3810 2278 Toll Free: +86 400 880 1744 sp.infocn@swarovski.com

#### SWAROVSKI (GUANGZHOU) TRADING COMPANY LTD.

Beijing Liaison Office Room 2001-2002, 20/F, Tower B, Gemdale Plaza, No. 91, Jianguo Road, Chaoyang District, Beijing 100020 China Phone: 010-65829773

#### SWAROVSKI (GUANGZHOU) TRADING COMPANY LTD.

Shanghai Liaison Office Room 1602, The Headquarters Building No. 168, Xi Zang Road (M) Shanghai 200001 China

Phone: +86 21 2306 9945 Fax: +86 21 6372 9180

#### SWAROVSKI (GUANG7HOU) TRADING COMPANY LTD.

Qinadao Liaison Office Art & Technology Space Room No 1-506 No. 63, Haier Road Qingdao 266061 China

Phone: +86 532 8099 9595 Fax: +86 532 8099 9596

#### SWAROVSKI (GUANGZHOU) TRADING COMPANY LTD.

Yiwu Liaison Office Room 8911, Xinguang International Business Building No. 1399, Chouzhou Road(North), Yiwu City, 322000 Zhejiang Province

Phone: +86 579 8559 0903 Fax: +86 579 8559 0707

#### SWAROVSKI (GUANGZHOU) TRADING COMPANY LTD.

Shenzhen Liaison Office Room 13G, Tower C, NEO Building, 6009 Shennan Avenue, Futian District ShenZhen 518048 China

Phone: +86 755 23605750 Fax: +86 755 23605735

#### SWAROVSKI TAIWAN IIMITED TAIWAN BRANCH

3/F, No. 27, Chung-Shan North Road Section 1, Taipei 104 Taiwan, R.O.C. Phone: +886 2 2100 2611 Fax: +886 2 2100 2622

#### SWAROVSKI SINGAPORE TRADING PTE. LTD.

2, Alexandra Road #03-01, Delta House Singapore 159919 Singapore Phone: +65 6661 6333 Fax: +65 6274 8177 sp.infosg@swarovski.com

sp.infotw@swarovski.com

#### PT CRYSTALLIZED ELEMENTS

Cyber 2 Tower, 31st Floor Unit B Jl. HR. Rasuna Said, Blok X5 No. 13 Jakarta 12950 Phone: +62 21 2902 1451 / 52 / 53 Fax: +62 21 2902 1454 ptcrystallized.id@swarovski.com

#### SWAROVSKI SINGAPORE PTE. LTD.

Room 601, Citiliaht Tower, 45 Vo Thi Sau Street, Da Kao Ward, District 1, Ho Chi Minh City Postal: 70000 Phone: +84 (028) 7308 0579 svnoffice@swarovski.com

# SWAROVSKI (THAILAND) LTD.

849 Vorawat Building, 16th Floor, Room 1601 - 1602. Silom Road, Silom, Bangrak, Bangkok 10500 Thailand Phone: +662 635 1990 Fax: +662 635 1585 sthspmarketing@swarovski.com

## SWAROVSKI KOREA LTD.

BaekYoung Building 13F(SP) (6 Cheongdam-dong) 456 Dosan-daero, Gangnam-gu, Seoul 06062, Phone: +82 2 6930 9974 Fax: +82 2 3416 0336 jaylin.choi@swarovski.com

#### SWAROVSKI JAPAN LTD.

sp.infoJP@swarovski.com

Ichibancho Tokyu Building 12F, 21 Ichiban-cho, Chiyoda-ku, Tokyo, 102-0082 Japan Phone: +81 3 3262 3012 Fax: +81 3 3262 3723

#### AUSTRALIA & NEW ZEALAND

#### SWAROVSKI INTERNATIONAL (AUSTRALIA) PTY. LTD.

1/4D Huntley St Alexandria NSW 2015 Australia

Phone: +61 2 8345 7200 Fax: +61 2 9313 6506 elementsenquiries.sau@swarovski.com

#### SWAROVSKI GLOBAL BUSINESS SERVICES SP. Z O.O.

ul. Norwida 5 80-280 Gdansk, Poland sp.infoli@swarovski.com

#### SWAROVSKI COMMUNICATION & CREATIVE SERVICE CENTERS WORLDWIDE

#### LONDON

# CORPORATE BRANDING & COMMUNICATION

#### SWAROVSKI CRYSTAL BUSINESS

21 Sackville Street London, W1S 3DN, 2nd Floor United Kingdom Phone: +44 {0} 20 7255 8400 Fax: +44 {0} 20 7255 8473 www.swarovski.rv www.swarovskigroup.com www.ctellerswarovski.com www.swarovskicystalpalace.com

#### LOS ANGELES

#### SWAROVSKI NORTH AMERICA LTD.

Los Angeles Showroom, California Mart 110 E. 9th Street, Suite B771 Los Angeles, CA 90079-2827 USA Phone: +1 213 489 2393

# Fax: +1 213 489 1961 SWAROVSKI CORPORATE COMMUNICATIONS UNIT &

CREATIVE SERVICES CENTER 8560 W. Sunset Blvd., Suite 200 West Hollywood, CA 90069 Los Angeles Phone: 310-652-0089 x3813 Fax: 310-652-0951

#### DUBA

#### SWAROVSKI MIDDLE EAST FZE

P. O. Box 17128, Jebel Ali Free Zone Dubai United Arab Emirates Phone: +971 4 881 6562 Fax: +971 4 881 5623 farah.zaroug@swarovski.com palak.bhati@swarovski.com

#### SWAROVSKI CREATIVE CENTER

Dubai Design District Building 7, Unit M04, Mezzanine Level Ros Al Khor Road Dubai, UAE Phone +971 56 500 4339 Olivia.tang@swarovski.com

#### SINGAPORE

# CORPORATE BRANDING & COMMUNICATION & ATELIER SWAROVSKI ASIA PACIFIC

#### SWAROVSKI MANAGEMENT PTE LTD

2 Alexandra Road #03-02 Delta House Singapore 159919 Singapore Tel.: +65 6661 6333 atelierapac@swarovski.com

#### MILAN

#### SWAROVSKI INTERNAZIONALE D'ITALIA S.P.A.

SOCIETA' A SOCIO UNICO Via Giorgio Giulini n.3 20123 Milano Italy

Phone: +39 02 722601 stefania.fedeli@swarovski.com

#### NEW YORK

# SWAROVSKI CREATIVE SERVICE CENTER

10 E 53rd Street, 26th Floor New York, NY 10022 USA Phone: +1 212 935 4200

Phone: +1 212 935 4200 Fax: +1 212 935 8800 Toll free: 1 877 888 7980

#### PARIS

#### SWAROVSKI FRANCE S.A.S.

13<sup>lar</sup>, Boulevard Berthier 75017 Paris France Phone: +33 1 4476 1515 sp.france@swarovski.com

## CORPORATE BRANDING & COMMUNICATIONS PARIS

374 rue saint Honoré 75001 Paris France Phone: +33 (0) 1 42 56 29 84 Fax: +33 (0) 1 45 61 17 67 Nadine.mao@swarovksi.com

#### SÃO PAULO

## SWAROVSKI CRYSTAL COMPONENTS

Alameda Itu, 852 - 13° Andar 01421-001 São Paula - SP Brazil Phone: +55 11 3088 8821 Fax: +55 11 3088 5976 comercial.br@swarovski.com

#### WATTENS

#### D. SWAROVSKI KG

Lindenstraße 1 6112 Wattens Austria Phone: +43 5224 500 3307 Fax: +43 5224 501 3307 sandra.connor@swarovski.com

#### SWAROVSKI TREND & APPLICATION CENTERS WORLDWIDE

#### HONG KONG

Fortis Centre, 1063 King's Road, 9th Floor Quarry Bay, Hong Kong Hong Kong Phone: +852 2566 6301 Fax: +852 2807 1902

#### BEIJING

Rm 2001-2002, 20 F, Tower B, Gemdale Plaza, No. 91, Jiangua Road, Chaoyang District Beijing 100020 China Tel: 010-65829773

#### Shanghai

The Headquarters Building No. 168, Xi Zang Road (M), Room 1602 Shanghai 200001 China Phone: +86 21 2306 9945 Fax: +86 21 6372 9180

#### GUANGZHOU

Room 02-07, 17F, Central Tower No. 5, Xiancun Road, Zhujiang New Town, Tianhe District, Guangzhou 510623 China

Phone: +86 20 3813 2188 Fax: +86 20 3810 2278 Toll Free: +86 400 880 1744

#### BANGKOK

#### SWAROVSKI (THAILAND) LTD. 849 Vorawat Building, 16th Floor,

Room 1601 - 1602, Silom Road, Silom, Bangrak, Bangkok 10500 Thailand Phone: +662 635 1990 Fax: +662 635 1585 sirikarn.ngamboonsin@swarovski.com

## TOKYO JAPAN TAC

#### SWAROVSKI JAPAN LTD.

c/o Schenker-Seino Co. Ltd. Ohi Logistics Center 4-10-8 Tokai Ohta-ku, Tokyo, 143-0001 Japan Phone: +81 3 5755 1033

Phone: +81 3 5755 1033

#### 

Loose crystals may present a small parts hazard to young children, particularly children under three years old. Depending on the size of the crystal and any attached material (such as glue, fabric, etc.), children may choke on, inhale, swallow, or insert the crystal into their noses. Magnetic products with crystal applications pose a particular risk of serious intestinal injury if ingested. The application techniques as stated in the Application Manual do not guarantee that crystals will not come loose or chip. For each application, the manufacturer must determine whether the product meets the relevant requirements related to small parts hazards and assess any risk it may pose, in particular to small children. Failure to follow Swarovski's care instructions may result in damage to the crystal, which could pose a risk of laceration or other harm

#### Warning for Tableware

Application of loose crystals to tableware presents a potential risk of aspiration, choking, swallowing, or tooth damage should crystals become loose. To reduce this risk, crystals should never be applied to any tableware surface likely to come in contact with food or the mouth, and crystals should never be placed on any tableware intended for use by children. Tableware with crystals intended for decorative use only should be marked as such. To avoid dishwasher damage, tableware decorated with crystals should be washed by hand. The application techniques or suggestions in this manual do not guarantee that crystals will not come loose. For each application, the manufacturer must determine whether the product meets relevant requirements related to small parts hazards or use in food contact items and assess any risk it may pose to users.

The use of crystals (which may contain restricted substances deemed hazardous under local laws) and adhesives on tableware is subject to legal restrictions in specific countries. The customer is fully responsible for complying with these country-specific provisions and shall defend, indemnify, and hold Swarovski harmless from any and all third-party claims based on product liability or otherwise relating to uses of Swarovski products and waives all its own claims against Swarovski.

## Notice for Application on Packaging

The use of crystal that may contain substances like lead, cadmium or hexavalent chromium, on packaging is subject to legal restrictions in specific countries including but not limited in regard to the total content of substances based on the proportion between crystal mass to the remaining weight of packaging. The customer is fully responsible for complying with these country-specific provisions and to pass on this information to his customers.

#### Care Instructions

Failure to follow Swarovski's care instruction may result in damage to the Swarovski product, which could pose a risk of laceration or other harm. Please be informed that all conventional laundering processes [household washing machine as well as professional dry-cleaning] have a considerable mechanical influence onto the garment, which is based on the rotation of the washing drum. The essential requirement for a safety laundering process is that the Swarovski products are proper applied without restrictions regarding the adherence of the Swarovski products. The bigger the size of the used Swarovski product is and the more Swarovski products are applied next to each other, the more a risk of damage has to be taken into consideration.

Swarovski products are made of or incorporate crystal and therefore must be handled with due care! Generally, to best protect the Swarovski products from breaking we recommend the use of a soft washing bag and to fill up the washing drum. Turning inside out before washing and selection of a gentle washing program, plus the use of mild detergents are important prerequisites to safeguard the quality of our Swarovski products. Our care instructions based on DIN EN ISO 3758 list up all Swarovski product groups as overview so that each used Swarovski product still needs to be judged in terms of its cleaning suitability for the intended purpose and finished product by the customer. Swarovski's recommendations are given according to the current state of our knowledge and Swarovski's determination of the qualification as textile application product. The customer is therefore fully responsible to determine the cleaning process applicable to the finished product, taking the Swarovski care instructions as well as those of third party materials into account. The variety of shape, cut, surface effect, size and application weight respectively amount of used Swarovski products are decisive for the determination of the suitable cleaning process. To be entirely safe customers respectively dry-cleaners usually take off Sew-on Stones, Buttons, etc. of bigger size before cleaning and re-apply them afterwards.

#### **Unsuitable Applications**

Crystals from Swarovski are intended for use in the fields of fashion, jewelry, accessories, textile products, and for interior décor. Due to their physical properties, crystals from Swarovski are unsuitable for other uses (e.g. gluing onto teeth, using crystals on or near mucous membranes, and other unsafe uses). The customer shall defend, indemnify and hold Swarovski harmless from any and all third-party claims based on product liability or otherwise relating to uses of Swarovski products purchased by the customer, and waives all its own claims.

#### Responsibility of User

Any oral, written, or test-based advice that Swarovski provides regarding techniques for application of its products are recommendations based on Swarovski's current knowledge and the information provided by its suppliers. Such advice does not discharge the customer from carrying out its own tests of techniques it proposes to use and their suitability for the intended application. The application, use, and processing of these techniques and products are solely the user's responsibility.

#### **Change of Product**

Swarovski reserves the right to modify the dimensions, shape, composition and concentration of components belonging to products that are referred to in this Product Information brochure. Furthermore, any applicable laws and regulations mentioned are subject to change, which is why Swarovski regularly publishes an updated version of the Product Information brochure containing facts, (application) instructions, and the current legal situation that is valid at the time of publication. References to compliance with such regulations as are stated above are based on their requirements as of the current date. Anyone seeking an in-depth understanding of the provisions should read the various laws in their entirety and/or seek advice from a logal source!

The customer must request and observe the valid version of the Product Information brochure before (re)ordering and using the products.

#### **CREDITS**

Model Lorna Foran

for The Hive Management, London Model Greta Varlese for Elite, Milan Photographer Clara Giaminardi for Katy Barker Ltd, London

Photographer Assistant Luca Anzalone

Stylist Elisa Zaccanti Stylist Assistant Bianca Luini

Make up Jessica Nedza for Close Up, Milan

Hair stylist Olivier Schawalder for Calliste Agency, Paris

Manicurist Roberta Rodi for Close up, Milan

Set Designer Luigi Talamonti Flower Stylist Irene Cuzzaniti Digital Operator Carlo Dulla

Page 23:

Hat - Stephen Jones Millinery

Rings - Mawi Dress - Pam Hogg Corset - Cadolle

Collar - National Theatre Costume Hire Lace cuffs - Catherine Osti

Page 39:

Face mask - Lara Jensen for Swarovski

Shirt - Paula Canovas del Vas Corset - Period Corsets Mini skirt - Marlou Breuls

Panties and tights - Mindstream Archive Lace cuffs - National Theatre Costume Hire

Bracelets - Sharra Pagano

Page 41:

Collar - On Aura Tout Vu for Swarovski

Bracelet - Swarovski Jacket - Jordan Dalah Corset - Deborah Milner Vivienne Westwood Haute couture Evening gown - William Vintage Model Amber Witcomb for Why Not Models, Milan Photographer Clara Giaminardi for Katy Barker Ltd, London

Photographer Assistant Luca Anzalone

Stylist Italo Pantano

Stylist Assistant Luca Cantarelli

Make up Jessica Nedza for Close Up, Milan

Hair stylist Olivier Schawalder for Calliste Agency, Paris Manicurist Annarel Innocente for Close up, Milan

Digital Operator Carlo Dulla

Page 14:

Total look - Sara Battaglia

Headband, earings and bag - Ca&Lou for Swarovski

Fabric (background) - Dedar

Page 30:

Dress: Arthur Arbesser

Maxi earrings - On Aura Tout Vu for Swarovski

Headband - Ca&Lou for Swarovski Brooch (on the headband) - Sylvio Giardina

Fabric (background) - Dedar

-

Content by Swarovski

Professional Headquarters, Wattens

Creative Direction: Giovanna Battaglia Engelbert

Art Direction: in the headroom Printed by RWF Frömelt-Hechenleitner

Werbeges. m. b. H

## VALID FROM SEPTEMBER 2018

Sys.No. 5460833

Content is subject to change without notice.

Errors and misprints excepted.

Please note, the actual products may deviate from the pictures in color and effect.

D. Swarovski Distribution GmbH, Swarovskistrasse 30, 6112 Wattens, Austria

© 2018 D. Swarovski Distribution GmbH. All rights reserved. Partial or total publication, transmission, copy or other duplication of texts, graphics, pictures etc. which are to be found in this publication is forbidden without special consent by D. Swarovski Distribution GmbH.

 $Swarovski \\ @ is a registered trademark of \\ Swarovski \\ AG. \\$ 

Please visit our website for contact information: SWAROVSKI-PROFESSIONAL.COM



\*Swarovski Professional is a certified member of RJC

