

The
Power
of
Emotions

CRYSTAL INNOVATIONS AND INSPIRATIONS
SPRING/SUMMER 2020



SUMMARY

SWAROVSKI

NEW CRYSTAL ELEMENTS

Fancy Stones & Settings



4499 Kaleidoscope Square Fancy Stone
6, 10, 14, 20 mm



4499/J
10, 14 mm



4499/S
6, 10, 14, 20 mm



4699 Kaleidoscope Hexagon Fancy Stone
6x6.9, 9.4x10.8, 14x16, 20 x22.9 mm



4699/J
9.4x10.8, 14x16 mm



4699/S
6x6.9, 9.4x10.8, 14x16, 20 x22.9 mm



4799 Kaleidoscope Triangle Fancy Stone
6x6.1, 9.2x9.4, 14x14.3, 20 x20.4 mm



4799/J
9.2x9.4, 14x14.3 mm



4799/S
6x6.1, 9.2x9.4, 14x14.3, 20 x20.4 mm

Pendants



6431 Princess Cut Pendant
9, 11.5, 16 mm

Flat Backs No Hotfix



2019 Round Spike Flat Back
4, 5, 6 mm



2419 Square Spike Flat Back
4, 5, 6 mm



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



2308/4 Cabochon Drop
8x5, 10x6 mm



2408/4 Cabochon Square
4, 6, 8 mm



2510 Baguette Flat Back
3.7x1.9 mm



2808 Heart Flat Back
3.6 mm

Flat Backs Hotfix



2510 Baguette Flat Back
3.7x1.9 mm



2808 Heart Flat Back
3.6 mm

Sew-on Articles



3296 Square Spike Sew-on Stone
7, 10 mm



3297 Round Spike Sew-on Stone
7, 10 mm

NEW FORWARD-INTEGRATED ELEMENTS

Synthetics



Crystal Fine Medley
73 200-73 299

Cabochon Rivets



56106 Cabochon Rivets
SS 16



56107 Cabochon Rivets
SS 34

Metal Trimmings

XIRIUS Flat Back Rivets



56101 XIRIUS Flat Back Rivets
SS 16



56102 XIRIUS Flat Back Rivets
SS 20



56103 XIRIUS Flat Back Rivets
SS 34



56104 XIRIUS Flat Back Rivets
SS 40



56105 XIRIUS Flat Back Rivets
SS 48

Back Parts for XIRIUS Flat Back Rivets and Cabochon Rivets



56198



56199

NEW APPLICATION TOOLS

New Tools for application XIRIUS Flat Back Rivets and Cabochon Rivets

NEW SHIMMER EFFECTS



Light Amethyst Shimmer
(212 SHIM)¹



Light Rose Shimmer
(223 SHIM)²



Tanzanite Shimmer
(539 SHIM)²



Rose Shimmer
(209 SHIM)³



Aquamarine Shimmer
(202 SHIM)³



Siam Shimmer
(208 SHIM)³



Peridot Shimmer
(214 SHIM)³

NEW CRYSTAL PEARL COLOR



Crystal Eden Green Pearl
(001 2014)

NEW CRYSTAL ELECTRIC LACQUER^{PRO} EFFECTS



Crystal Electric Blue
(001 L134S)



Crystal Electric Green
(001 L135S)



Crystal Electric Orange
(001 L136S)



Crystal Electric Pink
(001 L137S)



Crystal Electric Yellow
(001 L138S)



Crystal Electric White
(001 L139S)

NEW CRYSTAL LACQUER^{PRO} DELITE EFFECTS



Crystal Laguna DeLite
(001 L142D)



Crystal Lavender DeLite
(001 L144D)



Crystal Ocean DeLite
(001 L143D)



Crystal Peach DeLite
(001 L140D)



Crystal Sunshine DeLite
(001 L141D)

LINE EXTENSIONS

New Effects for Crystaltex Lacquer^{PRO}

Crystal Ivory Cream (001 L106S)
 Crystal Royal Red (001 L107S)
 Crystal Royal Green (001 L109S)
 Crystal Royal Blue (001 L110S)
 Crystal Azure Blue (001 L112S)
 Crystal Peony Pink (001 L113S)
 Crystal Summer Blue (001 L114S)

Crystal Mint Green (001 L115S)
 Crystal Light Coral (001 L116S)
 Crystal Lilac (001 L126S)
 Crystal Buttercup (001 L124S)
 Crystal Lime (001 L125S)

New Sizes for Fine Rocks Tube
 5950 8 mm
 5951 8 mm

New Sizes for Flat Backs
 2510 3.7x1.9 mm
 2808 3.6 mm

¹ only available for Beads, Pendants & Sew-on Articles | ² only available for Flat Backs No Hotfix, Flat Backs Hotfix & Transfers | ³ only available for Beads

The Serenity of Being

We all need a **calm** place, somewhere to escape from it all. The importance placed on the need for serenity, on the necessity of getting away, has never been stronger.

A **retreat**, a **rest**, a space to call our own are necessary to offset the detrimental effects of overcrowding and information overload.

Designs will tap into this mindset, with **gently expressive** elements that embody a sense of **stillness**. The world has to come to realize that sometimes we get the greatest productivity from just doing nothing – and increasingly our designs and consumer choices will reflect this.

It is time to embrace the serenity of simply being.



Pantone: 18-1154 TPX



Pantone: 13-1011 TPX



Pantone: 14-3710 TPX



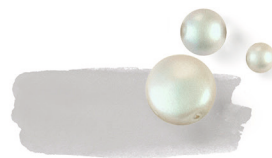
Pantone: 17-0909 TPX



Pantone: 12-1108 TPX



Pantone: 15-5516 TPX



Pantone: 14-4002 TPX

The Joy of Expression

Finding our nirvana has never been easier. With younger consumers clamoring for a style outlet, designs capture life's joie de vivre and make us feel like **dancing**.

Radiating **energy** and **good vibes** with 80s flair and a "look-at-me" attitude, hedonistic opulence dominates as the "Insta-generation" create **show-stopping** statements and **Instagrammable** moments with their wardrobe choices.

The message is crystal clear: There is nowhere to hide with this joyful, expressive direction because, quite simply, who would want to!



Pantone: 18-2328 TPX

Pantone: 13-0859 TPX

Pantone: 17-6030 TPX

Pantone: 19-3952 TPX

Pantone: 13-0000 TPX

Pantone: 15-5516 TPX

The Surprise of the Unexpected

In a world of absolute extremes, a new generation of consumers is determined to close the gap. In this brave new world we will shake off old-fashioned restraints, **elevating** our designs to new levels of **artistic** expression. A closeness between streetwear and couture will emerge to create a modern-day direction, as dress codes continue to unravel.

Impactful and **expressive**, we embark on a new casual way of **dressing up** ...

Or is it a high-end way of **dressing down**?

No matter, it is really only the surprise of the unexpected that interests us.



Pantone: 17-5130 TPX

Pantone: 15-3620 TPX

Pantone: 18-4039 TPX

Pantone: 14-1231 TPX

Pantone: 14-1231 TPX

Pantone: 13-0858 TPX

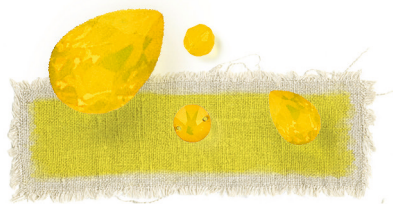
The Excitement of Creativity

Why wear one piece when you can wear 10? Making a stand against perceived "good taste" and "normcore" fashion, **radical self-expression** and a new **fantastic** fusion of design collide in **multicultural** hi-lo styling, with individual and eccentric style mash-ups defining the look.

"Wear it your way" is the guideline, with a modern manifesto of creativity paying homage to **Africa rising**. **Vibrant patterns**, **clashing colors**, and an irreverent attitude abounds as we pile on layer after layer to highlight the complexity and **multifaceted** directions of everyday life. The urge to be different, to be heard, to make an impact will intensify as we seek the excitement of renewed creativity.



Pantone: 12-0643 TPX



Pantone: 19-1763 TPX



Pantone: 14-5413 TPX



Pantone: 18-4245 TN



Pantone: 19-2524 TPX



Pantone: 19-3938 TPX

