

# TIME TO SHINE

CELEBRATE CRYSTAL  
IN ALL OF ITS FACETS

INNOVATIONS AND INSPIRATIONS  
SPRING/SUMMER 2021



# SWAROVSKI



# TIME TO SHINE


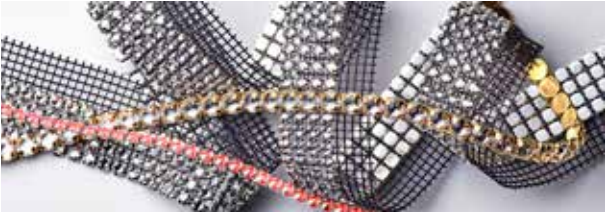
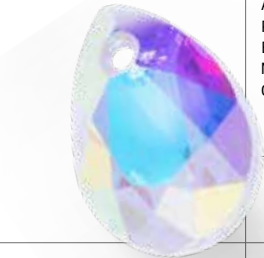

SPECIAL MOMENTS HAVE ALWAYS BEEN CENTRAL TO OUR LIVES. AS OUR WORLD BECOMES INCREASINGLY DIGITAL, WE PERCEIVE THAT TIME IS PASSING TOO QUICKLY. SLOWING DOWN AND TAKING A STEP BACK TO PROPERLY APPRECIATE OUR SURROUNDINGS HAS BECOME A FOCAL POINT WITH ATTENTION NOW A VALUABLE COMMODITY AND RECONNECTION AN IMPERATIVE, TIME ITSELF BECOMES A LUXURY. MORE THAN EVER WE RELISH THE MOMENTS THAT CREATE THE MOST MEANINGFUL OF MEMORIES: TIME WITH LOVED ONES AND ACTIVITIES THAT BRING US JOY AND HAPPINESS. SPARKLING MOMENTS THAT GROUND US, ALLOWING US TO EXPRESS OURSELVES AND OUR BELIEFS. OUR DEMANDS ON TIME ARE AS OLD AS THE EARTH ITSELF, AND OUR CURRENT DEMAND HAS UNEARTHED THE NEED TO LIVE IN THE NOW. FOR THERE ARE MOMENTS IN TIME WHERE WE DON'T KNOW WHAT OUR FUTURE HOLDS, WHERE WE NEED TO STAND STILL, WHERE WE NEED TO REDUCE, OR WE NEED TO EXTRAVAGANTLY CREATE, AND THERE ARE MOMENTS IN TIME WHEN WE NEED TO SHINE.

THIS IS ONE SUCH MOMENT.  
WELCOME TO SPRING/SUMMER 2021 - TIME TO SHINE.







4460 NEW!  
CRYSTAL VITRAIL MEDIUM  
001 VM

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05	06	07	08	09
<div>SWAROVSKI</div> <div>125<sup>TH</sup> ANNIVERSARY</div> <div>AFTER 125 YEARS AT THE LEADING EDGE OF PRECISION-CUT CRYSTAL DESIGN AND TECHNOLOGY, SWAROVSKI IS PROUD TO MARK ITS MANY INNOVATION MILESTONES. FROM PIONEERING SUSTAINABLE MANUFACTURING TO INVENTING A REVOLUTIONARY CRYSTAL FABRIC THAT IS REGULARLY SEEN ON TODAY'S RED CARPETS, THE WORLD'S FOREMOST CRYSTAL COMPANY HAS MUCH TO CELEBRATE. NOW, WITH THE RECENT ESTABLISHMENT OF MANUFAKTUR, THE CRYSTAL ATELIER OF THE 21<sup>ST</sup> CENTURY, IT LOOKS FORWARD TO MANY MORE DECADES OF SPARKLING BRILLIANCE.</div>				
<div>1895</div> <div>COMPANY FOUNDED IN WATTENS</div> <div>THE SEARCH FOR A SUITABLE BUSINESS LOCATION BROUGHT BUSINESS PARTNERS DANIEL SWAROVSKI, FRANZ WEIS, AND ARMAND KOSMANN TO WATTENS. THE SMALL TOWN IN TYROL OFFERED SIGNIFICANT ADVANTAGES, INCLUDING DISTANCE FROM POTENTIAL IMITATORS, A GOOD TRANSPORT LINK TO THE FASHION CAPITAL OF PARIS, AND ABOVE ALL, THE POSSIBILITY OF CREATING ENERGY USING HYDROELECTRIC POWER. THE BUILDING NOW KNOWN AS "PLANT 2" (WERK 2) ONCE SERVED AS THE COMPANY'S FIRST PRODUCTION SITE.</div>		<div></div>		
<div>1931</div> <div>TRIMMINGS</div> <div>FASHION HAD STARTED TO PLACE NEW DEMANDS ON CRYSTAL. AS THE SHORT HAIRSTYLES OF THE TIME COULD NOT ACCOMMODATE DECORATIVE COMBS, SWAROVSKI DEVELOPED A CRYSTAL EMBELLISHED BAND OF MATERIAL IN COLLABORATION WITH LEADING COUTURIERS AND REGISTERED A PATENT FOR IT. THE FASHION WORLD WAS THRILLED. THE «PATENT BAND,» ALSO KNOWN AS «TRIMMING,» BECAME THE FIRST IN A LONG LINE OF TREND-DRIVEN PRODUCT INNOVATIONS, SUCH AS THE BESTSELLING CRYSTAL MESH THAT WAS CREATED IN 1993 AND WENT ON TO BECOME A RED-CARPET FAVORITE.</div>		<div></div>		
<div>1956</div> <div>CREATION OF AURORA BOREALIS</div> <div>IN 1956 DANIEL SWAROVSKI ADDED THE "AURORA BOREALIS" EFFECT TO HIS CREATIVE LEGACY. THIS CRYSTAL EFFECT SEEMS TO MAGICALLY SHIMMER IN EVERY COLOR OF THE RAINBOW AND WAS NAMED «AURORA BOREALIS» AFTER THE NORTHERN LIGHTS. CHRISTIAN DIOR WAS THE FIRST DESIGNER TO BE ENCHANTED BY ITS CAPTIVATING CRYSTAL SHADES. FROM THAT POINT ONWARD, «AURORA BOREALIS» EXPERIENCED UNPARALLELED SUCCESS IN THE DESIGN WORLD. THIS COLLABORATION MARKED THE START OF MANY FURTHER DESIGNER COLLABORATIONS. THESE INCLUDED ANDRÉE PUTMAN (2008); MANISH AURORA (2011); YOKO ONO (2012); MAISON MARTIN MARGIELA (2013); JEAN PAUL GAULTIER (2014, 2015); CELINE COUSTEAU (2015); IRIS VAN HERPEN (2017); AND CHRIS BANGLE (2017).</div>		<div>1974</div> <div>HOTFIX TECHNOLOGY</div> <div>THE MID-SEVENTIES STARTED BRILLIANTLY WITH THE ARRIVAL OF HOTFIX, A TECHNOLOGY THAT ENABLES CRYSTAL ELEMENTS TO BE APPLIED WITHOUT SETTINGS. IT REVOLUTIONIZED THE FASHION INDUSTRY, OFFERING AN ARRAY OF NEW DESIGN POSSIBILITIES AS WELL AS REPRESENTING THE BEGINNING OF CRYSTAL TRANSFERS.</div>		
<div></div>		<div></div>		

10	11	12	13	14
<div>2004</div> <div>CRYSTAL FABRIC</div> <div>SWAROVSKI PRESENTED ANOTHER WORLD FIRST: CRYSTAL FABRIC. IT FUSES CRYSTAL WITH FABRIC BY MEANS OF A TRANSPARENT HOTFIX FOIL COMPLETELY COVERED WITH TINY ROUND CRYSTALS. CRYSTAL FABRIC CAN BE IRONED, SEWN OR GLUED ONTO MATERIALS SUCH AS LACE, VELVET, SILK, DENIM, LEATHER OR SYNTHETICS. AS THE INSPIRATION FOR THE RUNWAY ROCKS DESIGN INITIATIVE, IT HELPED DESIGNERS SUCH AS CHRISTOPHER KANE, PHILIP TREACY AND SHAUN LEANE TO CREATE EXTRAORDINARY FASHION AND JEWELRY PIECES. THE SUCCESS OF CRYSTAL FABRIC LED TO THE CREATION OF OTHER STARS IN SWAROVSKI'S SYNTHETICS RANGE, INCLUDING CRYSTAL ROCKS (2010), CRYSTAL MEDLEY (2014), AND CRYSTAL GALUCHAT (2017).</div>		<div></div>		
<div>2012</div> <div>XIRIUS</div> <div>SWAROVSKI CONTINUED TO SET NEW STANDARDS IN PRECISION CUTTING WITH THE RELEASE OF THE MOST BRILLIANT CUT OF ITS X SERIES: XIRIUS CUT 1088. AFTER LAUNCHING XILION (2004) AND XIRIUS (2012), THE XERO (2015) WAS TO FOLLOW, BOASTING THE SMALLEST DIAMETER IN THE WORLD AT AN INCREDIBLE 0.7MM.</div>		<div></div>		
<div>2018</div> <div>MANUFAKTUR, WATTENS, AUSTRIA</div> <div>SWAROVSKI MANUFAKTUR, THE CRYSTAL ATELIER OF THE 21ST CENTURY, IS A SPACE FOR INSPIRATION AND CO-CREATION. SPREAD OVER THREE STORIES AND 7,000 SQUARE METERS, THE FOCUS IS ON CRAFTSMANSHIP AND THE EXPERIENCE OF CRYSTAL MANUFACTURING. WITH THE AID OF THE VERY LATEST TECHNOLOGIES, INNOVATIONS CAN BE RAPIDLY PROTOTYPED AND DEVELOPED TOGETHER WITH CLIENTS TO PRODUCE NEW TYPES OF CUSTOM-MADE CRYSTALS. SIGNIFICANT INCREASES IN PRODUCTION EFFICIENCY, COMBINED WITH REDUCED ENERGY CONSUMPTION THROUGHOUT THE WHOLE PROCESS, HERALD A NEW ERA OF DEVELOPMENT OPPORTUNITIES.</div>		<div></div>		
<div>2020</div> <div>SPARKING DELIGHT SINCE 1895</div> <div>SWAROVSKI CELEBRATES 125 YEARS OF INNOVATION AND CREATIVITY WITH AN ARRAY OF PROJECTS SHOWCASING THE BRAND'S COLLABORATIONS ACROSS THE WORLDS OF FASHION, JEWELRY, DESIGN AND ENTERTAINMENT AND UNDERLINING ITS LONGSTANDING COMMITMENTS TO SUSTAINABILITY AND CREATING POSITIVE IMPACT. IN 2020 THE OSCARS STAGE AND FASHION CATWALKS WILL ONCE AGAIN SHIMMER WITH COUNTLESS SWAROVSKI CRYSTALS, COMMEMORATIVE JEWELRY COLLECTIONS WILL BRING JOY TO MILLIONS AROUND THE GLOBE, AND SWAROVSKI'S TECHNICIANS AND MASTER-CUTTERS WILL CONTINUE TO TURN LIGHT INTO DELIGHT WITH THEIR BRILLIANT INNOVATIONS.</div>		<div></div>		



15	16	17	18	19	20	21	22	23	24
<div>INSPIRATIONS</div> <div>IN AN EXTENDED SPELL OF ELEGANT IMAGINATION, A GLAMOROUS CHAMELEON EMERGES FOR SS21 AS DIVERSITY IN DESIGN IS EMBRACED AND APPLAUDED. AESTHETICS WITH DIGITAL IN MIND AND HISTORY AT THEIR CORE RESULT IN ENCHANTING COSMIC COLORS, ETHEREAL PASTELS AND AMPED UP BRIGHTS BALANCED BY CLASSIC CUTS AND TRANSFORMATIVE SHAPES. STEMMING FROM OUR DESIRE FOR HEDONISTIC ESCAPISM AND ARCHAIC REINTERPRETATION, ECCENTRICITY AND ACTIVISM ARE BROUGHT TO LIFE IN SPELLBINDINGLY BRILLIANT CRYSTAL CUTS IN A TIMELY AND TRULY TRANS-SEASONAL COLLECTION. A TIMELY REMINDER THAT DIFFERENCE IS DEFINING.</div>			<div>01</div> <div>FUTURISTIC REFLECTIONS</div> <div>THE ADVENT OF A VISIONARY CULTURE</div>	 <div>NEW COLOR!</div>					
			<div>02</div> <div>EDGY ILLUMINATION</div> <div>THE RETURN OF TOUGH ROMANCE</div>	 <div>NEW!</div>					
			<div>03</div> <div>SLEEK SHIMMER</div> <div>THE ART OF TIMELESS SIMPLICITY</div>	 <div>NEW COLOR!</div>					
			<div>04</div> <div>EXTRAVAGANT BRILLIANCE</div> <div>THE NEW RELEVANCE OF GLAMOROUS EXCESS</div>	 <div>NEW COLOR!</div>					



25 26 27 28 MAR 2021

CULTURAL HERITAGE

NEW REALITIES

WORLDVIEW

GLOBAL FUTURISM

# FUTURISTIC REFLECTIONS

THE ADVENT OF A VISIONARY CULTURE

INCLUSIVITY

NO BOUNDARIES

01 02 03 04 05

**4460** NEW!  
CRYSTAL PARADISE SHINE  
001 PARSH

**4228** NEW EFFECT!  
CRYSTAL IGNITE  
001 IGNIT

**4228** NEW EFFECT!  
AQUAMARINE IGNITE  
202 IGNIT

**5810** NEW COLOR!  
CRYSTAL IRIDESCENT DREAMY  
ROSE PEARL 001 2025

**4460** NEW!  
LIGHT TOPAZ SHIMMER  
226 SHIM

**4460** NEW!  
CRYSTAL ASTRAL PINK  
001 API

## INFLUENCES

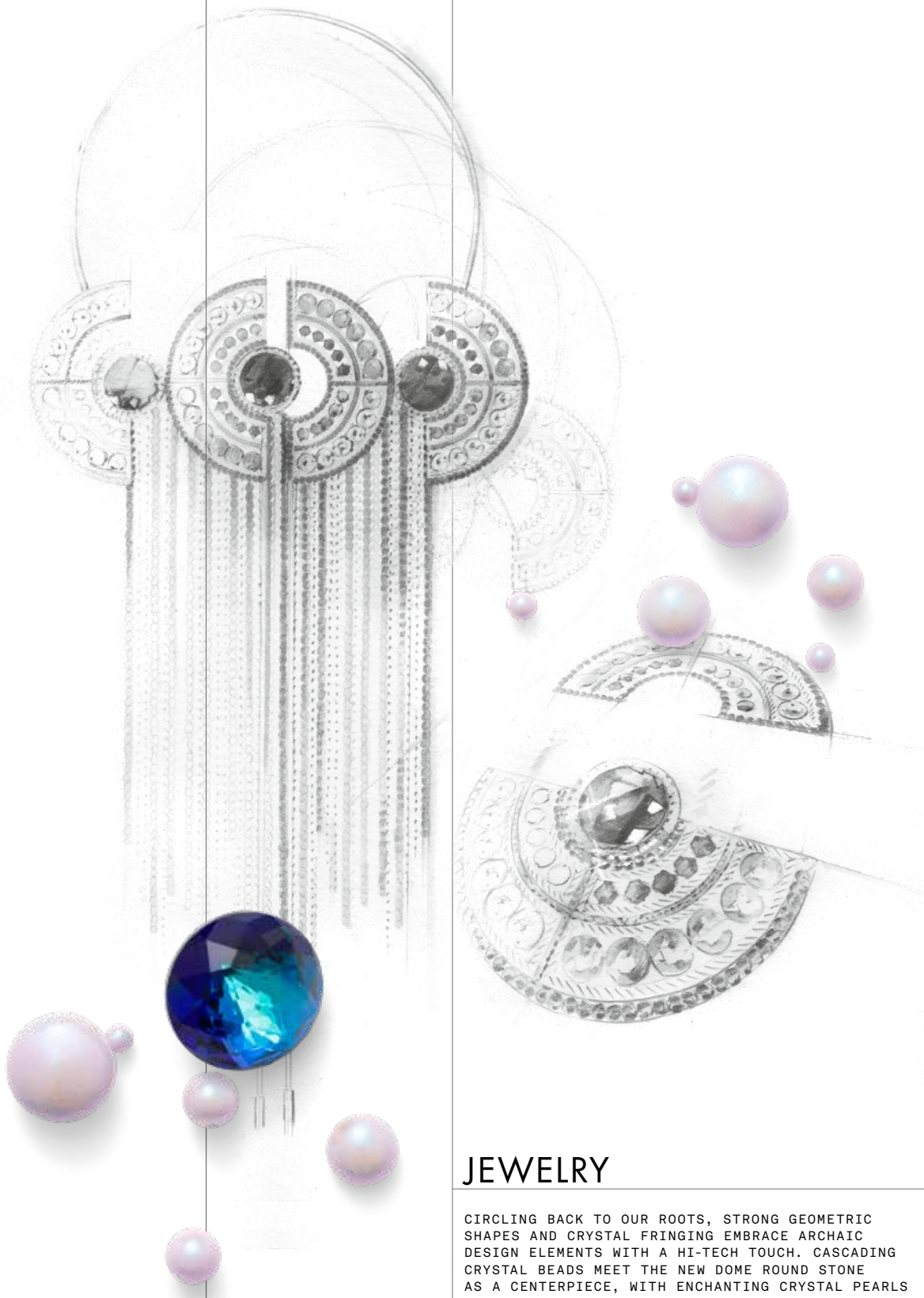
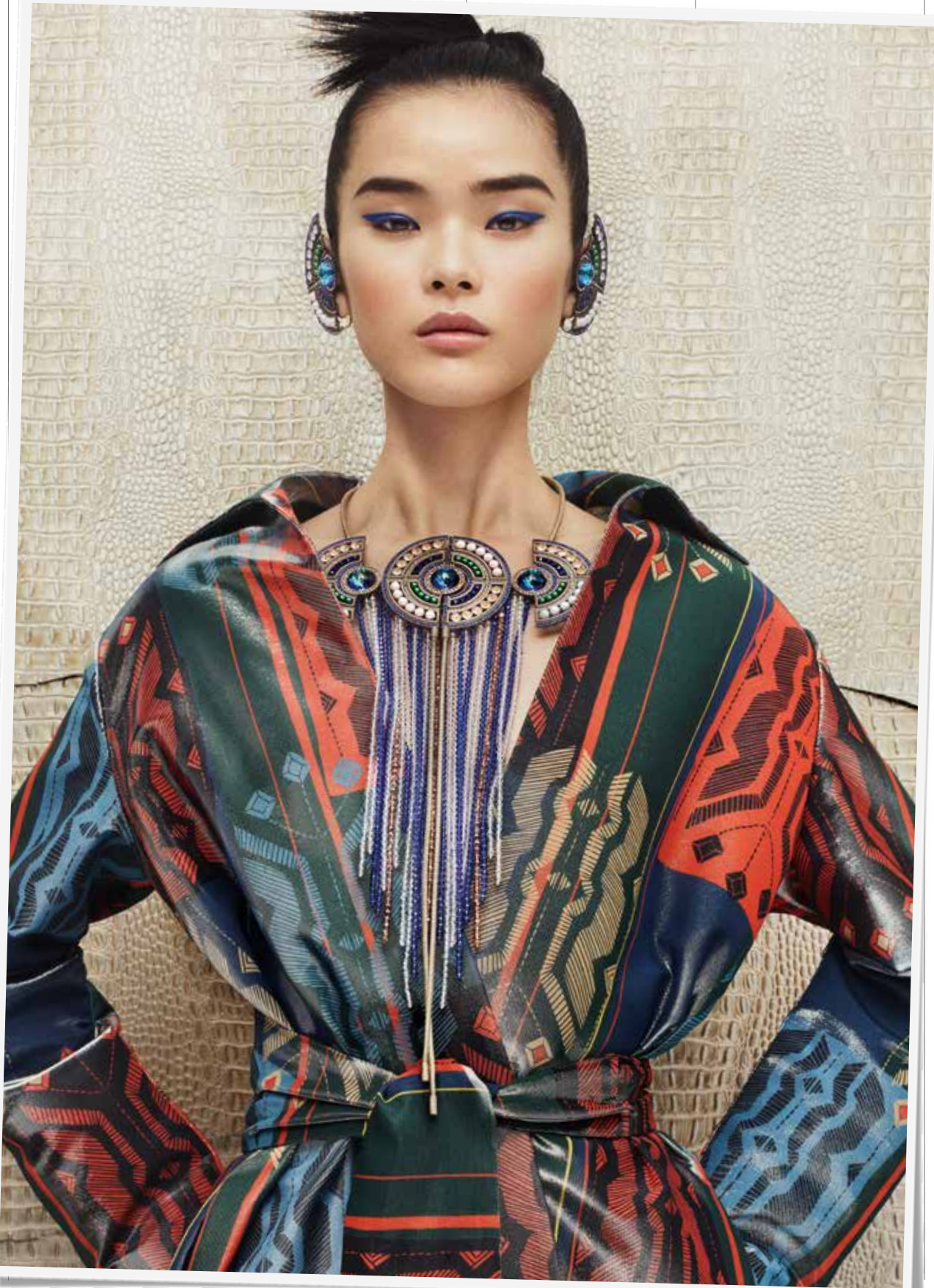
IT IS TIME TO TRANSFORM OURSELVES. ELEMENTS OF A PRIMITIVE PAST COMBINE WITH OTHERWORLDLY EFFECTS TO CREATE A NEW REALITY. BORROWING FROM BOTH THE DIGITAL AND THE DOWN-TO-EARTH, DESIGN WIDENS ITS FOCUS TO CELEBRATE CULTURAL HERITAGE, SPACE-AGE FORMATS AND EXOTIC ANCIENT TALES. THE SKY IS THE LIMIT IN THIS MASH-UP OF DIRECTIONS, WHERE THE ESCAPISM AND SELF-EXPRESSION OFFERED BY THE CYBER AGE IS BROUGHT BACK TO BASICS WITH THE BEAUTY OF THE ARCHAIC, CREATING DESIGNS INFUSED WITH INDIGENOUS WISDOM AND THE OPTIMISM OF A NEW GENERATION.







16 17 18 19 20 21 22 23 24 25



JEWELRY

CIRCLING BACK TO OUR ROOTS, STRONG GEOMETRIC SHAPES AND CRYSTAL FRINGING EMBRACE ARCHAIC DESIGN ELEMENTS WITH A HI-TECH TOUCH. CASCADING CRYSTAL BEADS MEET THE NEW DOME ROUND STONE AS A CENTERPIECE, WITH ENCHANTING CRYSTAL PEARLS GLUED INTO SANDBLASTED METAL CIRCLES, MERGING TRIBAL AND FUTURISTIC.



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APR 2021

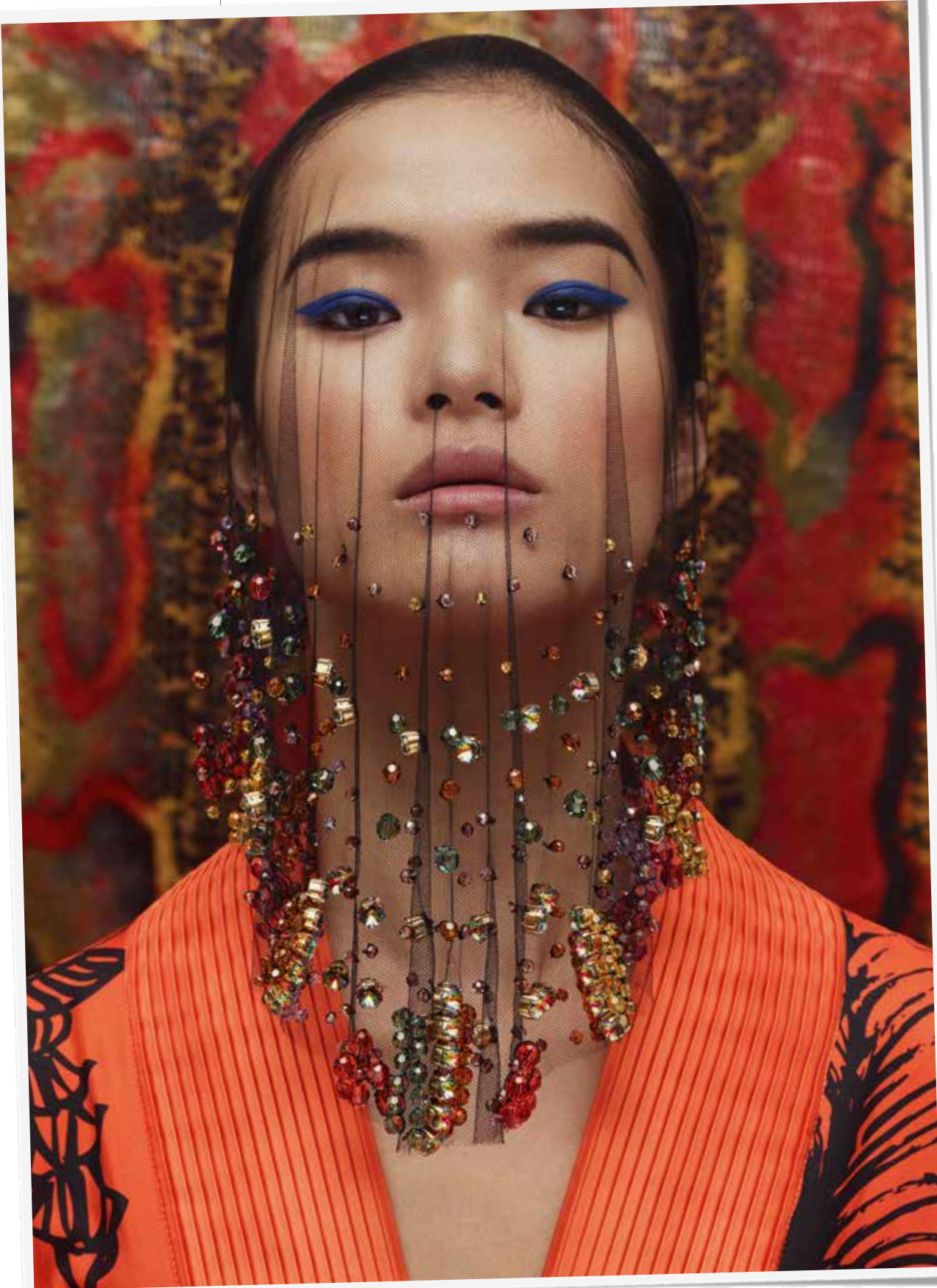
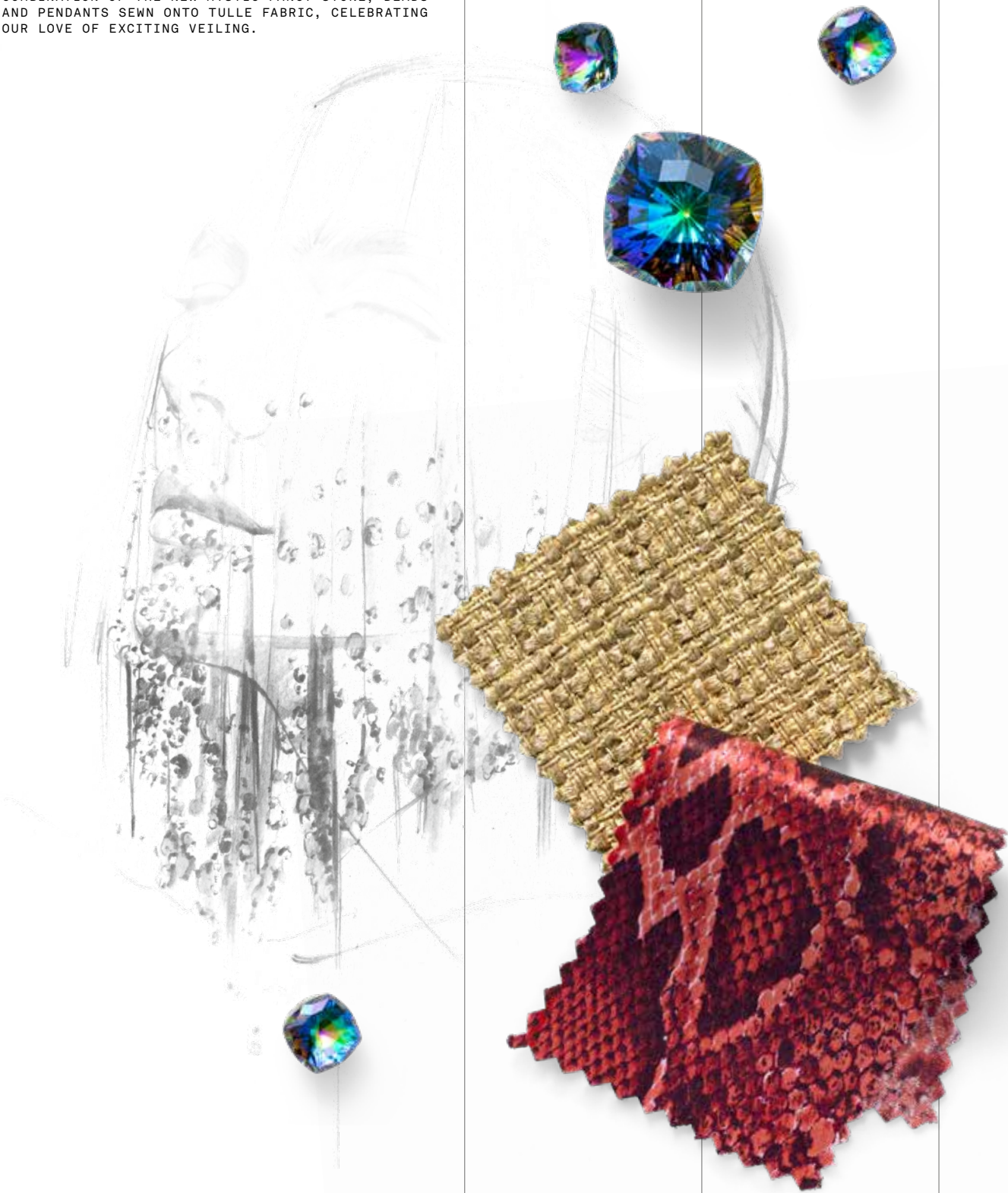
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FASHION/ACCESSORIES

A THINLY VEILED ATTEMPT AT ANONYMITY IN AN OVERLY DIGITALIZED WORLD, WITH A DIAPHANOUS SILHOUETTE ADDING AN OTHERWORLDLY EDGE. A MESMERIZING COMBINATION OF THE NEW MYSTIC FANCY STONE, BEADS AND PENDANTS SEWN ONTO TULLE FABRIC, CELEBRATING OUR LOVE OF EXCITING VEILING.





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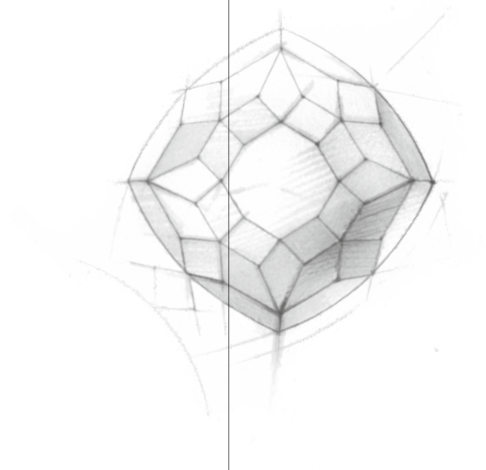
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## DAZZLING IDEAS

BRILLIANT REFLECTIONS

## SPARKLING SKETCHES



CRYSTAL CLEAR IMPRESSIONS



TIME TO SHINE

## INNOVATIONS AND INSPIRATIONS

SPRING/SUMMER

2021



14

15

16

17

18

ACTIVISM

REBELLION

WEIRD SOFTNESS

EDGY ILLUMINATION

THE RETURN OF TOUGH ROMANCE

EXPRESSION

COUNTERACTION



19

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23

INFLUENCES

IT IS TIME TO TOUGHEN UP. THE CONTINUING FASCINATION WITH ACTIVISM IN DESIGN STILL PERMEATES THE FASHION SPHERE AS CREATIVELY WE CONTINUE TO REVOLT AGAINST CONVENTION. NOT TO BE CONFUSED WITH THE PURE ANARCHY OF THE PUNK ERA, THE EMERGENCE OF THE NEW TOUGH ROMANCE HIGHLIGHTS A COMPLETELY MODERN STYLE, BORROWING FROM THE DARK AND MYSTERIOUS ELEMENTS OF THE GOTH ERA. OUTSPOKEN AND EMPOWERING, THIS DIRECTION ACKNOWLEDGES THE NEW CHANGEMAKING CONSUMER FIGHTING FOR A BRIGHTER FUTURE.

2777 NEW!  
CRYSTAL 001

2774 NEW!  
CRYSTAL AB 001 AB

2775 NEW!  
BLACK DIAMOND 215

5328 NEW EFFECT!  
CYCLAMEN OPAL SHIIMER  
398 SHIM

6433 NEW!  
AMETHYST 204

6433 NEW!  
CRYSTAL VITRIL MEDIUM  
001 VM

2776 NEW!  
JET 280





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1088

2776 NEW!  
CRYSTAL 001

5810

5810  
CRYSTAL MULBERRY PINK  
PEARL 001 2018

6433 NEW!

2771

6433 NEW!

53005

4322  
JET 280

2072

56101  
CRYSTAL AB  
001 AB

5810

5860

6433 NEW!  
CRYSTAL SILVER  
NIGHT 001 SINI

53010  
JET NUT  
280 NUT

6867  
CRYSTAL SILVER  
NIGHT 001 SINI

86401 NEW!  
BLACK DIAMOND  
215

2771

2773

5601

2777 NEW!

1088

1088  
CRYSTAL LIGHT CHROME  
001 LTCH

86401

5061

2771

2773

2775 NEW!  
CRYSTAL SILVER  
SHADE 001 SSHA

29

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MAY 2021

01

02

4480  
CRYSTAL BURGUNDY  
DELITE 001 L132D

1088

5328 NEW EFFECT!  
CYCLAMEN OPAL  
SHIMMER 398 SHIM

2775 NEW!

5810

5810  
CRYSTAL PEARLESCENT  
WHITE PEARL 001 969

2776 NEW!

1088 NEW EFFECT!  
CRYSTAL IGNITE  
001 IGNIT

4470  
SILKY SAGE DELITE  
001 L147D

5840  
CRYSTAL IRIDESCENT PURPLE  
PEARL 001 943

2088

5000 NEW EFFECT!  
WHITE OPAL  
SHIMMER 234 SHIM

5840  
CRYSTAL IRIDESCENT  
TAHITIAN LOOK  
PEARL 001 2004

4460 NEW!  
CRYSTAL VITRIL  
MEDIUM 001 VM

4499  
CRYSTAL SILKY SAGE  
DELITE 001 L147D

4707  
AMETHYST 204

4120

CRYSTAL LIGHT CHROME  
001 LTCH  
PANTONE 16-0000 TPX

CRYSTAL PEARLESCENT  
WHITE PEARL 001 969  
PANTONE 11-1005 TPX

JET 280  
PANTONE 19-0000 TPX

CRYSTAL BURGUNDY  
DELITE 001 L132D  
PANTONE 19-2524 TPX

CRYSTAL MULBERRY PINK  
PEARL 001 2018  
PANTONE 18-1635 TPX

CRYSTAL SILKY SAGE  
DELITE 001 L147D  
PANTONE 16-5917 TPX

1088

5328 NEW EFFECT!

ASSORTMENT/COLORS

AN EDGY AND AT THE SAME TIME SOMBER PALETTE THAT  
DEFIES CONVENTION WITH BRUTALLY URBAN AESTHETICS  
IN MYRIAD CRYSTAL CUTS, HIGHLIGHTING INDIVIDUALITY  
AND ALTERNATIVE TASTES.

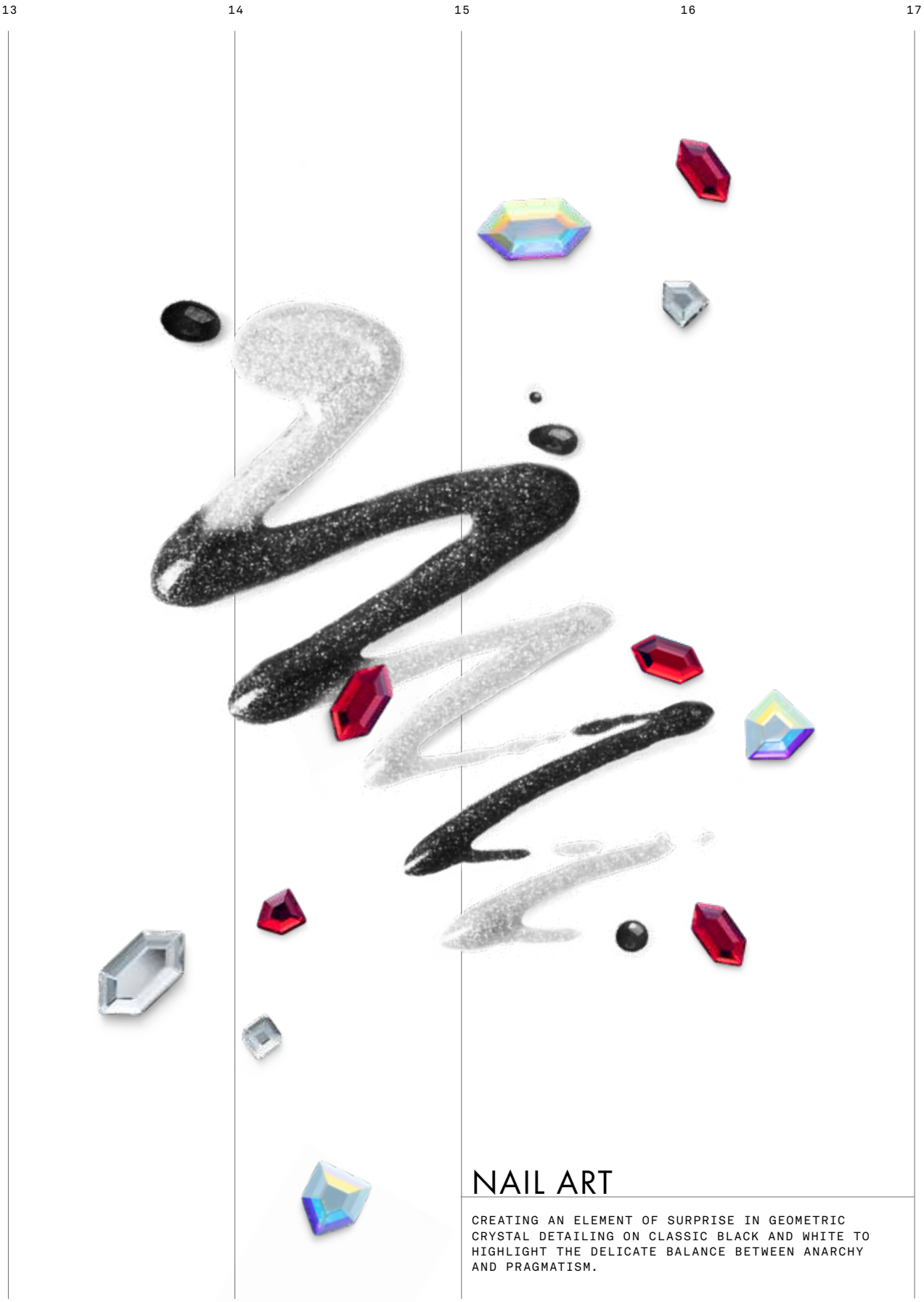


FASHION/ACCESSORIES

CHAINED TO A REALITY THAT IS NOT OF OUR LIKING, CRYSTAL HARDWARE WILL HAVE A STRONG PRESENCE WITH STATEMENT DETAILS ADDED TO CLASSIC AND CONTEMPORARY SILHOUETTES IN A #TOUGHLOVE STANCE. THE NEW PEAR CUT PENDANT COMBINES WITH CRYSTAL CUPCHAINS AND FANCY STONES IN AN EDGY YET ROMANTIC CAPE-MEETS-NECKLACE INSPIRATION, HIGHLIGHTING OUR DESIRE FOR EXTREME EXPRESSION .







NAIL ART

CREATING AN ELEMENT OF SURPRISE IN GEOMETRIC CRYSTAL DETAILING ON CLASSIC BLACK AND WHITE TO HIGHLIGHT THE DELICATE BALANCE BETWEEN ANARCHY AND PRAGMATISM.







JEWELRY

MAKING HEADWAY IN NEW CONVERSATIONS AROUND INDIVIDUALITY THE EVERYDAY ORDINARY IS UPENDED AS THE HUMBLE HAIR CLIP COATED IN CRYSTAL BECOMES A MANY-LAYERED STATEMENT JEWELRY PIECE. THE NEW OVAL FANCY STONE REACHES STAR-LIKE QUALITIES WHEN MIXED WITH SPARKLING CHATONS AND THE NEW IMPERIAL FANCY STONE SIZE. RUTHENIUM-ELECTROPLATED METAL AND GLUED-IN CRYSTALS IN DARKENED SILVER HUES CREATE A TOUGHENED-UP MOOD.

A STRIKING COMBINATION OF DARK HUES AND MYSTERIOUS SHIMMER, CRYSTAL PIXIE CREATES EXPRESSIVE AND ENIGMATIC NAIL DESIGNS.

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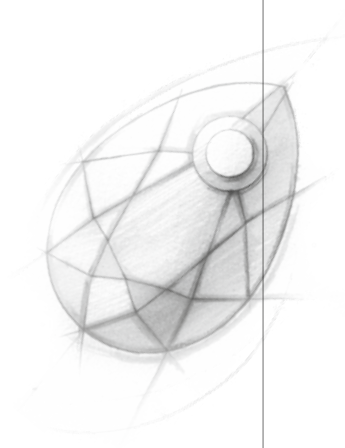
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## DAZZLING IDEAS

BRILLIANT REFLECTIONS

## SPARKLING SKETCHES



CRYSTAL CLEAR IMPRESSIONS

TIME TO SHINE

## INNOVATIONS AND INSPIRATIONS

SPRING/SUMMER

2021



11

12

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14

15

ARCHAIC

NEUTRAL TONES

SLEEK SHIMMER

THE ART OF TIMELESS SIMPLICITY

NEW AGING

REFINED ELEGANCE

PRIMITIVE

ELEVATED BASICS

16

17

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4162 NEW!  
LIGHT COLORADO  
TOPAZ 246

5000 NEW EFFECT!  
PACIFIC OPAL SHIMMER  
390 SHIM

4480 NEW SIZES!  
CRYSTAL SILVER NIGHT  
001 SINI

5810 NEW COLOR!  
CRYSTAL IRIDESCENT DREAMY  
BLUE PEARL 001 2026

4162 NEW!  
CRYSTAL GOLDEN SHADOW  
001 GSHA

INFLUENCES

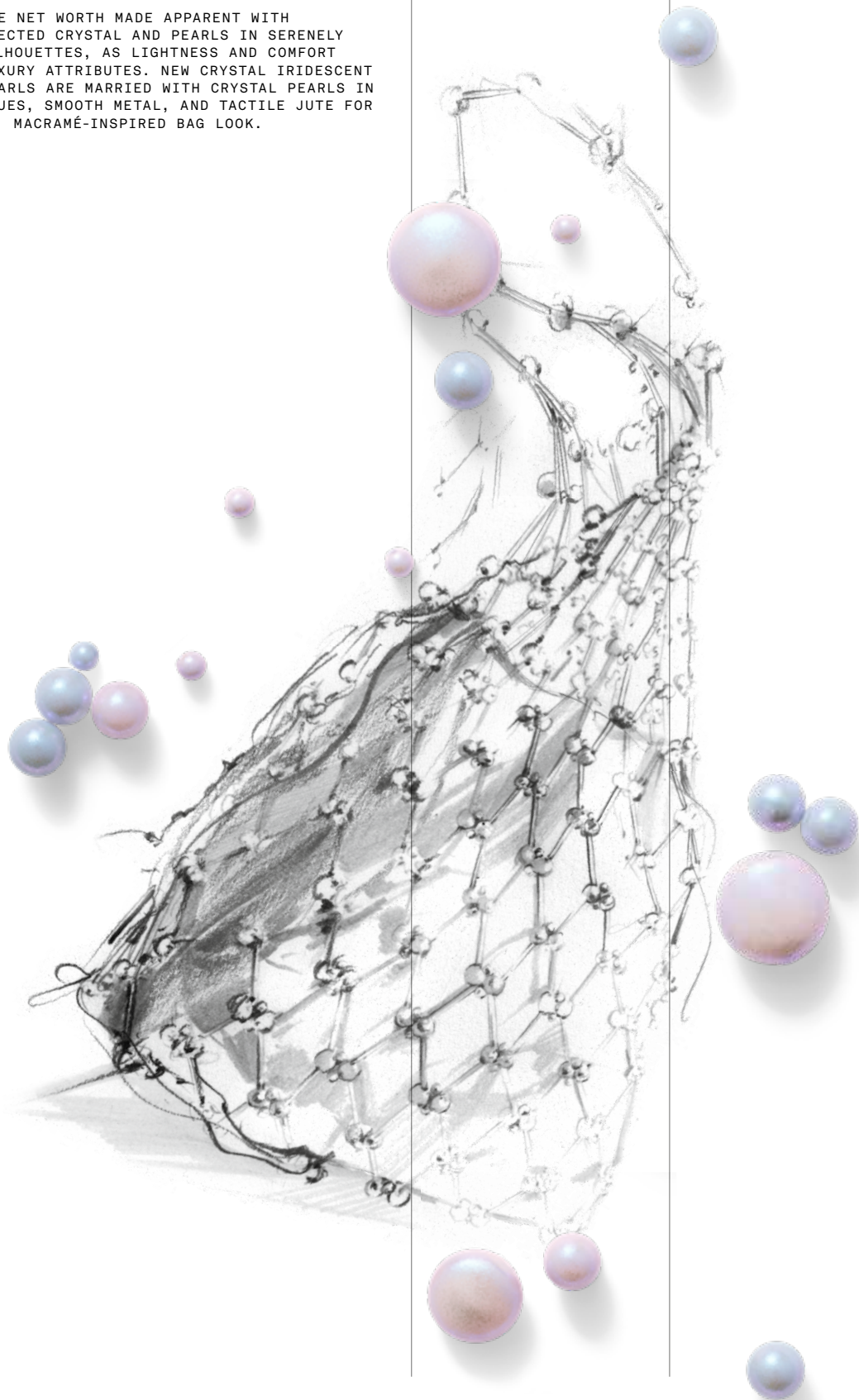
IT IS TIME TO JUST STAND STILL. A WARMER, MORE GENTLE FORM OF MINIMALISM OCCURS AS WE EXPLORE THEMES OF LONGEVITY, VERSATILITY AND FLEXIBILITY IN DESIGNS THAT STAND THE TEST OF TIME. DESIRING A DEEPER FORM OF EMOTIONAL CONNECTION, WE AIM FOR ITEMS THAT GROW BETTER WITH AGE, TREASURING VARIATIONS IN COLOR AND SURFACE AS PART OF THEIR DISTINCTIVE APPEAL. IN A BID TO REDUCE AND RID OUR LIVES OF EXCESS, WE WILL REACH FOR BESPOKE PRODUCTS AND SPACES THAT FEEL UNIQUE. WE WILL SEARCH OUT DESIGN THAT HAS SOUL.





# FASHION/ACCESSORIES

OUR FUTURE NET WORTH MADE APPARENT WITH INTERCONNECTED CRYSTAL AND PEARLS IN SERENELY SIMPLE SILHOUETTES, AS LIGHTNESS AND COMFORT BECOME LUXURY ATTRIBUTES. NEW CRYSTAL IRIDESCENT DREAMY PEARLS ARE MARRIED WITH CRYSTAL PEARLS IN NEUTRAL HUES, SMOOTH METAL, AND TACTILE JUTE FOR A LAYERED, MACRAMÉ-INSPIRED BAG LOOK.







## JEWELRY

WRAP-AROUND WELLNESS IN A SOFT AND DELICATE AESTHETIC FOR JEWELRY THAT OFFERS COMFORT IN TIMES OF RELENTLESS RAPID CHANGE. TAKING CENTER STAGE, THE NEW MYSTIC SQUARE FANCY STONE CREATES AN EXCITING CONTRADICTIONARY EFFECT WHEN CONTRASTED WITH SANDBLASTED AND PARTLY POLISHED GOLDPLATED SURFACE EFFECTS ATOP SOFTLY PLEATED FABRICS.

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## DAZZLING IDEAS

BRILLIANT REFLECTIONS

## SPARKLING SKETCHES



CRYSTAL CLEAR IMPRESSIONS



30

31

AUG 2021

01

02

INDIVIDUALISTIC















BIZARRE

QUIRKINESS

DRAMATIC

EXTRAVAGANT  
BRILLIANCE

THE NEW RELEVANCE  
OF GLAMOROUS EXCESS

03

04

05

06

07

1400 NEW!  
SCARLET 276

5000 NEW EFFECT!  
YELLOW OPAL SHIMMER  
231 SHIM

2078 NEW COLOR!  
IRIS 219

4480 NEW SIZES!  
MAJESTIC BLUE 296

6010 NEW COLOR!  
IRIS 219

1400 NEW!  
LIGHT COLORADO  
TOPAZ 246

INFLUENCES

IT IS TIME TO EXPLORE IMAGINARY WORLDS. BEAUTIFULLY ECLECTIC, INSPIRED BY THE DRAMATIC, THE WEIRD AND THE WONDERFUL, THIS RADIANT THEME ROMANTICIZES THE RICHNESS OF TIME. REIMAGINING HISTORICAL CONCEPTS TO CREATE A NEW NARRATIVE, CULTURES AND TRADITIONS ARE UP-ENDED AND STEEPED IN FANTASY. THE OLD IS JUXTAPOSED WITH THE NEW IN A COMPLETELY RULE-FREE SETTING, AS INDIVIDUAL STYLE STATEMENTS ARE CREATED WITH UNCONVENTIONAL EXECUTION. CONJURING UP IMAGINARY WORLDS IN CAPTIVATING NARRATIVES, IT IS TIME TO EXPERIMENT AND BE BOLD WITH COLOR AND SHAPE IN A RENEWED EFFORT TO ESCAPE THE CONFINES OF THE ORDINARY.



08

09

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2088  
CRYSTAL SUNSHINE  
DELITE 001 L141D

5000

5328 NEW EFFECT!  
YELLOW OPAL  
SHIMMER 231 SHIM

2776 NEW!

4120

86401 NEW!  
LIGHT SIAM SHIMMER  
227 SHIM

2088

4707 NEW COLOR!  
IRIS 219

4707 NEW EFFECT!  
CYCLAMEN OPAL SHIMMER  
398 971 SHIM

1088

4320

4470

4320  
CRYSTAL ROYAL RED  
DELITE 001 L107D

1088

1088  
LIGHT SIAM 227

6433 NEW!

4120  
CRYSTAL ROYAL RED  
DELITE 001 L107D

4799  
AMETHYST 204

4683  
TANZANITE 539

6106 NEW COLOR!

1681

4480 NEW SIZES!

6565

1088

5000

4320  
CRYSTAL ROYAL RED  
DELITE 001 L107D

13

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16

17

ASSORTMENT/COLORS

INTOXICATING AND MAGICALLY MULTISENSORY, VIVID JEWEL-LIKE HUES COMBINE WITH RICHLY RADIANT GEM-INSPIRED CUTS TO CREATE A FANTASTICAL STORY FILLED WITH ELATION AND ESCAPISM.

5948  
CRYSTAL RED MAGMA  
001 REDM

4120  
CRYSTAL ROYAL BLUE  
DELITE 001 L110D

6000  
SAPPHIRE 206

4228

86001  
MAJESTIC BLUE  
296

1088

4707 NEW EFFECT!  
CRYSTAL ELECTRIC BLUE  
DELITE 001 L134D

1400 NEW!

5948  
SAPPHIRE 206

4470  
CRYSTAL ROYAL BLUE  
DELITE 001 L110D

5058  
CRYSTAL GOLDEN  
SHADOW 001 GSHA

6433 NEW!

7327  
TOPAZ DORADO  
203 DOR

4470

1088  
TANGERINE 259

6433 NEW!

4927  
AQUAMARINE 202,  
CRYSTAL METALLIC BLUE  
001 METBL

5810  
CRYSTAL BRIGHT GOLD  
PEARL 001 206

4480 NEW SIZES!

4320  
TANGERINE 259

4470

6000  
TOPAZ 203

1681  
CRYSTAL ASTRAL  
PINK 001 API

CRYSTAL SUNSHINE  
DELITE 001 L141D  
PANTONE 13-0858 TPX

CRYSTAL ROYAL RED  
DELITE 001 L107D  
PANTONE 19-1761 TPX

IRIS 219  
PANTONE 16-3320 TPX

CRYSTAL ROYAL BLUE  
DELITE 001 L110D  
PANTONE 19-4150 TPX

TANGERINE 259  
PANTONE 15-1263 TPX

CRYSTAL BRIGHT GOLD  
PEARL 001 306  
PANTONE 15-1132 TPX

4683  
LIGHT COLORADO  
TOPAZ 246

5816

6433 NEW!



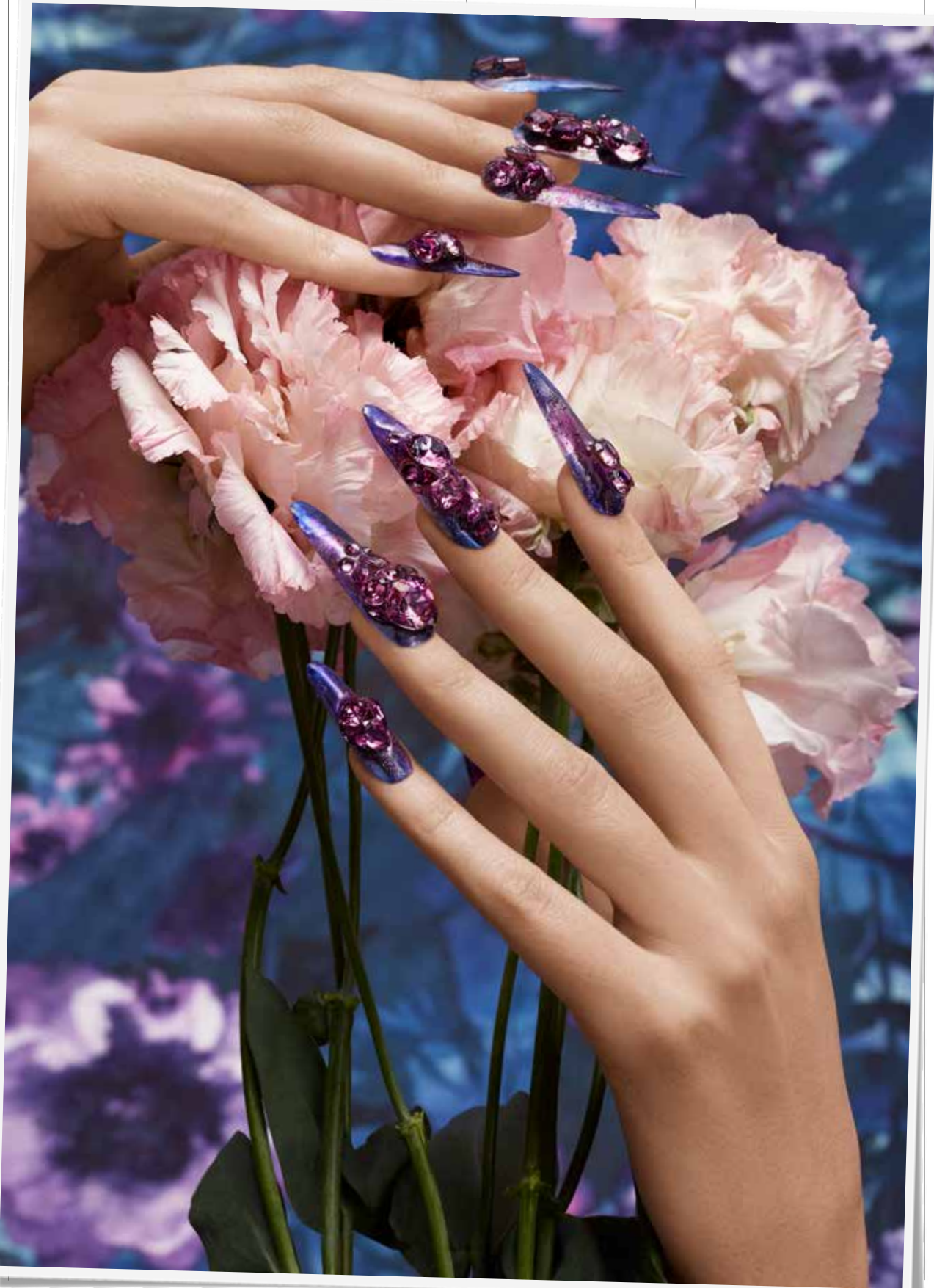


FASHION/ACCESSORIES

ELEGANTLY WAISTED, CRYSTAL-STUDED VINTAGE SILHOUETTES IN LUSTROUS SILKS ARE RUCHED AND RUFFLED TO CREATE DRAMATIC STYLE STATEMENTS IN CONTEMPORARY FORMATS. THE NEW IRIS COLOR BECOMES THE HIGHLIGHT IN THIS BELT AND COLLAR COMBINATION, WHERE RICH, GOLDEN SEW-ON STONES MEET IRIS-COLORED PENDANTS AND CHATONS IN EXPRESSIONS OF BOLD INDIVIDUALITY.







NAIL ART

CREATING THE LOOK WITH CREATIVE, THEATRICAL AND MULTI-LAYERED CRYSTALS IN WHIMSICAL AND OFF-BEAT PLACEMENT TO CONJURE UP A BEAUTIFULLY ECLECTIC, OVER-THE-TOP INDIVIDUALISM.

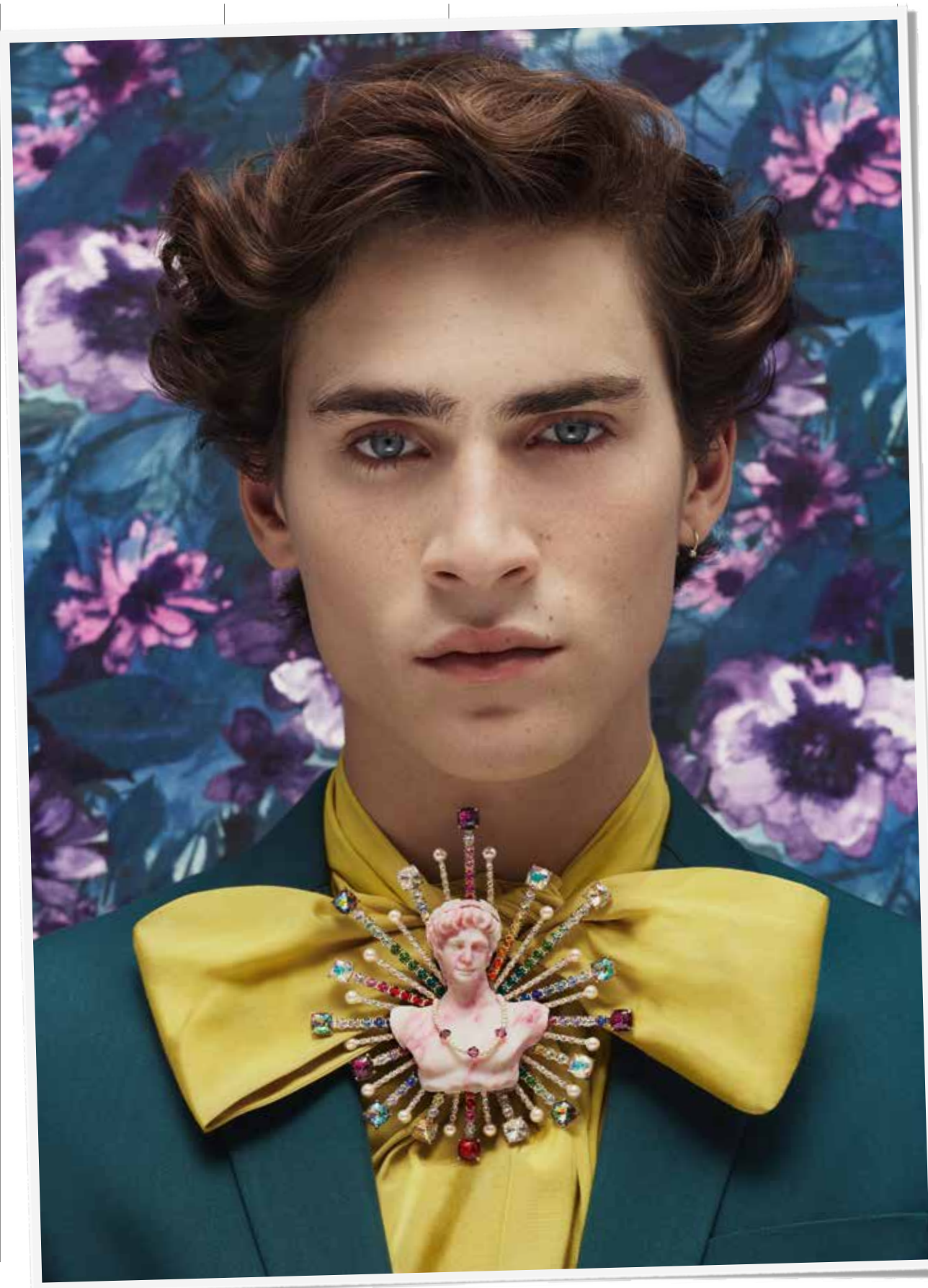


06 07 08 09 10 11 12 13 14 15



JEWELRY

THE APPEARANCE OF THE CAMEO BREAKS WITH CONVENTIONAL STEREOTYPES, ACQUIRING AN EXTREMELY MODERN MAKEOVER IN A DEEPLY ROMANTIC STYLE. THE NEW MYSTIC SQUARE FANCY STONE AND NEW IMPERIAL FANCY STONE SIZE LEND EXTRAVAGANCE TO BROOCH INSPIRATIONS, WHERE COLORFUL CHATONS, PEARLS AND A 3D-PRINTED CAMEO SPEAK OF GLAMOROUS EXCESS.



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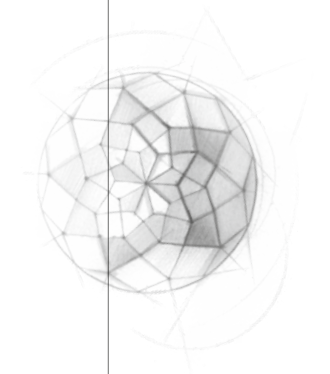
## DAZZLING IDEAS



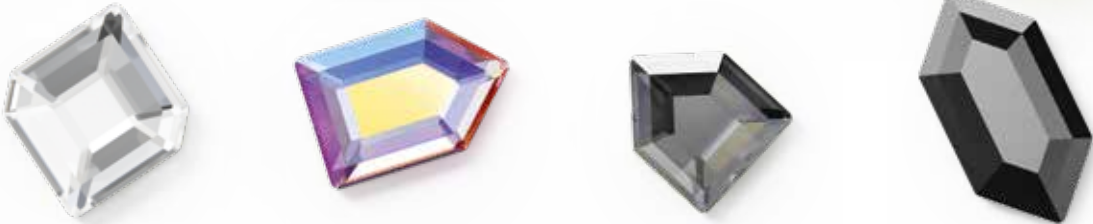

## BRILLIANT REFLECTIONS

## SPARKLING SKETCHES

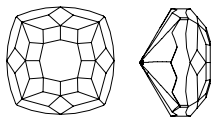


## CRYSTAL CLEAR IMPRESSIONS




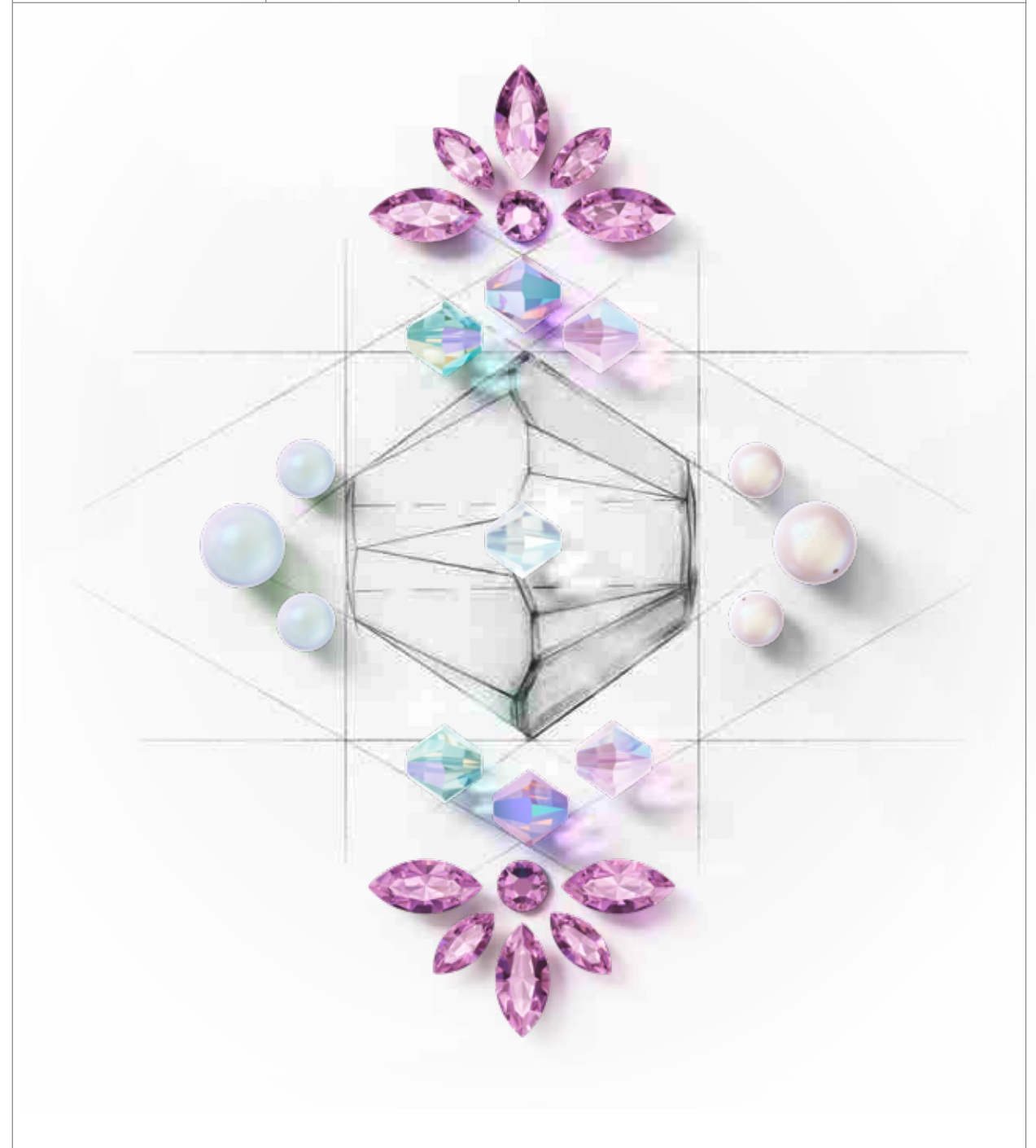
26	27	28	29	30	OCT 2021	01	02	03	04
<h2>HIGHLIGHTS</h2> <p>THE AGE-OLD ASK OF TIME – HOPE, CLARITY AND MEANING – IS SPECTACULARLY CONVEYED IN THE BRILLIANT AESTHETICS OF SS21’S INSPIRATIONAL INNOVATIONS. FROM THE GEOMETRICALLY PRECISE EDGES OF THE FUTURE, THE SOFTENED HUES OF A NOSTALGIC PAST, THROUGH TO MAJESTIC SHAPES THAT MESMERIZE WITH THEIR MAGIC AND MYSTERY, THIS IS AN ASSORTMENT DESIGNED TO EMBRACE AND CAPTURE EVERY MOMENT. DREAMILY DIVERSE AND ENTIRELY INDIVIDUALISTIC, THE RANGE OF CAPTIVATING COLORS AND SENSORY SHAPES IS A TIMELY REMINDER OF OUR NEED TO ASPIRE TO RADIANCE AND BEAUTY, NO MATTER WHAT THE SEASON.</p>			01 THE MYSTIC SQUARE FANCY STONE						
			02 THE IRIS COLOR, CRYSTAL IRIDESCENT DREAMY PEARLS & OPAL SHIMMER EFFECTS						
			03 THE GEOMETRIC FLAT BACKS						
			04 THE IGNITE EFFECT						



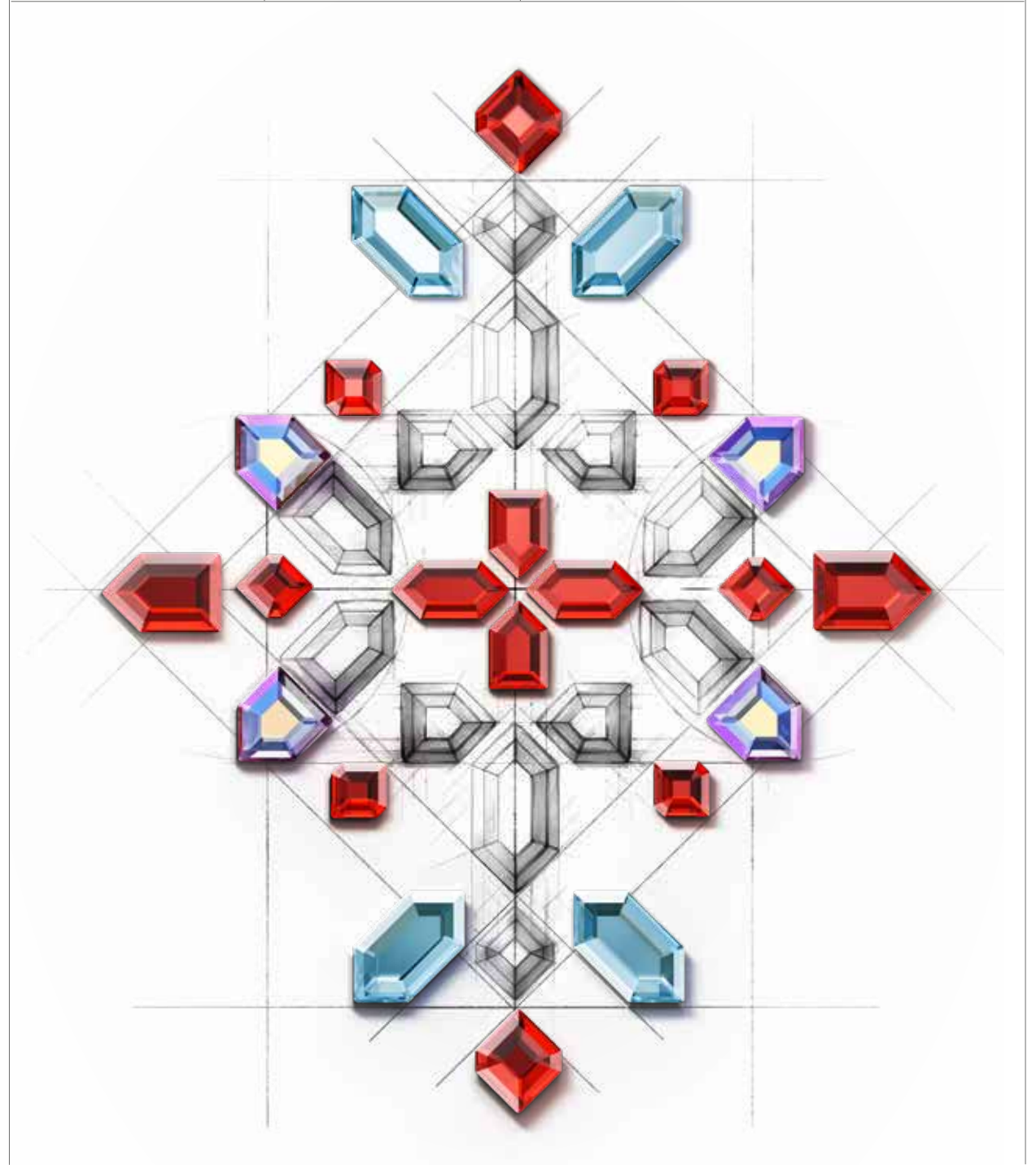
05	06	07	08	09
01  THE MYSTIC SQUARE FANCY STONE		NEW CUT 4460		
		PRECISELY CUT FACETS ON THE TOP, GROOVED SURFACE ON THE REVERSE		
		GEM-INSPIRED COLORS, FANCY EFFECTS, AND A CLASSIC CUSHION SHAPE WITH A HIGHLY FACETED LOOK		
		SIZES		
		8 MM, 10 MM, 14 MM, 18 MM		
		COLORS		
		CRYSTAL, AMETHYST, AQUAMARINE, EMERALD, IRIS, LIGHT COLORADO TOPAZ, SCARLET		
		EFFECTS		
		CRYSTAL AB, CRYSTAL ASTRAL PINK, CRYSTAL LUMINOUS GREEN, CRYSTAL PARADISE SHINE, CRYSTAL VITRAIL MEDIUM, LIGHT TOPAZ SHIMMER		



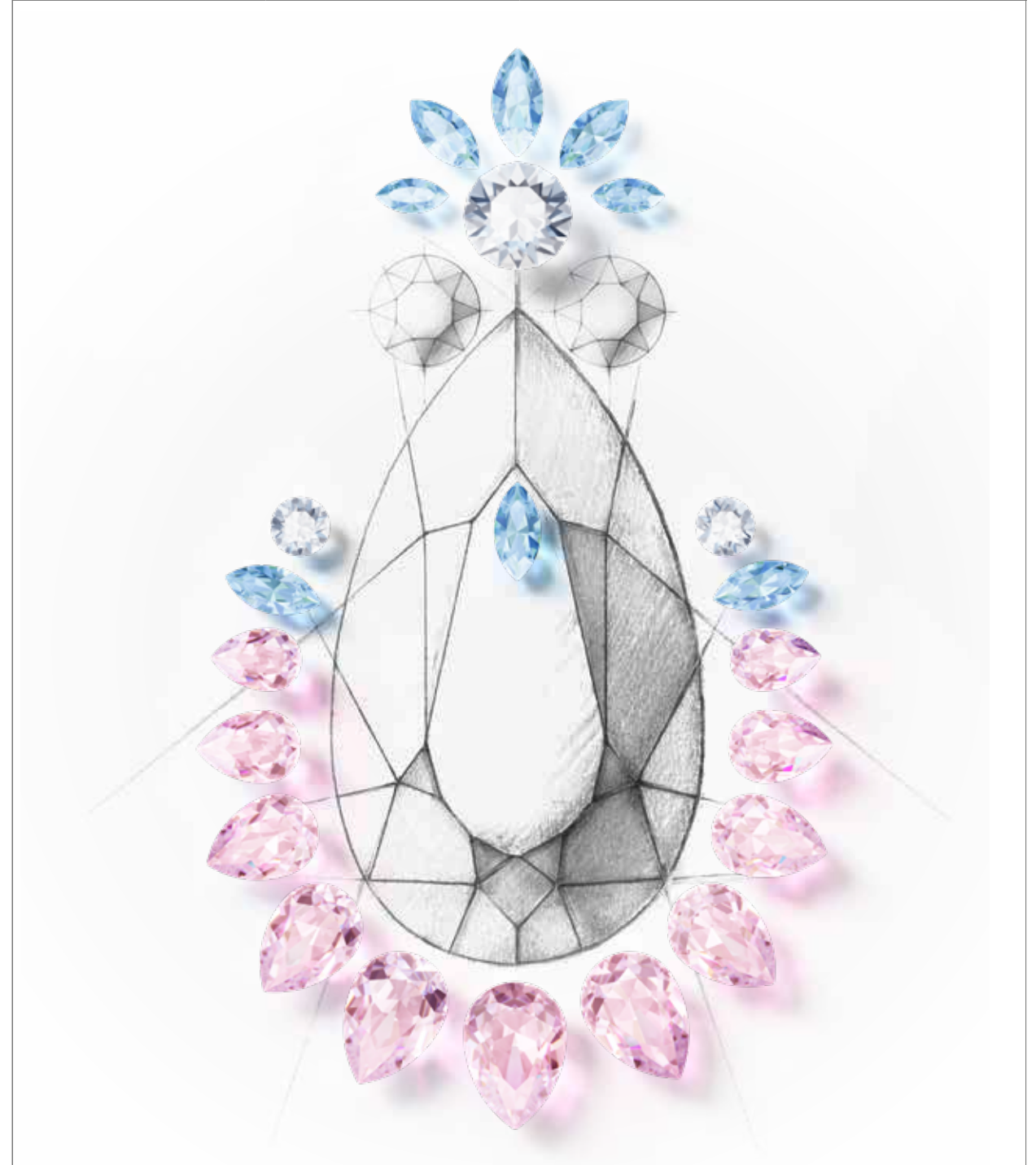
10	11	12	13	14
02  THE IRIS COLOR, CRYSTAL IRIDESCENT DREAMY PEARLS & OPAL SHIMMER EFFECTS		NEW COLOR, NEW PEARL COLORS AND NEW EFFECTS		
		MYSTERIOUS AND DREAMY HUES		
		PERFECTLY COMPLEMENT EACH OTHER		
	SHAPES/SIZES	REFER TO PAGES 059, 065		
	COLORS	IRIS, CRYSTAL IRIDESCENT DREAMY BLUE PEARL, CRYSTAL IRIDESCENT DREAMY ROSE PEARL		
EFFECTS	CHRYSLITE OPAL SHIMMER, CYCLAMEN OPAL SHIMMER, PACIFIC OPAL SHIMMER, ROSE WATER OPAL SHIMMER, WHITE OPAL SHIMMER, YELLOW OPAL SHIMMER			



15	16	17	18	19
03 THE GEOMETRIC FLAT BACKS	<div>NEW SHAPES</div> <div>MATCHING SIDE LENGTHS</div> <div>ALSO MATCHES THE EXISTING GEOMETRIC FLAT BACKS: 2771, 2772, 2773</div> <div>SIZES</div> <div>2774: 6.3×4.2 MM, 8.3×5.6 MM, 12.5×8.4 MM 2775: 5×4.2 MM, 6.7×5.6 MM, 10×8.4 MM 2776: 8.2×4.2 MM, 11×5.6 MM, 16.5×8.4 MM 2777: 5×4.2 MM, 6.7×5.6 MM, 10×8.4 MM</div> <div>COLORS</div> <div>CRYSTAL, AQUAMARINE, BLACK DIAMOND, JET, LIGHT SIAM</div> <div>EFFECTS</div> <div>CRYSTAL AB, CRYSTAL SILVER SHADE, JET HEMATITE</div>			



20	21	22	23	24
04 THE IGNITE EFFECT	<div>NEW EFFECT</div> <div>A SPARKLING EFFECT THAT INCREASES THE BRILLIANCE OF UNFOILED CRYSTALS, CREATING A FINE JEWELRY LOOK</div> <div>IDEAL FOR OPEN-BACK JEWELRY PIECES</div> <div>SHAPES</div> <div>1088, 4120, 4228, 4320, 4470</div> <div>EFFECTS</div> <div>CRYSTAL IGNITE, AQUAMARINE IGNITE, LIGHT ROSE IGNITE</div>			





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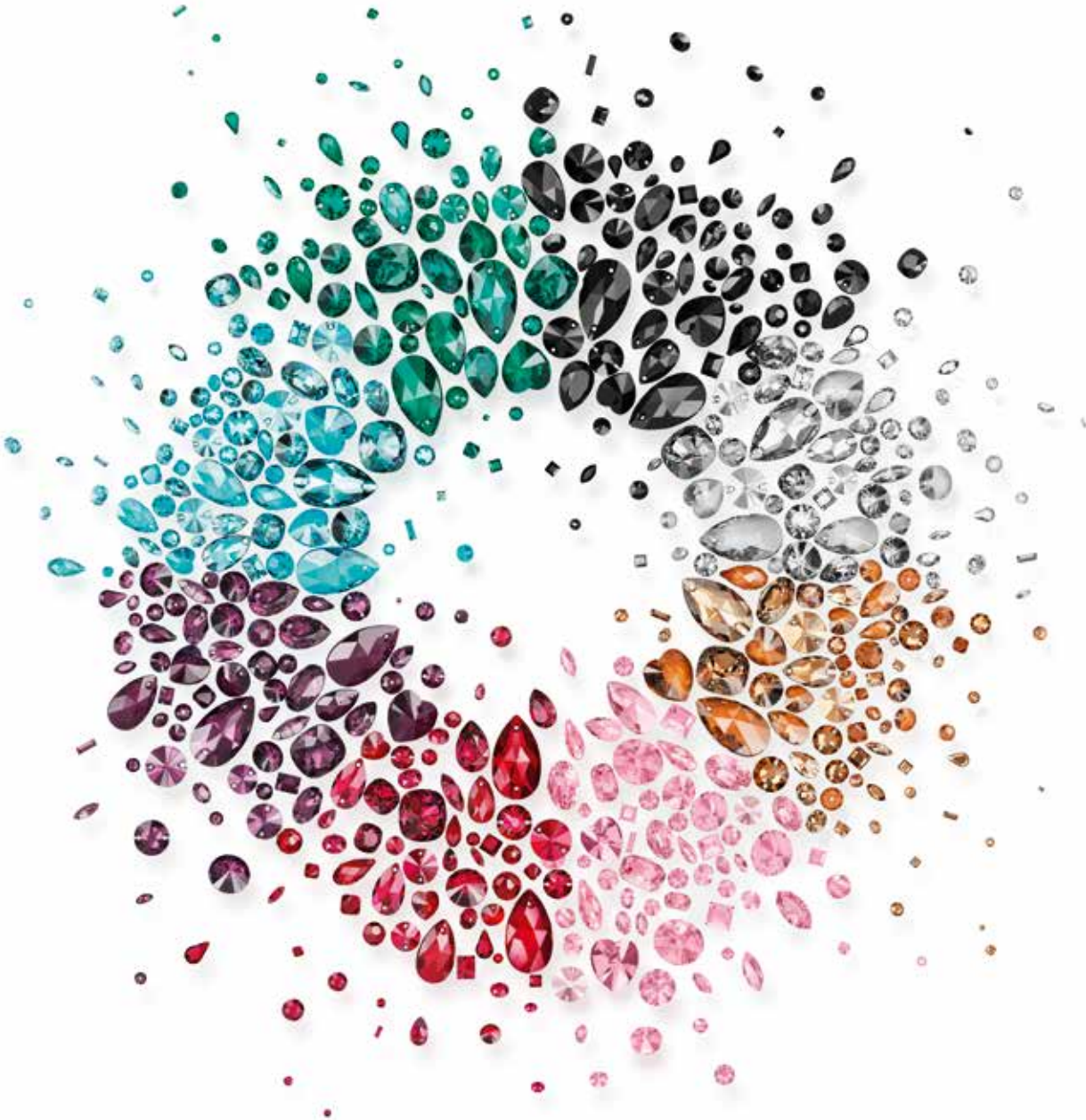
01

02

# CORE ASSORTMENT

WITH FLEXIBILITY, EASY CHOICES AND SPEEDY AVAILABILITY AT YOUR FINGERTIPS, OUR CORE ASSORTMENT OFFERS YOU A ONE-STOP SHOP FOR OUR 30 MOST REQUESTED PRODUCTS WITH ALL THE STOCK YOU NEED, WHEN YOU NEED IT.

FOR SPRING/SUMMER 2021, THE KEY COLORS (AQUAMARINE, AMETHYST, EMERALD, JET, LIGHT COLORADO TOPAZ, SCARLET, AND CLEAR CRYSTAL) ARE JOINED BY THE GEMSTONE-INSPIRED LIGHT ROSE. THE MOST CLASSIC OF ALL OUR PINK CRYSTAL SHADES, ITS PALE TONES SHOW UP INTENSITY OF SPARKLE WITH IMPRESSIVE BRILLIANCE. AND JUST LIKE THE OTHERS, IT'S DESIGNED TO PRECISELY MATCH THE CORRESPONDING PINK ACROSS ALL THE OTHER PRODUCT SHAPES IN THE CORE ASSORTMENT - NO VARIATIONS AND NO STREAKS, PLUS THE RESISTANCE TO PLATING AND SOLDERING THAT'S EXPECTED OF ALL OUR CRYSTALS.



MY FAVORITE COLOR IS