

SWAROVSKI



POWER TO SHINE

Since the turn of the millennium, we have experienced a seemingly never-ending emergence of new conflicts and turmoil on a global scale.

The alliance of states or collaboration of previous opponents has come to a dangerous stop. Block thinking, a vestige from the Cold War, has been reinstated, and all sides are actively nurturing old differences.

New dangers and radical thoughts have also appeared, which are exporting chaos, unrest, and insecurity to other nations.

The global economic powerhouses of the last ten years are faltering, and old economic powers are returning. Both new and old economies are marked by rising social segregation, with different groups within society increasingly drifting apart.

A lack of crisis management and ongoing scandals besetting multinational companies have meant that people across the globe no longer believe the structures in corporations and countries will aid them.

Apart from unrest and conflicts, social issues arising from an unequal wealth distribution will further dominate the social debate.

Social segregation will continue to deepen, and the social gap will widen.

These struggles in economic, political, or social arenas and the rise of new dangers have caused people to lose their trust in states and large companies.

Resilience has become one of the keywords of the coming season, reflecting as it does a desire for resistance against the given and the established.

This sense of self-determination and activity is manifesting in the strong rise of many different forms of activism across the globe.

From activism in fashion – creating a voice against mass consumption, throwaway society, and the fast pace of modern life – to gender activism with the launch of the UN's #HeForShe campaign, through to continued environmental and social activism, people are taking their futures into their own hands.

This season, we salute this rise in activism from people of all genders and walks of life across the globe as we look forward to creating a better, safer, and more prosperous future – for us all.

Welcome to our Fall/Winter 2016/17 seasonal inspirations, called "Power to Shine."



ROMANTIC

SAVIORS OF THE PLANET

Focusing on Mother Earth, we pay homage to her bounty and beauty with camouflage colors. Rustic, natural tones, brilliant greens, and a hint of rising dawn in blush rose combine to emulate the beauty of the natural.

Segment: Ready to Wear

CLASSIC

PROTECTORS OF EQUALITY

Soft and strong colors are combined with an updated blend of red, violet, and peach tones to reflect a contemporary unisex direction. Black and burgundy hues merge with amethyst to add extra depth and strength to this color palette.

Segment: Accessories



GLAMOUR

GUARDIANS OF THE PAST

A new approach to red, highlighting its historic and regal appeal with a gradation that takes it down from ultra-bright to a more modern, design-oriented direction, where it is teamed with Crystal Chrome and gold tones enhanced with a touch of blue to create an opulently understated color palette.

Segment: Evening Wear



PROGRESSIVE

EXPLORERS OF THE FUTURE

As outer space re-enters the collective conscious, bright punches of yellow and blue/greens stand out from a mercurial mix of silver and gray to create a futuristic palette reminiscent of robots and science-fiction elements.

Segment: Jewelry & New Segments



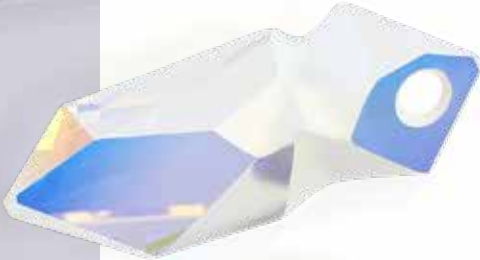




Crystal Vitral Light (001 VL)



Light Peach F (362)



Crystal AB (001 AB)



Amethyst F (204)



Burgundy F (515)



Jet (280)

PROTECTORS OF EQUALITY

A feeling of cohesion is sweeping the world.

Men and women are uniting in the fight against gender discrimination to convey a sense of solidarity and understanding between the sexes.

"No generation of men before has taken as much time off and stayed at home to care for children as millennial dads; no men have ever before taken on as many household chores as them and no men have ever before been that confident in wanting to look their best for their partners and themselves."
(Stylus, New Masculinity).

Focusing on the rise of no gender discrimination, mainstream fashion will further explore the notion of androgyny and unisex, where clear lines, structural elements, and resilient materials combine to create silhouettes that appeal equally to both men and women.

The trickle-down effect means that design will increasingly reference strength and power, with embellishment and decoration becoming fiercer; showcasing a desire, on both sides, not to back down.

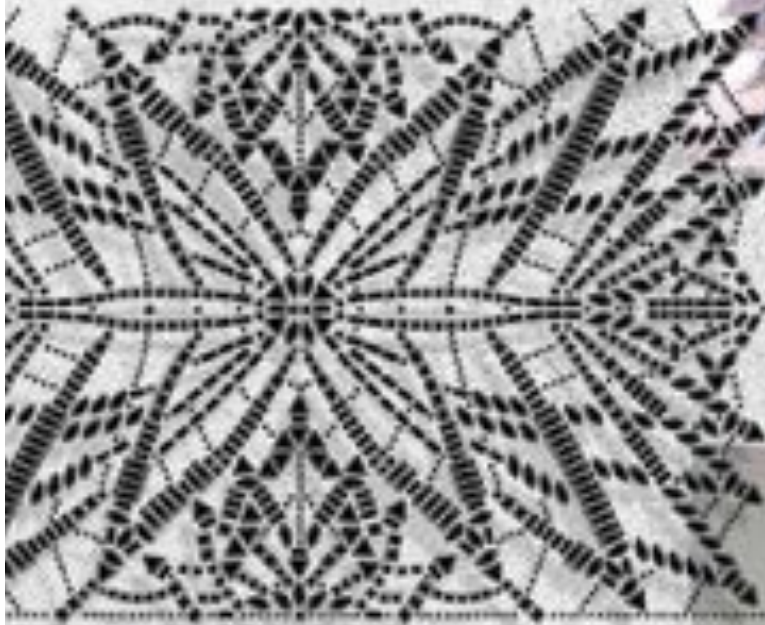
Crystal crosses the border and can now be seen in designs for people of all ages and genders.

CLASSIC MOOD



STRUCTURAL

Modern geometric patterns applied on textiles using the innovative Transfers Unlimited technology adorn designs.



STRENGTH

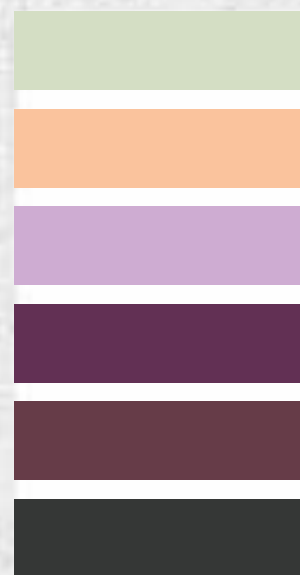
As women continue to fight for their rights, their warrior status and strength is conveyed in designs, with shoulders a key focus to emphasize strength and power.



FIERCE

Functional aspects and active wear-inspired shapes, taken from elite sports such as fencing, lend a modern minimalist edge to silhouettes.





UNISEX

Urban unisex designs highlight the true melding of genders, where segments are no longer defined as being just for men or women, but completely appropriate and interchangeable for both.



RESILIENCE

Classic crystal shapes are arranged in ways to show maximum edges, referencing natural armor-like quills.





JEWELRY INSPIRATION

Delicate yet solid chains are embellished with crystals, emphasizing strength and resilience.

Dark metals and dark surface coatings appeal to both men and women, taking on fluid forms that reflect movement and progress.

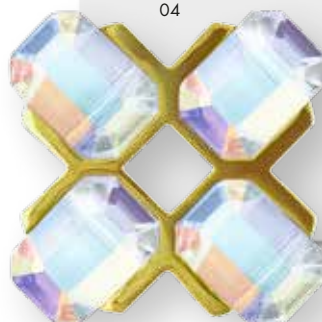
02



03



04



- 01 5045 4 mm 001 SCGR NEW!
- 02 6910 26 mm 001 SCGR T1162 NEW!
- 03 6912 28 mm 001 SCGR T1152 NEW!
- 3288 10 mm 001 SCGR F NEW!
- 1028 PP 7 001 F
- 1028 PP 7 212 F
- 1028 PP 7 280
- 04 5514 10x7 mm 001 AB NEW!
- 05 4923 38x33 mm 001 SINI NEW!
- 1028 PP 5 204 F



05



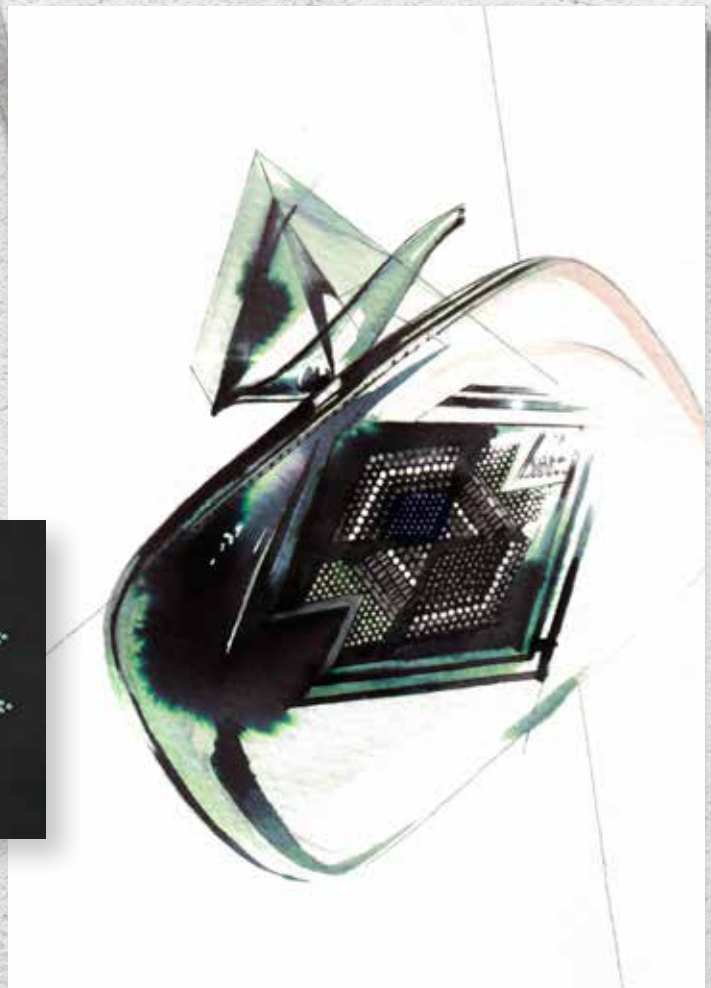
Shiny and matt materials continue to merge, blurring the borders in a subtle nod to no-gender design and reflecting the approximation of gender opposites.

CLASSIC

FASHION INSPIRATION



Sleek elements alternate with
crystal-embellished details.



Graphic shapes show up in polished or brushed
metals with miniscule crystal detailing.



COLOR COMBINATIONS
AND PRODUCT INSPIRATION



PRODUCT INSPIRATION

Edgy crystal shapes play on notions of both elegance and toughness for an updated armor effect in accessories.

An angular look in crystal cuts pervades, further reflecting the fluidity of design for both genders.

Small crystal sizes alternate with large statement crystals.

Crystal cupchains and metallics offer a tactile and sleek urban finish.

Crystal Mesh and Crystal Fabric are used in wide bandings across the body.



- 01 **4439** 001 VL
- 02 **6530** 001 AB
- 03 **2720** 001 AB F
- 04 **6465** 001 AB
- 05 **5747** 001 AB
- 06 **167472** 01 234 001MOL H ^{NEW!}
- 07 **5026** 204
- 08 **5040** 204
- 09 **5514** 001 AB ^{NEW!}
- 10 **5045** 001 AB ^{NEW!}
- 11 **5515** 204
- 12 **27000** S24 00C 1088F 204
- 13 **2088** 515 F
- 14 **4470** 515 F
- 15 **4428** 515 F
- 16 **6913** 001 SINI ^{NEW!}
- 17 **167492** 02 280HEM 001SINI H ^{NEW!}
- 18 **3008** 280 ^{NEW!}
- 19 **5748** 280
- 20 **4331** 001 SINI ^{NEW!}
- 21 **5045** 001 SINI ^{NEW!}
- 22 **2088/G** 280 F ^{NEW!}

CLASSIC

TRANSFERS FLAG

Solid geometric material shapes are perfectly balanced with sparkling crystal detailing, reflecting a combination of streamlined, masculine features and softer, feminine touches. Monochrome and tone-on-tone embellishment create a new concept of luxurious decoration.

- 01 **2080/4** SS34 001CHRM V HF
- 02 **2078** SS34 001SCGR A HF ^{NEW!}
- 03 **2720** 12,5 mm 001 SSHA M HF
- 04 **2494** 8 mm 280 M HF
- 05 **13199** 280HEM/001SCGR NOPERF ^{NEW!}
- 06 **13200** 082/001PBLUHFT/280HEM
- 07 **13201** 092/086/277/204/515
- 08 **13202** 082/001CHRMV/001PBLUHFT/
280HEM/001SCGR/280AB/
001LTCH NOPERF ^{NEW!}
- 09 **13203** 086/092/082/096/001SCGR/277/
515 ^{NEW!}
- 10 **13204** 092/082/001CHRMV/001PBLUHFT/
001CHRMV/001LTCH/001SCGR ^{NEW!}
- 11 **13205** 082/277/001SCGR/280AB/
001LUMG ^{NEW!}
- 12 **13206** 280HEM/001SSHA/280HEM NOPERF
- 13 **13207** 096/280AB/001SCGR ^{NEW!}
- 14 **13208** 070/001LTCH/001SSHA
- 15 **13209** 096/071/001LTCH/280AB
- 16 **13210** 001SCGR/277 ^{NEW!}
- 17 **13211** 280HEM/001CHRMV/001LTCH

Material Information

- A Silk
- B Neopren
- C Taft
- D Organza
- E Chenille
- F Cotton
- G Technical fabric
- H Imitation leather band
- I Satin band





CLASSIC

COMPONENTS FLAG

Crystal Bandings become a key design detail, wrapped and strapped to new effect in dynamic zig-zags. Integrated crystal detailing in edgy crystal shapes are teamed with spikes showcasing a directional non-gender design ethic.

- 01 **4481** 12 mm 362 F
- 02 **4481/S** 12 mm 1PH2OZ
- 03 **4200** 35x9,5 mm 001 F
- 04 **4200/S** 35x9,5 mm 1PH2OH
- 05 **4439** 14 mm 001 VL
- 06 **4439** 20 mm 001
- 07 **5028/4** 6 mm 204
- 08 **5053** 6 mm 001 ROGL
- 09 **5181** 13x7 mm 280
- 10 **5328** 4 mm 204
- 11 **5328** 4 mm 362
- 12 **5328** 4 mm 280
- 13 **5515** 18x12,5 mm 204
- 14 **5540** 12 mm 001 AB
- 15 **5540** 12 mm 280
- 16 **5541** 15 mm 001 AB
- 17 **5541** 11 mm 001 AB
- 18 **5747** 12x6 mm 001 SSHA
- 19 **5747** 12x6 mm 280
- 20 **5810** 4 mm 001 674
- 21 **5810** 6 mm 001 301
- 22 **5810** 8 mm 001 674
- 23 **5810** 10 mm 001 301
- 24 **6040** 30 mm 001 BLAPA
- 25 **6090** 16x11 mm 204
- 26 **6328** 6 mm 001 ROGL2x
- 27 **6328** 8 mm 280
- 28 **6480** 28 mm 001 BLAPA
- 29 **6480** 39 mm 001 BLAPA
- 30 **6628** 12 mm 001 SINI
- 31 **6656** 19 mm 280
- 32 **3270** 16 mm 280
- 33 **3490/005** 090
- 34 **749271** Transfer Special Motif
(362 NOPERF)
- 35 **749280** Transfer Unlimited Special Motif
(090 001BLAPA)
- 36 **57 000** 001 012 280 HEM
- 37 **72012** 012 280
- 38 **74026** 010 001 METSI
- 39 **62 000** 001 S010 280 HEM
- 40 **55 000** 002 022 082 001 AB
- 41 **55 000** 003 012 082 001 PARSH
- 42 **55 000** 004 012 082 001 PARSH
- 43 **55 000** 005 012 082 001 PARSH
- 44 **52 400** 005 012 086 001 CHRM V

Material Information

- A Taft Changeant
- B Tarlatan
- C Imitation leather
- D Banding
- E Satin
- F Alcantara ®
- G Elastic Cord
- H Fixing pin



ROMANTIC

Crystal Scarabaeus Green F (001 SCGR) ^{NEW!}

Olivine (228)

Crystal Tabac (001 TAB)

Smoked Topaz F (220)

Blush Rose (257)

Crystal Black Patina (001 BLAPA)

SAVIORS OF THE PLANET

The search for perfection in an imperfect world continues.

Sustainability continues to be the topic on everyone's lips and minds.

A focus on preserving nature, on giving back, is paramount.

We, as individuals, are taking control since we no longer believe that large corporations are acting in the best interests of the individual or the planet.

The individual eco-warrior is on the rise.

This season we will see a focus on durable, wearable clothes – as a protest against

fast fashion and the resulting damage to our planet – and as a necessity in our fast-paced world.

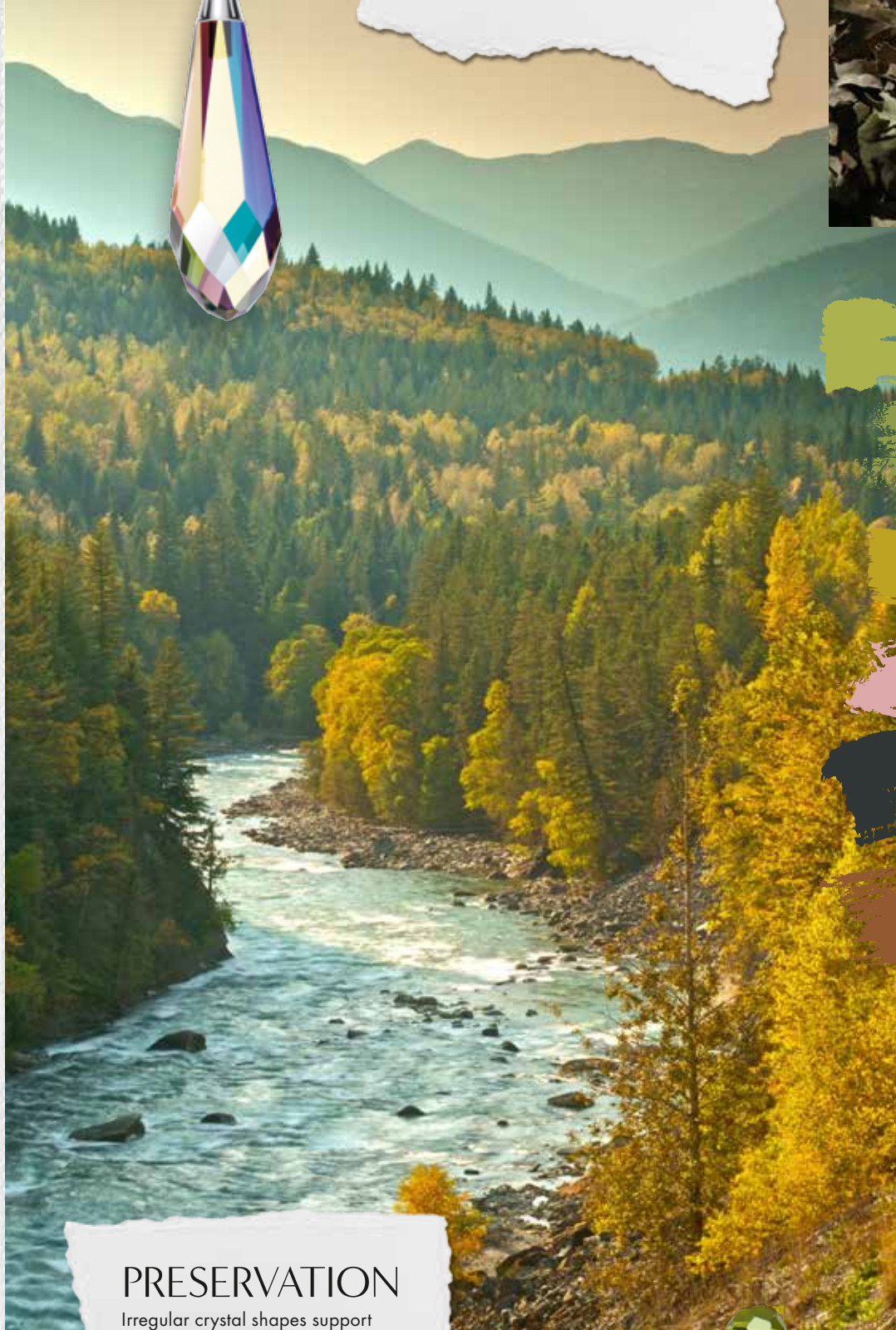
We will protest with our wardrobe choices and dress in clothes that send a message to the world.

As an anti-fashion ethos arises, we will choose to slow down, to reconnect with the great outdoors, and to understand its bounty and beauty.

But more than that, we will focus on preserving the natural wonders that we have so far taken for granted.

SUSTAINABILITY

With the depletion of our natural resources ever increasing, sustainability and a desire to cherish the real and genuine remain key topics.



PRESERVATION

Irregular crystal shapes support the organic look and lend a sense of modern activism to designs.



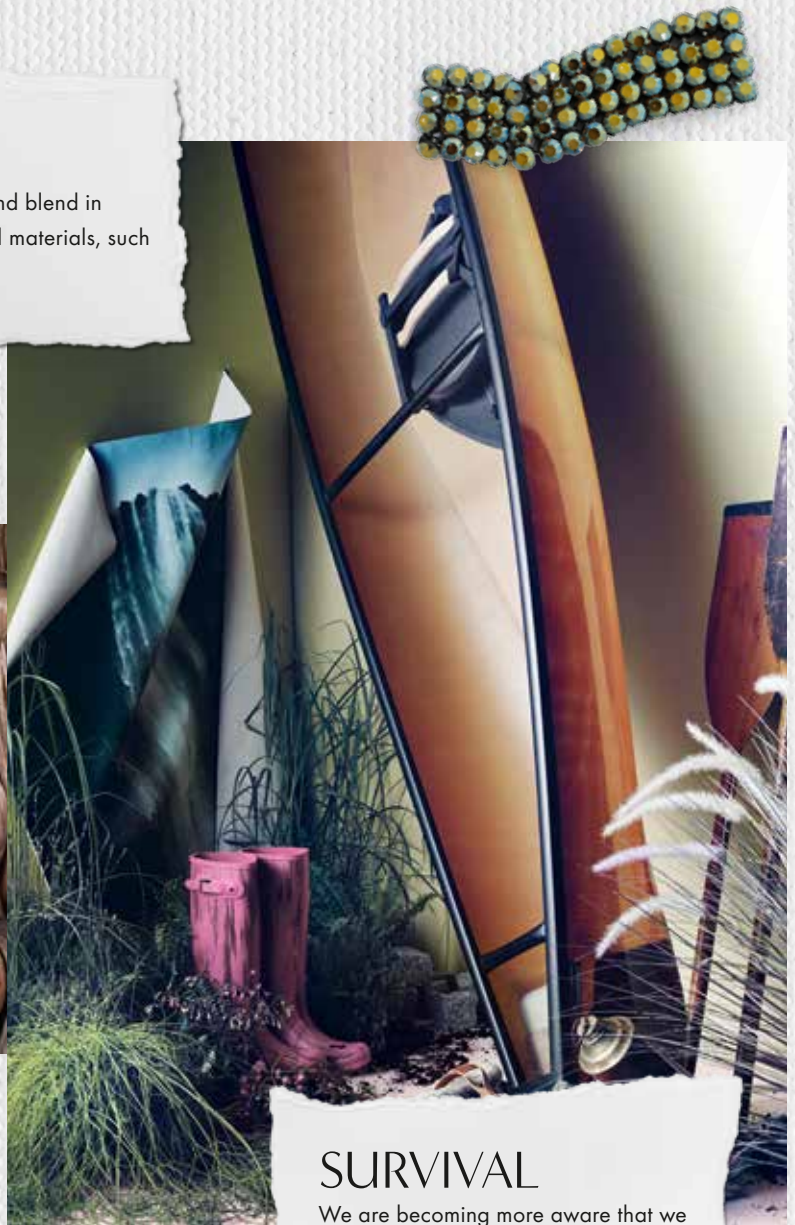
ROMANTIC

MOOD



NATURAL

Crystal colors reflect and blend in with the hues of natural materials, such as wood and leather.



ECO-WARRIOR

"It has been understood that those who dress in battle attire are actually against violence. That the outfits are a peaceful way to communicate protest." (TU FW 16-17)

SURVIVAL

We are becoming more aware that we cannot continue to plunder the earth if we are to survive.



ROMANTIC

Our continuing desire for safety and anonymity will see the emergence of protective design elements.

JEWELRY INSPIRATION

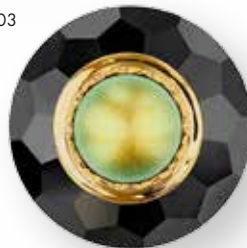


01



02

03



Rounded, organic shapes soften and feminize overtly militant designs.



04

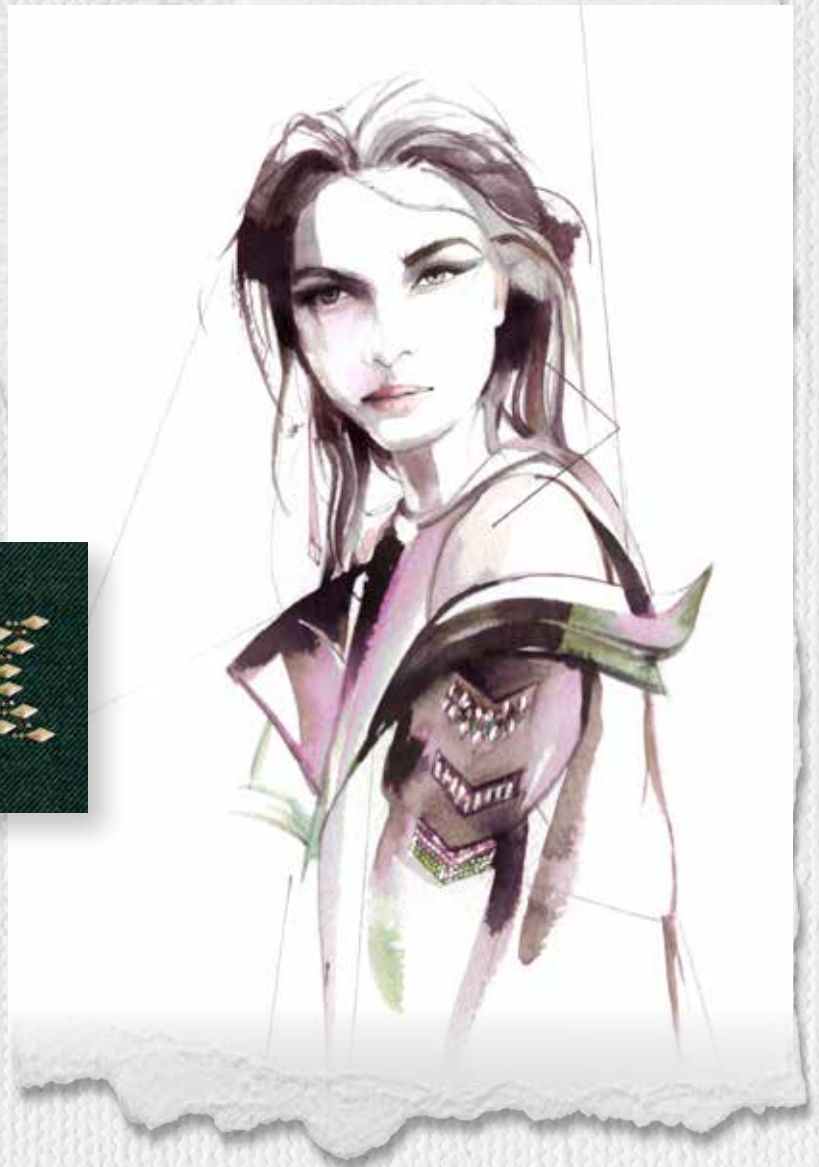
- 01 5514 8x5,5 mm 001 SINI ^{NEW!}
- 02 5045 6 mm 001 METSH ^{NEW!}
- 03 3008 18 mm 280 ^{NEW!}
- 5817 8 mm 001 930
- 04 1028 PP 3 001 F
- 1028 PP 4 001 F
- 1028 PP 5 001 F
- 1028 PP 8 001 F
- 1028 PP 9 001 F
- 1028 PP 11 001 F
- 1028 PP 12 001 F
- 1028 PP 13 001 F
- 1088 PP 14 001 F
- 4137 22x16 mm 001 GSHA
- 05 4920 23 x18 mm 001 DOR F T1156 ^{NEW!}



Jewelry gets closer to the body for a more practical approach, with short necklaces and opulent cuffs flattened for outdoor comfort.

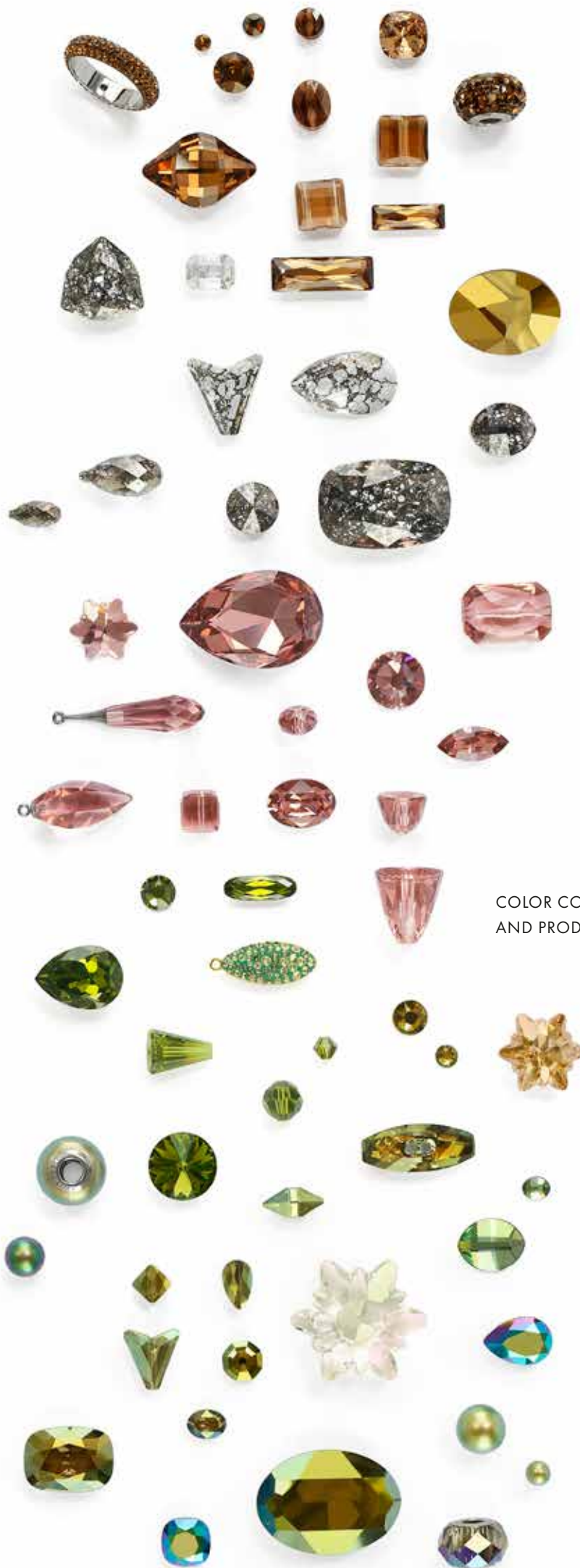
ROMANTIC

Crystal blend colors, earthy ceramics, and sandy crystal opals translate breathtaking natural elements into sparkling adornment.



FASHION INSPIRATION

An echo of military style inspires upcoming design directions with edgy and sharp-looking details carrying silent, protective energy.



COLOR COMBINATIONS
AND PRODUCT INSPIRATION

ROMANTIC



- 01 **4320** 001 872 F NEW!
- 02 **2714** 001 SCGR F NEW!
- 03 **6106** 001 872 NEW!
- 04 **5000** 228
- 05 **5000** 228
- 06 **4470** 001 IRIG F
- 07 **3200** 001 SCGR F NEW!
- 08 **1088** 257 F
- 09 **4785** 001 ANTP F
- 10 **3009** 257 F
- 11 **5515** 257
- 12 **86001** 31 260
- 13 **167452** 13 360 001LUMG 213 3 NEW!
- 14 **53005** 086 001 IRIG F
- 15 **4678/G** 001 IRIG F
- 16 **4418** 001 BLAPA F
- 17 **4320** 001 BLAPA F
- 18 **40001** 004 012 001 IRIG F
- 19 **6480** 001 BLAPA
- 20 **72003** 010 001 MFMLG

PRODUCT INSPIRATION

Spike Beads and Spike Banding transform regular surfaces into a pointy, tactile experience.

Complete, all-over crystal in Transfer camouflage patterns and Crystal Mesh creates a visually striking statement, offering a sensory connection through new surfaces.

The subtle shimmer of the Crystal Patina effect is repeated at irregular intervals throughout designs.

Crystal detailing takes on a functional aspect, with rivets offering both a decorative as well as a practical element.

ROMANTIC

Jewelry designed by On Aura Tour Yu



ROMANTIC

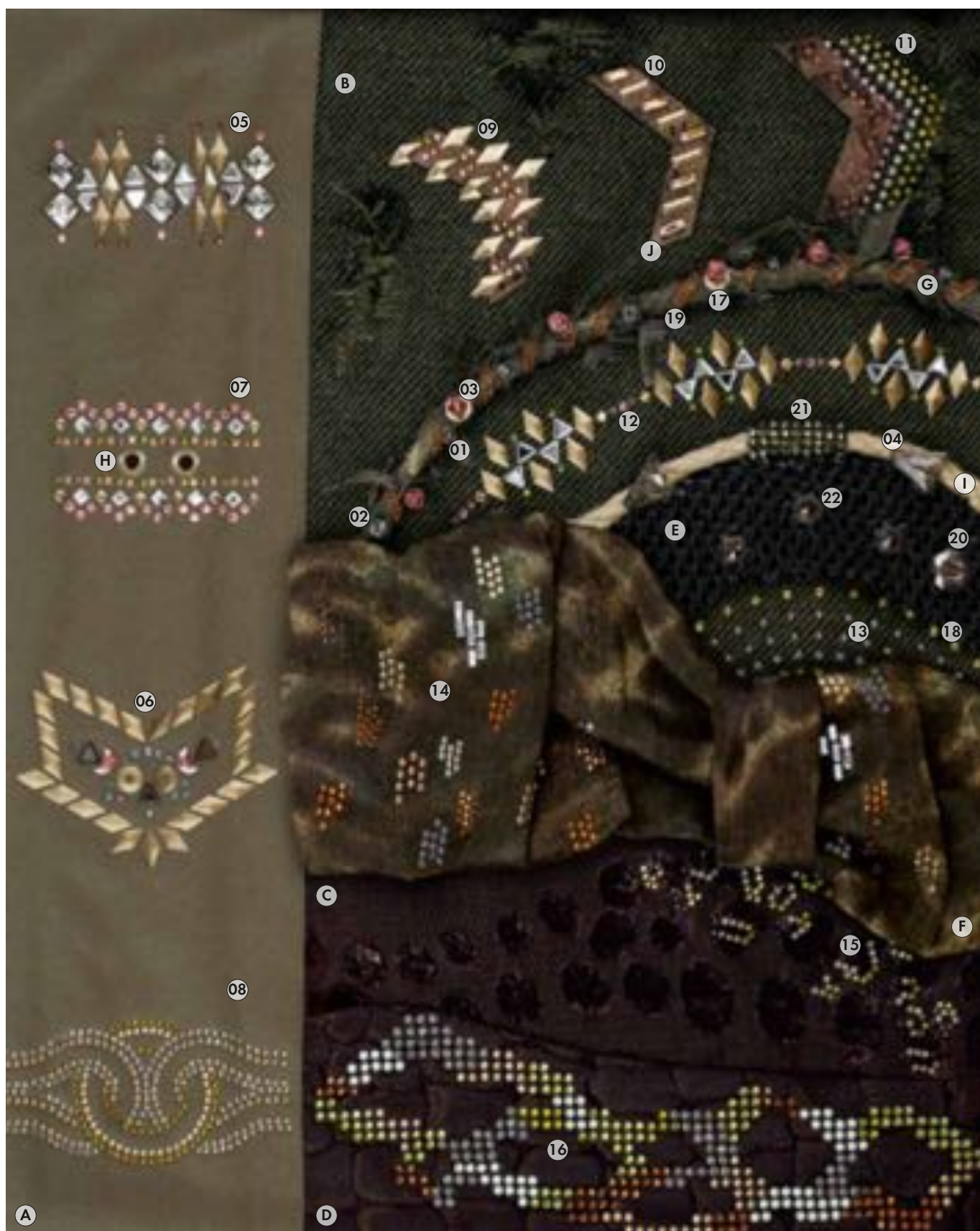
TRANSFERS FLAG

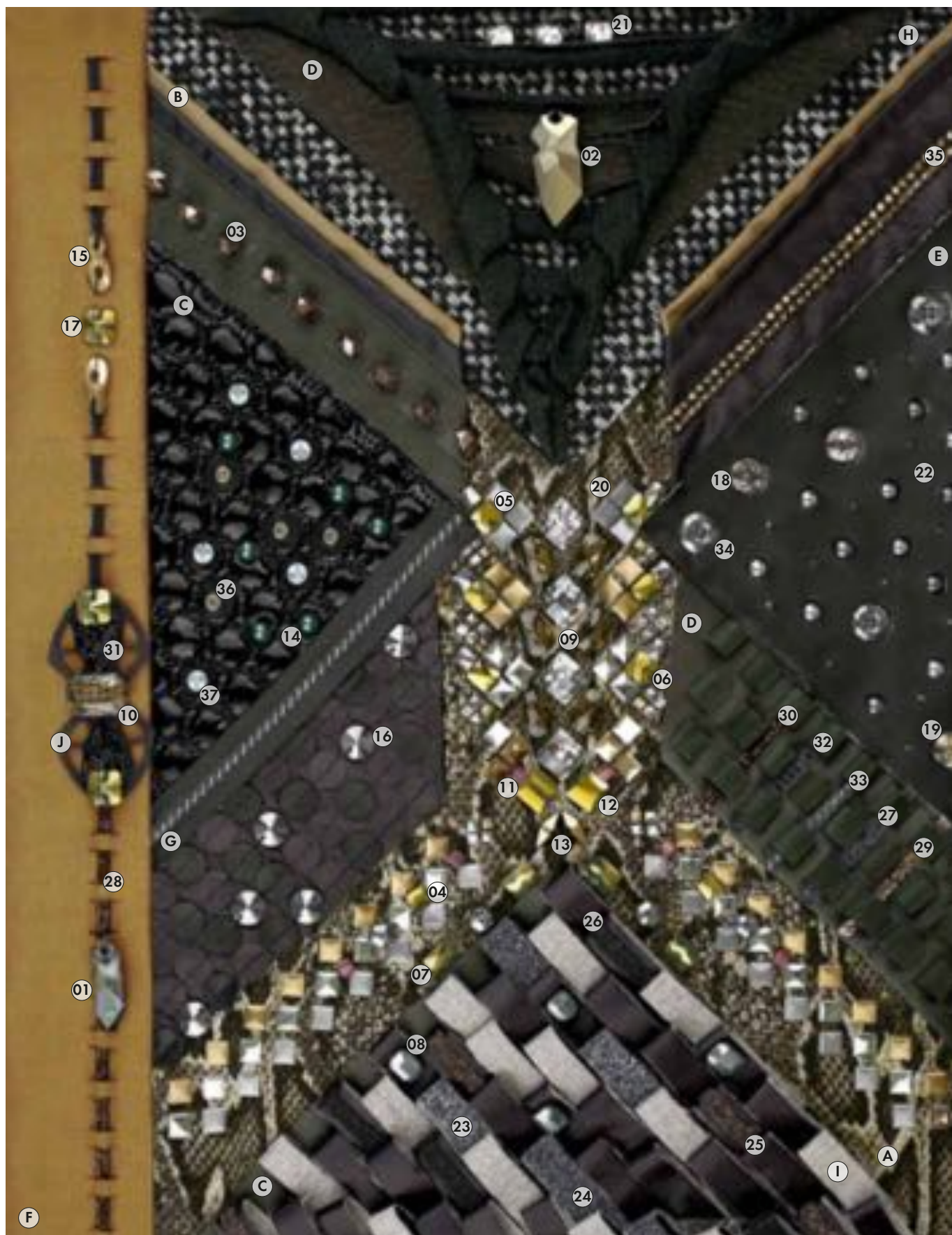
Dynamic and directional, sharp-edged Transfers create subliminal movement and activity in designs. Blurred, disconnected, and taken apart, a new direction for camouflage-inspired Transfers hints at our desire to actively save our planet.

- 01 **5045** 4 mm 001 SINI ^{NEW!}
- 02 **5045** 6 mm 001 SINI ^{NEW!}
- 03 **5328** 6 mm 257
- 04 **5748** 16 mm 001 BLAPA
- 05 **13149** 084/094/001/001BLAPA/220/
257 NOPERF
- 06 **13150** 084/084/001CHRMV/280HEM/
257/653HFT NOPERF
- 07 **13151** 094/001/257/228/257
- 08 **13152** 084/001MLGLD/001DOR/001GSHA
- 09 **13153** 094/257/220/228
- 10 **13154** 094/001GSHA NOPERF
- 11 **13155** 094/228/257/001TAB/220
- 12 **13156** 084/001GSHA/001/228/653HFT/
257 NOPERF
- 13 **13157** 001617/220/001TAB/653HFT/228
- 14 **13158** 094/084/001295/001/220/653HFT/
001HFT/220/220SAT
- 15 **13159** 001HFT/284/001TAB
- 16 **13160** 084/001TAB/653HFT/220/
001PGREHFT/228
- 17 **747032** Transfer Special Motif (094)
- 18 **747033** Transfer Special Motif (094)
- 19 **62 030** 002 S010 220
- 20 **3008** 12 mm 280 HEM ^{NEW!}
- 21 **52 400** 005 012 086 001MLGV
- 22 **53 010** 086 280 HEM

Material Information

- A Silk
- B Wool
- C Fishbone with velvet floc
- D Silk/Wool Mix
- E Technical Fabric
- F Linen/Silk Mix
- G Cotton Organdi
- H Metal Lop
- I Cotton Banding
- J Cork





ROMANTIC

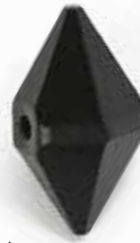
COMPONENTS FLAG

Paying homage to the earth, its beauty, and its bounty, materials continue to reflect our fascination with the natural and sustainable. Faux animal prints are made bolder with the inclusion of repetitive crystal detailing while sturdy, practical materials are given an uplift with shimmering crystal in modern tone-on-tone combinations.

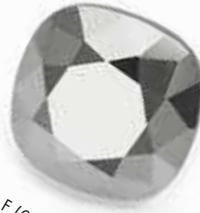
- 01 **6913** 28 mm 001 SINI ^{NEW!}
- 02 **6913** 40 mm 001 MLGLD ^{NEW!}
- 03 **5045** 8 mm 001 SINI ^{NEW!}
- 04 **5053** 6 mm 001 IRIG
- 05 **5053** 6 mm 001 SINI
- 06 **5053** 8 mm 001 IRIG
- 07 **5055** 10x8 mm 001 IRIG
- 08 **5514** 10x7 mm 001 SINI ^{NEW!}
- 09 **5515** 14x9,5 mm 225
- 10 **5515** 18x12,5 mm 001 GOLPA
- 11 **5601** 4 mm 257
- 12 **5625** 10 mm 001 IRIG
- 13 **5747** 12x6 mm 001 MLGLD 2x
- 14 **5810** 6 mm 001 297
- 15 **6792** 18 mm 001 MLGLD 2x
- 16 **3200** 10 mm 280 HEM
- 17 **3201** 10 mm 001 IRIG F
- 18 **3220** 10 mm 001 BLAPA F
- 19 **3220** 10 mm 001 GOLPA F
- 20 **13176** 086/096/084/094/096/084/001/
001BLAPA/228 NOPERF
- 21 **747317** Transfer Special Motif
(001BLAPA NOPERF)
- 22 **748184** Transfer Special Motif
(001CHRMV/280HEM/653HFT NOPERF)
- 23 **57000** 001 012 001 CAL
- 24 **57000** 001 012 001 CHRM
- 25 **602854** 012 001 DOR
- 26 **602854** 012 280 HEM
- 27 **606529** Crystal Fabric Special Motif
(012 001 MLGLD)
- 28 **701252** Crystal Fine Rocks Special Motif
(012 292) ^{NEW!}
- 29 **701688** Crystal Fine Rocks Special Motif
(010 001 M103)
- 30 **701688** Crystal Fine Rocks Special Motif
(012 292)
- 31 **704879** Crystal Fine Rocks Special Motif
(012 360) ^{NEW!}
- 32 **62 000** 001 F083 280 HEM
- 33 **62 040** 001 S012 280 HEM
- 34 **3008** 12 mm 280 HEM ^{NEW!}
- 35 **52 400** 002 012 086 001 MLGLD
- 36 **53 000** 086 215
- 37 **53 001** 086 001 859 ^{NEW!}

Material Information

- A Silk
- B Cotton
- C Technical fabric
- D Jersey
- E Synthetic leather
- F Silk
- G Coated cotton
- H Boucle
- I Wool
- J Alcantara ®



Jet (280)



Crystal Light Chrome F (001 LTCH) NEW



Crystal Powder Grey (001 L105)



Crystal Pastel Blue Pearl (001 966)



Crystal Scarabaeus Green F (001 SCGR) NEW



Crystal Metallic Sunshine (001 METSH)

EXPLORERS OF THE FUTURE

We are currently experiencing a renewed fascination with science fiction. The desire to break and push through boundaries, to explore new worlds, and to realize the dream of life in outer space is fast becoming part of our collective mindset.

These desires are now manifesting in outer-space initiatives never before dreamed of, such as the recent plan to create a human settlement on Mars.

Entitled Mars One, the program proposes to establish a permanent colony on the planet. Crews of four will depart every two years, starting in 2024, with the first unmanned mission proposed for launch in 2016.

This has brought an entirely new science-fiction element back into design. Augmented reality has seemingly become the norm and the invasion of technology in our lives has reached saturation point.

We no longer need to imagine the future. It is already here!



SCI-FI
display

LED displays are on the rise in both jewelry and fashion designs.

ROBOTIC



ROBOTIC
Out-of-this-world designs reference safety and
armor-like protection, as robotic and intense
laboratory-style elements creep into designs.

MOOD

TECHNOLOGY

A continuing fascination with the merger between humans and technology sees us promote our bodies as effective machines – with a softened android effect inherent in futuristic designs.

IMMERSION

Crystal is used as a border decoration to add clear-cut transparency and light effects to designs, imparting a modern tech edge.

SPACE

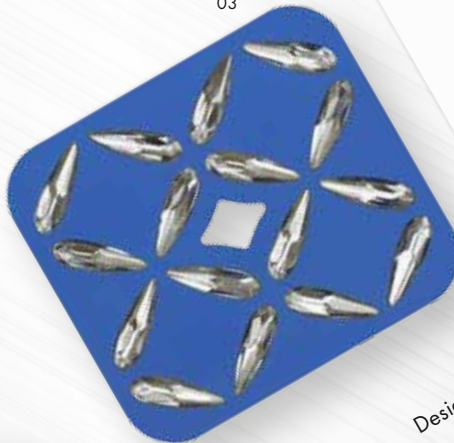
Non-gender directions and futuristic elements evolve to capture a new consumer group; one looking for form, functionality, and finesse.



02



- 01 4921 29x22.5 mm 001 F NEW!
- 02 4470 10 mm 001 LTCH F NEW!
- 03 4722 10 mm 001 F
- 04 4331 11 mm 001 F NEW!
- 05 4923 28x24 mm 001 F NEW!
- 05 4925 23x9 mm 001 F NEW!
- 2088 SS 20 001 SCGR F NEW!



03



04

01



Designers symbolically express their
fascination with technology,
using various diagonal lines to create
dynamic compositions.

Crystal is fused with flawless
engineering to create sleek silhouettes.

**JEWELRY
INSPIRATION**



05

Science-fiction visions of wearable devices are fast becoming a reality. Shapes become thinner and look as if they are glued to the body.



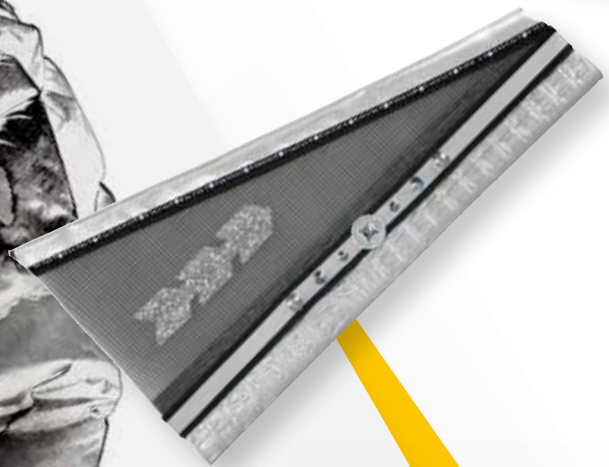
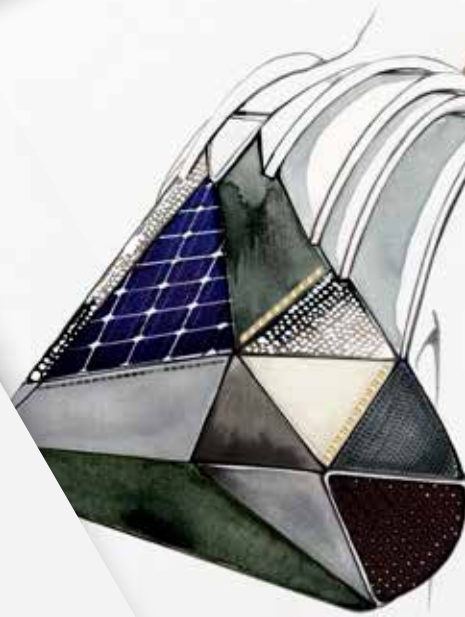
COLOR COMBINATIONS
AND PRODUCT INSPIRATION



Edgy, angular constructions reference speed, motion, and activity.

Zoned aerodynamics and high-performance base layers reference the continuing influence of the "sports-luxe" direction when combined with radiant crystal.

FASHION INSPIRATION



PRODUCT INSPIRATION

Crystaltex-it, Fishnet Bandings, and Crystal Fabric add interest to designs.

A combination of large Fancy Stones and Flat Backs are used to create irresistible shine.

AB and other iridescent effects on crystal give designs a futuristic element.

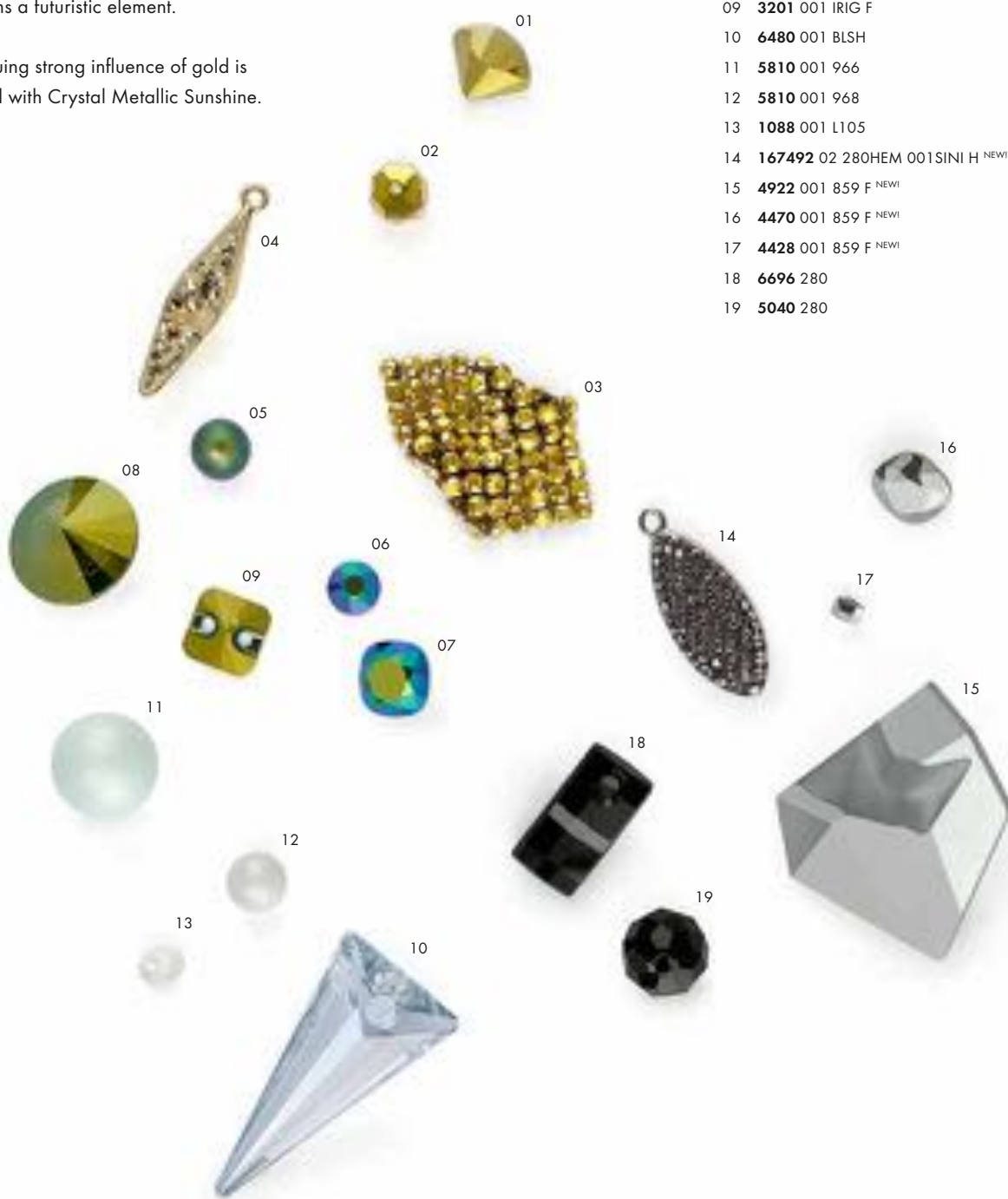
The continuing strong influence of gold is highlighted with Crystal Metallic Sunshine.

There is a revival of the traditional baguette and emerald cut in crystal, as classic jewelry icons gain a modern look and become integrated into high-tech gadgetry.

Crystal Beads create sculptural shoulder intensity.

Oversized geometric crystals are pieced together into unique, kaleidoscopic clusters.

- 01 **2714** 001 METSH F
- 02 **5045** 001 METSH ^{NEW!}
- 03 **40001** 009 081 001 METSH
- 04 **167482** 05 001GSHA 001MLGLD 3 ^{NEW!}
- 05 **5810** 001 946 ^{NEW!}
- 06 **2088** 001 SCGR F ^{NEW!}
- 07 **4470** 001 SCGR F ^{NEW!}
- 08 **1122** 001 IRIG F
- 09 **3201** 001 IRIG F
- 10 **6480** 001 BLSH
- 11 **5810** 001 966
- 12 **5810** 001 968
- 13 **1088** 001 L105
- 14 **167492** 02 280HEM 001SINI H ^{NEW!}
- 15 **4922** 001 859 F ^{NEW!}
- 16 **4470** 001 859 F ^{NEW!}
- 17 **4428** 001 859 F ^{NEW!}
- 18 **6696** 280
- 19 **5040** 280





PROGRESSIVE

TRANSFERS FLAG

The seamless integration of new synthetics and durable materials in fashion becomes a focus when combined with Crystal Transfers to create a minimalistic yet distinctly fashion-forward statement.

01	2080/4 SS16 001 872 HF ^{NEW!}	Material Information
02	13177 001PBLUHFT/001MOL/001SCGR ^{NEW!}	
03	13178 001PBLUHFT/001/001/001SCGR ^{NEW!}	A Polypropylen
04	13179 001PBLUHFT/001	B Technical fabric
05	13180 001PBLUHFT/001AB/001SCGR ^{NEW!}	C Organdy
06	13181 092/001SSHA/001/001METBL	D Wool
07	13182 001/PBLUHFT/001PBLUHFT/001PBLUHFT	E Cotton Satin
08	13183 092/001/001SCGR/001METBL ^{NEW!}	F Peticote
09	13184 280HEM NOPERF	G Leather Imitation
10	13185 001PBLUHFT/001PBLUHFT/280HEM/ 001SCGR ^{NEW!}	H Reflective band
11	13186 001PBLUHFT/001SINI/001SCGR ^{NEW!}	I Cotton Leather Imitation
12	13187 001PBLUHFT/001PBLUHFT/001/ 001SCGR ^{NEW!}	J Tulle
13	13188 001PBLUHFT/001/001SCGR ^{NEW!}	K Satin
14	13189 001PBLUHFT/001/001SCGR/ 001SCGR ^{NEW!}	L Metal ring
15	13190 001SCGR/001LTCH/001SSHA/001/ 001SCGR NOPERF ^{NEW!}	M LED backlight PCB
16	13191 092/082/001GSHA	
17	13192 001PBLUHFT/001/ 001SCGR NOPERF ^{NEW!}	
18	13193 091/081/001AB NOPERF	
19	13194 070/070/001AB NOPERF	
20	13195 091/091/091/001GSHA/001METSH/ 001METSH	
21	13196 092/082/001 NOPERF	
22	13197 092/001/001METBL	
23	13198 001 ^{NEW!}	
24	74027 010 001 AB	
25	53402 082 001 731	
26	53010 082 001 METBLV	
27	53011 082 001 METBLV	
28	53503 082 001 METBLV	





PROGRESSIVE

COMPONENTS FLAG

Outer-space elements combine with the radiance of crystal, offering a new spin on sci-fi and robotic elements creeping into designs. Shimmering iridescent crystal components highlight the sleek shine of silhouettes.

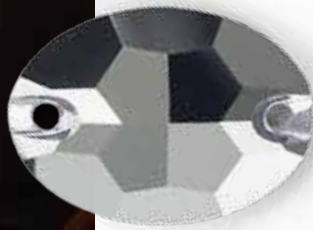
- 01 **4681** 18mm 001 BLSH F
- 02 **4681/S** 18 mm 1PH2OZ
- 03 **4921** 29x22,5 mm 001 MLGLD F ^{NEW!}
- 04 **4922** 28x24 mm 001 F T1158 ^{NEW!}
- 05 **4923** 38x33 mm 001 SINI ^{NEW!}
- 06 **4924** 29x11,5 mm 001 SCGR F T1161 ^{NEW!}
- 07 **5000** 6 mm 001 LTCH ^{NEW!}
- 08 **5045** 8 mm 001 SCGR ^{NEW!}
- 09 **5328** 4 mm 001 LTCH2 ^{NEW!}
- 10 **5601** 4 mm 001
- 11 **5601** 10 mm 001
- 12 **5810** 4 mm 001 966
- 13 **6106** 16 mm 001 LTCH ^{NEW!}
- 14 **6106** 16 mm 001 SCGR ^{NEW!}
- 15 **6428** 8 mm 001 LTCH ^{NEW!}
- 16 **6428** 8 mm 001 SCGR ^{NEW!}
- 17 **6465** 13,5x6 mm 001 CAVSI P
- 18 **6465** 16,5x6 mm 001 SINI
- 19 **6465** 16,5x6 mm 001METSH
- 20 **750413** Transfer Special Motif (001 CHRMV)
- 21 **606749** Crystal Fabric Special Motif
(012 001CAL)
- 22 **606750** Crystal Fabric Special Motif
(010 001CAL)
- 23 **606751** Crystal Fabric Special Motif
(012 001CAL)
- 24 **347269** Crystal Rocks Special Motif
(012 001PARSH)
- 25 **347270** Crystal Rocks Special Motif (012 280)
- 26 **347271** Crystal Rocks Special Motif
(012 001 CHRM)
- 27 **820279** Crystal Medley Special Motif
(010 001CAL 001CAL 001CAL)
- 28 **55301** 01 001 022 082 001 PBLU
- 29 **53001** 088 001 PBLU
- 30 **53501** 082 001 METSH
- 31 **53203** 082 001 PBLU
- 32 **547240** Crystal Mesh Special Motif
(081 001METSH)

Material Information

- A Technical fabric
- B Lamé
- C Polyester
- D Silk Mix
- E Perlmut Lacquar
- F Leather imitation
- G Silk
- H Technical fabric
- I Technical fabric
- J Polyester Mesh
- K Leather
- L Plexiglas
- M Cotton cord
- N Alcantara ®
- O Chiffon
- P Elastic Band



GLAMOUR



Crystal Light Chrome F (001 LTCH) ^{NEW!}

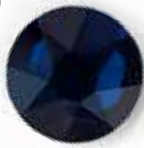
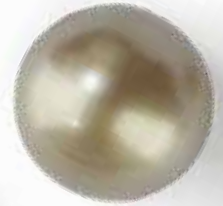


Siam F (208)

Crystal Metallic Sunshine F (001 METSH)



Crystal Platinum Pearl (001 459)



Dark Indigo F (288)



Crystal (001)

GUARDIANS OF THE PAST

As a reaction to fast fashion, the need for sustainability, and a strong desire to correct the wrongs of the world, people are gradually turning away from cheap, mass-produced fashion that compromises people, the environment, and our ethic responsibility.

With textile mills in Italy closing down and the skills of lace and embroidery makers being lost, we are recognizing the desperate need to keep the handcrafts of our ancestors alive.

People will therefore look to clothing that has a strong connection with the past, that references ancient handcraft techniques, and that demonstrates a moral responsibility for the planet and its people.

"There are two billion millennials in the world, with a projected spending power of US \$ 2.45 trillion by 2015" (WGSN The Generation Gap) and one of their core concerns is creating a better, more sustainable planet to hand over to their children.

This powerful consumer group has raised the bar, demanding intricate detailing and an extreme appreciation of handcraft techniques in their quest for meaningful products.

Alongside this we see a dedicated focus on "genderless" fashion, a statement of unity in its own right, and therefore a blurring of lines and a crossing over of boundaries, with extreme opulence and crystal detailing forming part of a new market for both women and men.

GLAMOUR

MOOD



HANDWORK

Crystals are hand-stitched on to light-as-air translucent materials to showcase the design world's fascination with and desire to keep the knowledge of past handcraft traditions alive.



OPULENCE

Designers continue to surprisingly reshape and transform traditional jewelry pieces and fashion silhouettes.



EMBELLISHMENT

Crystal is woven into ornate embroidery and worn every day by both sexes.

INTRICACY

As consumers continue to be disappointed with the questionable quality of fast fashion, exquisitely executed vintage-inspired designs make a real comeback.



RESPONSIBILITY

Cherishing design expertise lies at the core of the new movement for experiential luxury where consumers can envisage the story, concept, heritage, and manufacturing process behind a product.





01

JEWELRY INSPIRATION

Large statement pieces become lighter and easier to wear, with earrings a key component in this bold, glamorous look.

Simple chains and tassels provide new crystal design platforms in lightweight structures.



02



03



04



05

Holding onto the craftsmanship of the past, a strong modern-day element stops the direction from becoming just a copy from the archives.

- 01 **2304** 10x2,8 mm 001 GSHA F NEW!
1028 PP 9 001 METSH F
- 02 **4331** 30 mm 001 F NEW!
1028 PP 11 001 F
1088 PP 15 001 F
1088 PP 23 001 F
5000 3 mm 001
- 03 **3008** 18 mm 001 PARSH F NEW!
5817 8 mm 001 616
- 04 **4331** 11 mm 001 F NEW!
4331 15 mm 001 F NEW!
4331 20 mm 001 LUMG F NEW!
- 05 **6913** 40 mm 001 METBL NEW!



FASHION INSPIRATION

Embroidery and detailing emerge in suiting for both sexes.

Clusters of various crystal products (Chatons, Fancy Stones, Beads, Cupchains, and Pendants) in mismatched proportions and compositions create opulent effects.





COLOR COMBINATIONS
AND PRODUCT INSPIRATION

PRODUCT INSPIRATION

A more-is-more approach – with crystal, metallics, and pearls all combined in one area to create an ornate focal point.

Transfer Motifs with baroque florals and foliage are created in all-important gold.

Crystal Fabric is used in swirling, graphic detail.

Fancy Stones are sewn directly on top of sleek silhouettes, marrying nostalgia with modernity to create a completely new look.

Crystal is woven into ornate embroidery and worn every day.

- 01 **4924** 001 METBL F NEW!
- 02 **86001** 17 207
- 03 **2088** 288 F
- 04 **1088** 207 F
- 05 **167452** 19 215 001SSHA H NEW!
- 06 **5000** 001 859 NEW!
- 07 **53304** 001 F NEW!
- 08 **3210** 001 LTCH F NEW!
- 09 **5045** 001 NEW!
- 10 **4925** 001 F NEW!
- 11 **40601** 011 082 001 001
- 12 **72003** 012 227 NEW!
- 13 **5026** 208
- 14 **5000** 208
- 15 **4320** 208 F
- 16 **4675** 001 GSHA F
- 17 **4320** 001 METSH F
- 18 **5810** 001 459
- 19 **3009** 001 METSH F
- 20 **2088** 001 METSH F
- 21 **2088/G** Crystal 001 F NEW!





GLAMOUR

TRANSFERS FLAG

Intense, crystal-decorated bandings and ribbons pay homage to valiant and noble uniforms of eras past. Tapestry and embroidery are interlaced with crystal components to showcase our continued love affair with all things historic and our burning desire to keep tradition alive.

01	4753 18 mm 001 GSHA F	Material Information
02	4753/S 18 mm 1PH2OZ	
03	5810 6 mm 001 818	A Brocade
04	5810 8 mm 001 818	B Courdel
05	5810 10 mm 001 459	C Polyester Taft
06	5810 12 mm 001 818	D Dupion Silk
07	5811 14 mm 001 818	E Silk
08	2753 10 mm 001 GSHA M HF	F Wool/Silk Mix
09	13161 091/091/001GSXA/001GSXA/ 001METSH/001METSH NOPERF	G Velvet
10	13162 091/001GSXA/001GSXA/001METSH/ 001MOL NOPERF	H Satin
11	13163 001621/001GSXA/001GSXA/001/ 001/001/001	I Alcantara ®
12	13164 001/291/001/001GSXA/001GSXA/ 001METSH	
13	13165 091/001/617/001GSXA/001GSXA/ 001METBL NOPERF	
14	13166 001GSXA/001/001SSXA/001/001/ 001BLSH	
15	13167 280HEM/001CHRMV/215/001/ 001SINI/227/001	
16	13168 280HEM/288	
17	13169 001GSXA/001/001/001/ 001GSXA NOPERF	
18	13170 091/091/091/001/291/001GSXA/ 001GSXA/001GSXA/001/001GSXA	
19	13171 091/001GSXA	
20	13172 001GSXA/001/001/001/ 001GSXA NOPERF	
21	13173 081/091/001/291/001METSH	
22	13174 001GSXA/001/001METSH/ 001MOL NOPERF	
23	13175 091/001GSXA/001GSXA/001MOL/ 234/001MOL NOPERF	
24	1780/100 086 280 NUT	





GLAMOUR

COMPONENTS FLAG

Our focus on opulent embellishment continues, as we actively seek to resurrect the handcraft traditions of old for future generations. Sumptuous velvet and satins come into play, ornately decorated with radiant crystal and precisely placed pearls.

01	4228 15x7 mm 227 F	48	606629 Crystal Fabric Special Motif (012 001DOR)
02	4228/S 15x7 mm 1PH2OZ	49	606630 Crystal Fabric Special Motif (012 001DOR)
03	4418 8 mm 001 GOLPA	50	3008 18 mm 001 F ^{NEW!}
04	4418/S 8 mm 1PH2OZ	51	55 300 03 002 022 082 001 CHR MV 001 LTCH 653
05	4461/S 16 mm 1PH2OZ	52	52 400 002 012 086 001MLGV
06	4481 12 mm 001 F	53	53 400 082 001 731
07	4568 18x13 mm 001 GOLPA F	54	53 402 086 001 731
08	4568/S 18x13 mm 1PH2OZ	55	53 503 086 001 CHR MV
09	4678/G 14 mm 001 REDM F	56	40 601 004 081 001 GSHA
10	4678/S 14 mm 1PH2OZ	57	127000S2400C K13 1088 F 001
11	4753 14 mm 001 SINI		
12	4753/S 14 mm 1PH2OZ		
13	4779 18x15,6 mm 001 SINI		
14	4779/S 18x15,6 mm 1PH2OZ		
15	5000 2 mm 001 MLGLD 2x		
16	5000 4 mm 001 MLGLD 2x		
17	5045 8 mm 001 SINI ^{NEW!}		
18	5045 8 mm 001 METSH ^{NEW!}		
19	5515 14x9,5 mm 001 GOLPA		
20	5743 12 mm 208		
21	5747 12x6 mm 001 MLGLD 2x		
22	5747 16x8 mm 001 METBL 2x		
23	5747 16x8 mm 001 MLGLD 2x		
24	5748 12 mm 001 MLGLD 2x		
25	5748 16 mm 001 MLGLD 2x		
26	5900 14 mm 001 GSHA		
27	5810 3 mm 001 616		
28	5810 4 mm 001 459		
29	5810 4 mm 001 616		
30	5810 6 mm 001 616		
31	5810 6 mm 001 718		
32	5810 8 mm 001 459		
33	5810 12 mm 001 459		
34	5860 12 mm 001 718		
35	6480 18 mm 001 GOLPA		
36	2494 6 mm 001 SINI M HF		
37	2494 8 mm 280 M HF		
38	3210 16x11 mm 001 GOLPA F		
39	3270 16 mm 001 F		
40	747717 Transfer Special Motif (094/001GOLPA NOPERF)		
41	747718 Transfer Special Motif (001718/001718)		
42	747719 Transfer Special Motif (288)		
43	747720 Transfer Unlimited Special Motif 001CHRMV/001LTCH/653HFT)		
44	747721 Transfer Special Motif (001LTCH/001LTCH NOPERF)		
45	747722 Transfer Special Motif (227)		
46	747765 Transfer Special Motif (081/001MLGLD/001METSH NOPERF)		
47	606628 Crystal Fabric Special Motif (012 001DOR)		

Material Information

A	Brocade
B	Wool Mix
C	Doupion Stitchery
D	Satin
E	Velvet
F	Yarn
G	Satin Cord
H	Broidary Stitchery
I	Alcantara ®
J	Bordure
K	Crimp bead

JEWELRY DESIGNERS

ON AURA TOUT VU



Famous for their avant-garde couture creations and penchant for things that sparkle, On Aura Tout Vu – which translates to “you think you’ve seen it all” – was created by Andre de Sa Pessoa, Livia Stoianova and Yassen Samouilov in 1998. They first gained recognition for their exclusive home and fashion accessories, that they created for Parisian haute couture brands. From there, the house quickly started to develop its own collections – Couture, Ready-to-Wear and Accessories.

Known for their shared vision to create something extraordinary, On Aura Tout Vu’s innovative and sophisticated designs, combined with the use of luxurious materials and a touch of humor, showcase their exceptional talent in being able to continually create unique and surprising pieces.

In a spray of sequins, crystals and other precious materials, the designers of On Aura Tout Vu “re-dress” our daily life, showing us new facets, giving it sparkle and offering it back to us shiny, precious and refined.

CLASSIC

By mixing textiles, metal and crystal we wanted to create a body piece for the modern woman who carries the world on her shoulders. Strong, sensitive and protective the piece echoes today’s woman, while the juxtaposition of classic forms and techniques are transformed into modern rock jewelry.

ROMANTIC

The combination of wood and crystal in this piece is at once disturbing and comforting. Showcasing strength and vulnerability, the crystal is sealed into a precious screen for eternity in order to capture the beauty of nature in all its rawness and sensuality.

PROGRESSIVE

New technology becomes our greatest accessory in our future universe. For this piece we wished to convey a world, both virtual and real, where everything is possible. Where protection and connection lead to a brighter future, and one in which women will advance.

GLAMOUR

A jewelry piece perfect for a modern princess. Glamorous and opulent, powerful and fierce this is a treasure to spend an inheritance on.

Credits

Fashion Design and Styling: Susanne Marx

CLASSIC – STILL LIFE SHOT

Belt, Atelier Marangoni, Italy, 1960s.
Source: Swarovski Corporate Archive

Vienne gloves, Daniel Swarovski Paris, France, 1990s.
Source: Swarovski Corporate Archive

Necklace "Karolina", Daniel Swarovski Paris, France, 2002.
Source: Swarovski Corporate Archive

Coat rack "Sticks" from www.schoenbuch.com

Chair "Chair One" from www.ambientedirect.com

ROMANTIC – MODEL SHOT

Earrings, Swarovski for Dolce & Gabbana, Italy, 2000s.
Source: Swarovski Corporate Archive

Belt "Marignan", Daniel Swarovski Paris, France, 2003.
Source: Swarovski Corporate Archive

ROMANTIC – STILL LIFE SHOT

Belt "Marignan", Daniel Swarovski Paris, France, 2003.
Source: Swarovski Corporate Archive

Canoe "Wenonah Wee Lassie" from www.wildmountain.de

PROGRESSIVE – MODEL SHOT

Brooch, Atelier Marangoni, Italy, 1970s.
Source: Swarovski Corporate Archive

Bracelet "Prestige", Daniel Swarovski Paris, France, 1995.
Source: Swarovski Corporate Archive

Cuff "Hot Couture", Daniel Swarovski Paris, France, 2009.
Source: Swarovski Corporate Archive

PROGRESSIVE – STILL LIFE SHOT

Necklace, Atelier Marangoni, Italy, 1960s.
Source: Swarovski Corporate Archive

Trays "Dune" und "Jelly" from www.kartellstore.de

Chair "Supernatural" from www.ambientedirect.com

GLAMOUR – MODEL SHOT

Ring, Ciro, Austria, 1950s.
Source: Swarovski Corporate Archive

Ring, Atelier Marangoni, Italy, 1960s.
Source: Swarovski Corporate Archive

Cuff "Himalaya", Daniel Swarovski Paris, France, 2001.
Source: Swarovski Corporate Archive

GLAMOUR – STILL LIFE SHOT

Sandals, Atelier Reinhard Seufert, Austria, 1980s.
Source: Swarovski Corporate Archive

Pendant luminaire "Etch" from www.ambientedirect.com

Carpet from www.kibek.de

VALID FROM SEPTEMBER 2015

Sys.No. 5191901

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

© 2015 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.

Content by Design Center Headquarters, Wattens

Art Direction: in the headroom

Model shots:

Photographer: Armin Morbach @ Schierke Artists

Model: Charlotte Carey

Hair: Jochen Pahs @ Ballsaal

Make Up: Loni Baur @ Ballsaal

Styling: Susanne Marx @ Ballsaal

Set: Friederike Morbach @ Ballsaal

Production: Dominik Wimmer @ HOWtoDO Production

Still life shots:

Photographer: Mierswa-Kluska

Art Direction: Swarovski Corporate Creative Services

Innovation shots:

Photographer: Robert Striegl

Moods:

Corbisimages.com, Dreamstime.com, Fotolia.com,
Gettyimages.com, Istockphoto.com

Crystal product shots and Flags: Athesia-Laserpoint

Illustrations by Petra Dufkova @ Die Illustratoren
and Nuno Dacosta @ Die Illustratoren

Printed by RWF Frömlt-Hechenleitner Werbeges.m.b.H.,
Volders/Austria