

SWAROVSKI



INSPIRATIONS
SPRING/SUMMER 2016



INSPIRATIONS SPRING/SUMMER 2016

BETWEEN HEAVEN AND EARTH

As an innate human trait people have always hoped and dreamed of a better future and have always communicated this hope through visual representations that have become central themes for people across all cultures.

The quest for fulfillment, happiness, and gratification is a constant of the human condition and in troubled times we seek ways to soothe ourselves, protect ourselves, or to bring a sense of peace and prosperity to our daily lives.

Symbols are among the most effective global references in this regard. Traditionally imbued with a sense of higher purpose, symbols offer a calming focus, whatever their attributes, helping us ease our troubled minds and find some peace in the perceived chaos.

Combined with their perceived spiritual power, symbols are also global communicators – a fact seen in the rise of symbols such as the emoji, which communicate emotion within an instant and allow people to understand the context of a message despite language barriers.

This season we focus on these dual but intertwined aspects – our desire for increased communication and our desire for a better future – and revel in the powerful communication of symbols that express our ultimate goals: happiness, strength, hope, prosperity, and peace.

Welcome to our Spring/Summer 2016 Crystal Inspirations: Between Heaven and Earth.



CLASSIC
THE BLOSSOMING OF HAPPINESS

A tender range of floral colors. Accents of pale pink and blush rose are crowned by mellow green, noble burgundy, and pale primrose yellow. A cool steel blue adds an elegant twist to this bouquet of summer hues.
Segment: New Segments



PROGRESSIVE
THE NATURE OF STRENGTH

Taking its cue directly from the sportswear segment, this technologically advanced color palette incorporates high shine in kaleidoscopic metals and precious powdery matt blues to highlight modern movement.
Segment: Accessories



ROMANTIC
THE MYTHOLOGY OF HOPE

Clear colors and pale washed opaques in softly shimmering gray and silver tones are combined with muted metallics to convey an ethereal, lighter-than-air theme that speaks to a modern goddess.

Segment: Jewelry



GLAMOUR
THE POWER OF BELIEF

Inspired by stained glass windows and mosque tiles, the color palette references royalty and nobility. Luxurious gold and yellow hues merge with rich red tones and sumptuous blue. Aquamarine adds a lighter blue accent, while Crystal Iridescent Green lends majestic depth to the palette.

Segment: Evening Wear



THE BLOSSOMING OF HAPPINESS



In its direct reference to our natural wonders,
this theme microscopically examines
the blooming of plants and flowers, adding a life force
all of its own to sculpted designs.

In its core symbolic sense, spring is the season of growth and renewal. The focus on spring and its resulting blossoming is representative of a more definitive mindset, one in which we take joy in the experience of revival and rebirth.

Our sense of safety and security has been greatly compromised in recent years, yet an overwhelming feeling of regeneration is currently encompassing the design world.

The pushing through of foliage from the earth in spring reawakens the senses, and shows us the inherent beauty found in nature, alongside the knowledge that everything can be reborn – even after the longest, coldest winter.

It is no accident then that the focus on flowers has remained so strong, season after season – their fragile beauty yet determined reemergence from the harshest climates year after year is a symbolic reference to both strength and determination.

“Flowers, fruits, garlands, gatherings, and meditations offer a look into the many ways to reconnect with nature’s vitality and energy.” (Peclers SS 2016).

It subliminally celebrates the downturn of the recession and a yearning for security, highlighting our desire for new beginnings and investing us with wearable hope for the future.





Mood

The design ethic remains simple, referencing tried-and-trusted classics – the twist is in the pattern and detail.

Classic designs – from the shift dress to the brogue or even the brooch – are given a makeover through the use of an intensely

Crystals are used with mathematical precision in small and medium sizes to highlight the simple nature of designs.

Origami-inspired effects are a key design component.

Repetition

detailed floral and crystal combination.

Symmetrical



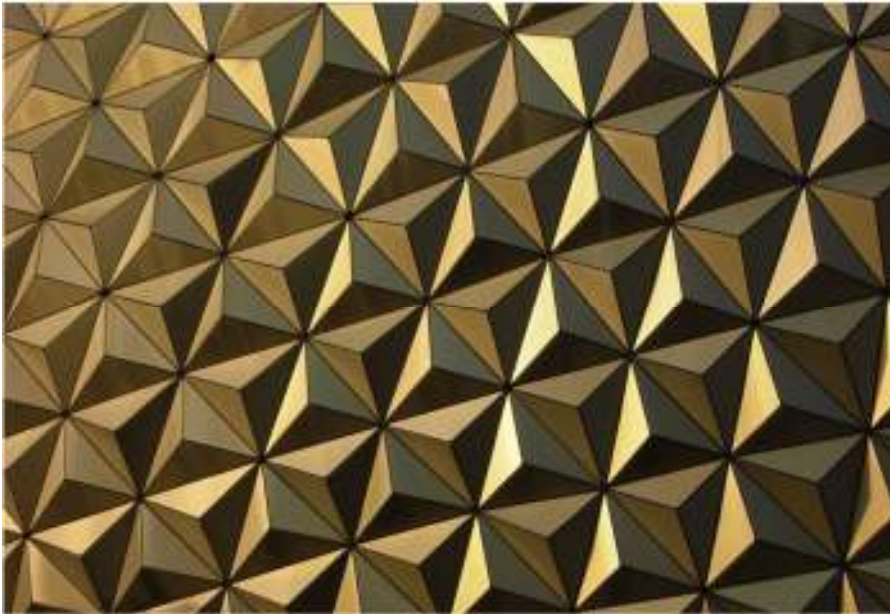
Long-stitch tapestry and ornate crystal embellishment in reduced pastels and geometric rhythms update the classics.

Designs reference regrowth and renewal in modernized formats.

Precise



CLASSIC
THE BLOSSOMING OF HAPPINESS



Traditional patterns transform into edgy ornamental designs through the use of advanced software.

Recycled synthetics and plastics are laser-cut and combined with crystal to reflect a floral-tech direction.

Blooming



Simple crystal geometric elements are multiplied in all segments to create tactile surface decoration.



Floral





Product Inspiration

Modular, precise shapes offer an ideal base for creating floral-tech patterns inspired by nature.

Paired with classic elements, the mathematical form of the symbolic Clover Fancy Stone can be used as a centerpiece to create an additional symbolic statement.

The variety of crystal sizes reflects the complexity of floral anatomy, where microscopic repetitions are framed by larger parts.

New pastel hues combine with sparkling effects to refresh any classic design.

- 01 4481 265 F
- 02 1088 001 L 103 NEW!
- 03 1122 228 F
- 04 1188 223 F
- 05 4127 001 L 101 NEW!
- 06 4470 257 F NEW!
- 07 4785 214 F NEW!
- 08 4795 266 F
- 09 5515 234 NEW!
- 10 5741 257 NEW!
- 11 5890 001 944 NEW!
- 12 67412 06 209 223 H NEW!
- 13 5810 001 301
- 14 5817 001 945 NEW!
- 15 6541 001 RHOD NEW!
- 16 81722 01 001ANTP 001 SSHA NEW!
- 17 2494 001 LUMG F
- 18 2708 266 F
- 19 3201 260 F NEW!
- 20 3009 001 BLSH F NEW!
- 21 27000 S2400C A1R 1088 F 001 LIS



1088 SS 29 001 L103 NEW!
 5810 4 mm 001 944 NEW!
 5810 4 mm 001 945 NEW!
 5810 4 mm 001 966 NEW!
 5810 4 mm 001 967 NEW!



74010 010 001 GSHA



6530 12 mm 001 PARSH NEW!
 6530 20 mm 001 PARSH NEW!



1100 PP 0 001 F NEW!
 1100 PP 1 001 F NEW!
 1028 PP 3 001 F NEW!
 1028 PP 5 001 F NEW!
 1028 PP 9 001 F
 6540 30 mm 001 PARSH NEW!



1028 PP 6 001 F
6540 12 mm 001 LISH NEW!
6540 20 mm 001 LISH NEW!



Jewelry and Fashion Inspiration

Floral anatomy with all its details and unique shapes serves as design inspiration.

Botanical features in microscopic detail create contemporary, modern forms.

Laser-cut patterns highlight the merging of nature and technology.

Mixed materials and textural contrasts add freshness and novelty.

Irregularly placed crystal dots shimmer like drops of dew.

The delicate floral color palette is reminiscent of a summer bouquet.

CLASSIC
THE BLOSSOMING OF HAPPINESS

Combination Inspirations





Transfers Flag

Crystal is placed with mathematical precision in floral formats to highlight an extreme modernization of the classics, with geometric patterns emulating natural shapes.

- 01 5810 3 mm 001 301
- 02 5810 4 mm 001 160
- 03 5810 4 mm 001 302
- 04 5810 4 mm 001 616
- 05 5810 4 mm 001 708
- 06 5810 4 mm 001 967 ^{NEW!}
- 07 5810 8 mm 001 944 ^{NEW!}
- 08 2855 8 mm 001 GSHA M HF
- 09 2855/G 8 mm 204 M HF
- 10 2855/G 8 mm 223 M HF
- 11 3708 8x8,7 mm 263 F
- 12 13127 001/294/265/228/
001PARSH/001ANTP
- 13 13128 071/001709/228/202/291
- 14 13129 090/391
- 15 13130 001LUMG
- 16 13131 071/001/294/001/650/00
1ANTP/360/228
- 17 13132 228/205/291/214
- 18 13133 214/228NOPERF
- 19 13134 080/080/001METSH ^{NEW!}
- 20 13135 080/001GSXA/391
- 21 13136 090/080/001GSXA/391/
001METSH ^{NEW!}
- 22 13137 001/294/001ANTP
- 23 13138 001/709/001/294/223/209
- 24 13139 071/001/709/266/202
- 25 13140 001GSXA/001METSH/
228 ^{NEW!}
- 26 605763 Crystal Fabric Special Motif
(010 001ANTP)
- 27 605764 Crystal Fabric Special Motif
(010 001ANTP)

Material Information

- A Linen
- B Polyester satin mix
- C Polyester
- D-G Satin





CLASSIC
THE BLOSSOMING OF HAPPINESS

Components Flag

Designers continue to play with tactility – crystal surfaces allow for tactile experiences and encourage touch, while florals become blurred, smeared, and smudged to lend a contemporary edge to design.

01 4439 14 mm 001
02 4447/S 12mm 1PH2OZ
03 4461/S 16mm 1PH2OZ
04 5000 4 mm 228
05 5000 8 mm 228
06 5000 10 mm 266
07 5328 4 mm 257 ^{NEW!}
08 5328 4 mm 515
09 5541 11 mm 257 ^{NEW!}
10 5541 11 mm 001PARSH
11 5601 8 mm 001 AB'B'
12 5741 8 mm 257 ^{NEW!}
13 5810 4 mm 001 930
14 5810 4 mm 001 945 ^{NEW!}
15 5810 8mm 001 301
16 5810 8 mm 001 930
17 5810 8 mm 001 944 ^{NEW!}
18 5810 8 mm 001 945 ^{NEW!}
19 5810 10 mm 001 301
20 5810 12 mm 001 301
21 5860 12 mm 001 944 ^{NEW!}
22 6000 11x5,5 mm 001 LISH
23 6010 13x6,5 mm 265
24 6128 12 mm 266
25 2078 SS16 001HFT
26 2078 SS34 001TRAHFT
27 3201 10 mm 257 F ^{NEW!}
28 3201 12 mm 266 F ^{NEW!}
29 3201 12 mm 001 LUMG F ^{NEW!}
30 3201 14 mm 001 ROGL F ^{NEW!}
31 544514 Crystal IT Special Motif
(722 204)
32 544522 Crystal IT Special Motif
(722 214 223)
33 740583 Transfer Special Motif
(001ROGL 001BLSH 266 001ANTP
NOPERF)
34 740584 Transfer Special Motif
(090 090)
35 740585 Transfer Special Motif
(001PARSH 001PARSH 001PARSH
NOPERF)
36 740586 Transfer Special Motif
(001291 266 001PARSH 257
NOPERF) ^{NEW!}
37 62010 001 S010 214 HF
38 55000/002 012 082 001PARSH

39 104110 082-001ROGL/001IRIG/
001BLSH/001ANTP
40 53005 082 001PARSH
41 53500 082 266
42 53502 082 001ROGL
43 40001 002 082 261

Material Information

A Silk
B Viscose
C Silk
D, E Organza
F Chrused Taft
G Plexiglass
H Wood imitation

THE NATURE OF STRENGTH



Crystal Powder Green 001 L 102 ^{NEW!}



Amethyst 204 F



Crystal Tahitian-look Pearl 001 297



Light Turquoise 263



Crystal Paradise Shine 001 PARSH ^{NEW!}



Crystal Pastel Blue Pearl 001 966 ^{NEW!}





Evolving into a more subverted reference,
the onus is on functional, practical material mixes combined
with a sophisticated, luxurious approach
in order to convey an entirely new design aesthetic.

Decreasing peace levels lead to a reinterpretation of the symbolic gesture of coming together, with the increasingly strong focus on sports elements translated into a new “sports-luxe” direction.

Embracing the new team mentality, which was seen in seasons past as a direct reference to the tribe, the current upsurge in sports-related designs symbolizes our need not only for movement and power, but for a stronger connection with and understanding of each other.

“Sport – on a social rather than technical level – shows us how global communities can come together, helping us design for different natural environments and explore the rich heritage of other cultures.” (WGSN SS16)

Sports-influenced designs offer the perfect balance between function and comfort; ease and style. At the same time they also manage to convey a sense of pride in the future, where we will endeavor to create a sense of newfound reconnection on a global scale.

PROGRESSIVE
THE NATURE OF STRENGTH



Mood

Sportswear directions combine with everyday wear to create a whole new domain embraced by designers on a global scale.



Compete



Move



Crystal is integrated into designs in minute repetitive detailing, bringing a subdued simplicity to sports-inspired pieces.

Minimalist, ergonomic, and smooth crystal and ceramic shapes are an easy-to-wear everyday adornment for active lifestyles.

The use of movement in a sophisticated, updated format is key for crystals, materials, and design.

Design elements containing fringing and swaying crystals are introduced to add a luxurious feel to fabulous basics.

As we continue to respect the scarcity of natural resources, creative combinations of synthetic materials and crystals continue their ascent.

Balance



"Equally essential is the introduction of light effects and bioluminescent technology to design. Pattern, color, and texture are showcased in fresh ways, with watery, submerged, and weightless aspects focused upon." (WGSN Macro Trends SS16)

Cohesion



Shapes in all design segments are reduced to their most basic principle to show ease and comfort.

The continued rise of the definitive "sports-luxe" trend continues unabated.

"Sport is set to become a model of our late postmodern societies as it anchors a new lifestyle within our societies." (Sportivity – The Future of Sports, 2014)

Breathe



Product Inspiration

Basic elements with various application possibilities encourage experimentation, pushing the boundary between functionality and luxury.

Matt, opaque colors are married with the eye-catching Crystal Paradise Shine effect, adding opulence to the strongly emerging "sports-luxe" direction.

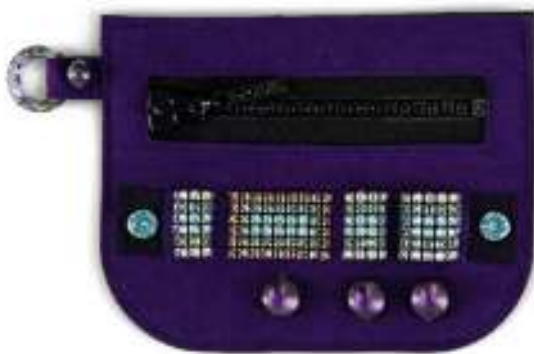
Multifunctional components, such as the new Rivoli Square Crystal Button or the Crystal Pavé Ring, offer practicality and vivacity captured in a sophisticated form.

With its delicate sparkle, Crystal Fine Rocks offers balanced adornment for everyday wear.

- 01 4681 360 F
- 02 4127 001 L 102 NEW!
- 03 4161 204 F
- 04 5026 263
- 05 5515 001 PARSH NEW!
- 06 5747 263
- 07 5748 001 PARSH
- 08 5948 001 PARSH
- 09 81101 001 LUMG
- 10 85001 09 204 1
- 11 5810 001 943
- 12 5810 001 966 NEW!
- 13 5810 001 297
- 14 5817 001 967 NEW!
- 15 6540 001 PARSH NEW!
- 16 6541 001 AB RHOD NEW!
- 17 2714 001 F NEW!
- 18 2714 001 AB F NEW!
- 19 3009 001 F NEW!
- 20 700668 010 398
- 21 72003 012 001 MFAB NEW!







Jewelry and Fashion Inspiration

Synthetic jewelry materials with luxurious finishes take inspiration from the emerging sports-luxe trend.

Jewelry shapes and materials are referenced but with an edgy, contemporary twist.

Pearls are revived with a contemporary approach.

Minimalist, geometric, and smooth shapes serve as easy-to-wear, everyday adornments.

Dynamic, multifunctional jewelry pieces suit an active lifestyle.

Matt surfaces are juxtaposed with translucent and opaque crystals.



09 10 mm 001 PRSH F NEW!



5515 18x12



9 mm 001 F NEW!

4120 14x10 mm 001 L104 NEW!



5817 10 mm 001 968 NEW!
5818 8 mm 001 715





Combination Inspirations





PROGRESSIVE
THE NATURE OF STRENGTH

Transfers Flag	01 4439 14 mm 001 VL	Material Information
	02 4439 20 mm 001	
Understated decorative crystal elements are used to elevate fabrics to a new level in stripped-down sportswear-inspired silhouettes. Practical and stylish – the combination is key.	03 10405 001TRAHFT	A Cotton/Viscose
	04 13105 071/071/001/001/001AB/263/001	B Polyester satin
	05 13106 071/001617/001709/001715/263/001PARSH/204/001ANTP	C Technical fabric
	06 13107 001616/001617/263/204/001ANTP/001PARSH/234	D Satin
	07 13108 071/001PARSH/204	E Silk
	08 13109 092/001617/001709/001/001PARSH/204/263/001PARSH	F Cotton cord
	09 13110 092/001CHRMV/001AB/001ANTP	G Technical fabric
	10 13111 071/001/263/263/001PARSH/204	H Cotton cord
	11 13112 001/263	I Satin
	12 13113 092/001/263/001PARSH/001ANTP/263	
	13 13114 001/263/001PARSH/204/202/001ANTP	
	14 74016 010 398	
	15 703890 Crystal Fine Rocks Special Motif (010 397)	
	16 703890 Crystal Fine Rocks Special Motif (010 001MOL)	
	17 80400 020 Z501 Z501 001	

PROGRESSIVE
THE NATURE OF STRENGTH

Components Flag

Direct references to a life on the move are incorporated into stunningly simple geometric transfer designs, cleverly combined with textural contrasts for the new “go-anywhere” fashion.

- 01 4120 14x10 mm 234 F
- 02 4120/S 14x10 mm 1PH2OZ
- 03 4139 20 mm 001 VL
- 04 4228 15x7 mm 294 F
- 05 4228 15x7 mm 001 SSHA F
- 06 4228/S 15x7 mm 1PH2OZ
- 07 4230 14x9 mm 204 F
- 08 4230/S 14x9 mm 1PH2OZ
- 09 4320 14x10 mm 001 LUMG F
- 10 4320/S 14x10 mm 1PH2OZ
- 11 4470 10 mm 263 F
- 12 4470/S 10 mm 1PH2OZ
- 13 4773 14x7,5 mm 539 F
- 14 4773/S 14x7,5 mm 1PH2OZ
- 15 5000 6 mm 238 AB FC
- 16 5515 18x12,5 mm 001 PARSH ^{NEW!}
- 17 5810 8 mm 001 943
- 18 5860 12 mm 001 943
- 19 3201 10 mm 001 AB F ^{NEW!}
- 20 739055 Transfer Special Motif (092 001)
- 21 739056 Transfer Special Motif (001CHRMV 001CHRMV 001CHRMV)
- 22 739057 Transfer Special Motif (092 001WHIPA)
- 23 57000 001 010 001CAL
- 24 57000 002 012 001 MOL
- 25 703774 Crystal Fine Rocks Special Motif (010 398)
- 26 62010 001 S010 001
- 27 367054 Crystal Chaton Special Motif (367 054 S010 001CVZSI 001CVZSI)
- 28 50002 001 022 010 001
- 29 50002 001 022 022 001
- 30 50003 001 022 022 001 AB
- 31 3009 12 mm 001 SINI ^{NEW!}
- 32 1797/140 082 012 001MOL ^{NEW!}
- 33 80100 010 012 280 120
- 34 104090 Metal Trimming Special Motif (212 082 001IRIG 263 001SSHA 001LISH)
- 35 104091 Flat Back Special Motif (122 082-263/001SSHA/394/ 001IRIG)
- 36 52400 005 012 086 001 CHRMV
- 37 53005 082 001PARSH
- 38 53006 082 263

- 39 53500 082 263
- 40 53303 088 266
- 41 53304 088 266
- 42 53730 088 263
- 43 40001 002 082 204

Material Information

- A Jersey
- B Satin
- C Modofil Honeycomb structure
- D Technical Fabric
- E Satin
- F Rips Banding
- G Synthetic Hotfix Material
- H Synthetic Hotfix Material I Cotton Rips Banding
- J-K Alcantara ®





ROMANTIC

THE MYTHOLOGY OF HOPE

Crystal Dark Grey Pearl 001 617



Crystal Blue Shade 001 BLSH



Crystal Silver Patina 001 SILPA F



Crystal Silver Shade 001 SSHA



Crystal Metallic Sunshine 001 METSH F ^{NEW!}



Crystal Pastel Grey Pearl 001 968 ^{NEW!}

Eras are fused to create an entirely new direction
that cannot be pinned down —
modern and at the same time mythological, hinging
on history and ancient archives.

Symbols speak powerfully to our inner voices — our intuition and our fears, as well as our dreams.

Ethereal and delicate, yet at once powerful and persistent, they can be used as a means of protection or for higher aspirations.

Their ability to cross cultures and their potent and powerful means of communication create a beautifully intangible design ethic that references both safety and superstition.

The incredible “lightness of being” is the basis for this Romantic direction.

Design takes its influence from ancient Greek goddesses, introducing a modern-day element.

The use of the star and crescent moon symbols creates artful and understated decoration.

Precious and delicate, it belies the feminine strength associated with these symbols.

Encompassing a serenely powerful mood, the theme has been taken away from the cosmos and introduces our acceptance and embracing of mythology and symbology in our daily lives.

“The process of narrating life has gradually been responsible for the idolization of society, bringing back a mythological aspect to culture, drawing from ancient sources in order to understand current affairs.” (TU SS16)

Fantastic winged creatures, ancient goddesses, and the soft dappled light of dawn and dusk all influence this ethereal direction to create a modern muse.

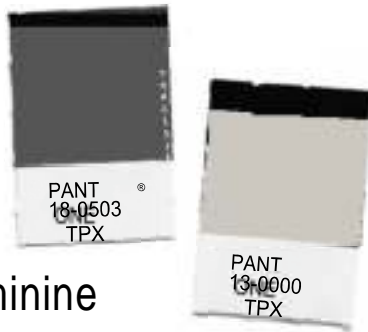


Mood

A lightweight, barely there, and extremely ethereal theme that speaks to a modern muse. Playful tenderness becomes the new design ethic, with crystal embellishment in small and medium sizes.

Meaningful crystal decoration in symbols recounting feminine stories, such as the moon and stars, adorn designs.

Dripping crystal cosmic stars and clusters of crystal pearls emulate natural formations to create wondrous designs.



Feminine



Ethereal

The shoulder and upper arm become a focal point for wing-like structures and divine detailing in crystal fashion and jewelry, paying homage to mythological symbolic creatures.

Crystal embellishment feels light and airy, and adds an ethereal character with randomly set tiny crystals used to create fantastic light plays.

In a symbolic show of feminine power, transparent ruching and wrapping in light-as-air fabrications create designs fit for an otherworldly goddess.



Serene



ROMANTIC
THE MYTHOLOGY OF HOPE



Winged



The boundaries between segments break down as embellishment increasingly gains importance in all design arenas.

A sense of femininity and grace infiltrates designs to create a modern romantic feel.

Mythological



ROMANTIC
THE MYTHOLOGY OF HOPE



Product Inspiration

The new symbolic shapes of the Moon Flat Back and the Pavé Star Pendant combine to convey the ethereal mood of the Romantic theme.

Light and airy elements create subtly shimmering surfaces with a feminine touch.

The new matt finish of Crystal Rocks offsets the alluring shine of the Crystal Metallic Sunshine effect.

The opulent brilliance of Crystal Fine Mesh contrasts with the matt Crystal Pastel Grey Pearl, highlighting the current design aesthetic of opposites that attract.

- 01 6919 001 BLSH
- 02 1188 001 SSHA F
- 03 4327 001 SILPA F
- 04 5515 001 METSH ^{NEW!}
- 05 5541 001 BLSH
- 06 81712 05 280HEM 001GSHA ^{NEW!}
- 07 85001 05 001GSHA 1
- 08 5810 001 968 ^{NEW!}
- 09 5816 001 617
- 10 5860 001 968 ^{NEW!}
- 11 6480 001 SSHA
- 12 6530 001 GSHA ^{NEW!}
- 13 6532 001 RHOD ^{NEW!}
- 14 6722 001
- 15 6724/G 001
- 16 67422 05 362 391 H ^{NEW!}
- 17 2088 001 METSH F ^{NEW!}
- 18 2813 001 F ^{NEW!}
- 19 2813 001 METSH MH F ^{NEW!}
- 20 3009 001 BLSH F ^{NEW!}
- 21 3490/003 091
- 22 40601 001 GSHA 081
- 23 72003 010 001 MFAB ^{NEW!}





1100 PP 1 001 F NEW!

1028 PP 3 001 F NEW!

1028 PP 5 001 F NEW!

1 966 NEW!

001 F NEW!



5810 8 mm 001 968 NEW!

2813 14x9.5 mm 001 MOL F NEW!



5811 14 mm 001 944 NEW!

2714 6 mm 001 AB F NEW!

ROMANTIC
THE MYTHOLOGY OF HOPE

Jewelry and Fashion Inspiration

With mythology and the cosmos as inspiration, jewelry is imbued with meaning and symbolism.

Rounded, sculptural edges and organic surface treatments give pieces a sense of inviting tactility.

Sculptural, rounded forms are inspired by natural cosmic symbols, such as the stars and the moon.

Lightweight constructions can be draped to create soft volume.

Soft, ethereal colors evoke a serene mood.



1028 PP 5 001 GSHA F ^{NEW!}

1028 PP 9 001 GSHA F

2714 10 mm 001 GSHA F ^{NEW!}

2714 14 mm 001 F ^{NEW!}

Combination Inspirations





ROMANTIC
THE MYTHOLOGY OF HOPE

Transfers Flag

Crystal takes on a new and sophisticated relevance with lightweight constructions in soft volumes subtly showing off an intriguing transfer adornment in the form of a horse head.

- 01 4418 6 mm 001 SILPA F
- 02 4418/S 6 mm 1PH2OZ
- 03 5052 6 mm 001 BLSH
- 04 5054 6 mm 001 AB
- 05 5328 4 mm 001 BLSH
- 06 5810 3 mm 001 616
- 07 5810 4 mm 001 305
- 08 2813 8x5,5 mm 001 MOL M HF ^{NEW!}
- 09 2813 14x9, 5mm 001 M HF ^{NEW!}
- 10 13086 001SSHA/001/246/
001MOL/213AB/001GSHA/213AB
- 11 13087 092/001616/001SSHA/
001AB
- 12 13088 001AB/001SSHA/001/001/
001SSHA
- 13 13089 092/001/001SSHA/
001SSHA/234/234/234/234
- 14 13090 082/082/215/001SSHA/
001SINI/001SINI/383/001SINI
- 15 13091 001SSHA/001/234/234
- 16 13092 001SSHA/001/001/
001MOL/234
- 17 13093 001CHRMV/001/001SSHA/
001MOL/234
- 18 13094 092 001BLSH/215/001/
234/383
- 19 13095 001GSHA/001GSHA/
213AB/261/261
- 20 13096 001616/001/001/234/234
- 21 13097 001616/001/001/001/
234/001BLSH
- 22 13098 094/001/001GSHA/
001MOL
- 23 13099 001616/001/001SSHA/234
- 24 13100 082/001616/001/
001SSHA/234
- 25 13101 001616/001/001SSHA/
001BLSH/234
- 26 13102 001616/001/001/
001SSHA/234
- 27 13103 001CHRMV/001MOL/
001SSHA/001BLSH/001MOL/207/
383/234/657
- 28 13104 001/001/001BLSH/001MOL
- 29 74025 010 234
- 30 73016 010 001MOL 001MOL
001MOL

Material Information

- A, B Jersey
- C Metal organza
- D-F Organza
- G Tulle





ROMANTIC
THE MYTHOLOGY OF HOPE

Components Flag

Softened, radiant, and light, matt crystals, pearls, and metals mix to create an ethereal design direction incorporating subtle radiance into everyday wear.

01 4681 18 mm 001 BLSH
02 4681/S 18 mm 1PH2OZ
03 4120 14x10 mm 234 F
04 4120/S 14x10 mm 1PH2OZ
05 4224 14x11 mm 001 SILPA F
06 4224/S 14x11 mm 1PH2OZ
07 5000 4 mm 234
08 5000 6 mm 234
09 5000 8 mm 234
10 5026 6 mm 001 BLSH
11 5026 6 mm 001 GSHA
12 5026 6 mm 215
13 5026 6 mm 261
14 5028/4 6 mm 001 BLSH
15 5028/4 8 mm 001 BLSH
16 5028/4 8 mm 001 GSHA
17 5328 4 mm 281
18 5515 18x12,5 mm 234 ^{NEW!}
19 5748 16 mm 001
20 5810 3 mm 001 617
21 5810 3 mm 001 708
22 5810 4 mm 001 968 ^{NEW!}
23 5810 6 mm 001 708
24 5810 8 mm 001 616
25 5810 8 mm 001 966 ^{NEW!}
26 5810 8 mm 001 968 ^{NEW!}
27 6028 8 mm 001 GSHA
28 6106 16 mm 001 SILPA
29 6428 6 mm 001 GOLPA
30 6428 8 mm 001 GOLPA
31 6428 12 mm 001 GOLPA
32 6428 12 mm 001 SILPA
33 6532 21 mm 001 RHOD ^{NEW!}
34 6724/G 12 mm 001
35 6867 14 mm 001 ^{NEW!}
36 2813 8x5,5 mm 001 MOL M HF ^{NEW!}
37 3009 10 mm 001 F ^{NEW!}
38 3009 10 mm 001 BLSH F ^{NEW!}
39 3201 10 mm 001 GSHA F ^{NEW!}
40 3201 12 mm 001 F ^{NEW!}
41 3210 16x11 mm 001 GOLPA F
42 13084 081 657
43 740116 Transfer Special Motif
(081 657 653)
44 74024 010 001 MLGLD
45 55 300 03 002 022 082 001
001(C)650 657
46 127004P1400C K1Z 1088 F 001

Material Information

A Coated Linen
B Silk
C Linen
D Viscose
E Cotton
F Linen
G Half linen
H Metallic Organza
I Alcantara®
J Cotton lace
K Cotton
L Cotton Yarn
M Feathern
N Metal chain
O Crimp beads
P Satin Cord
Q Metal beads

THE POWER OF BELIEF

Crystal Metallic Sunshine 001 METSH ^{NEW!}



Capri Blue 243 F



Aquamarine 202



Sunflower 292



Ruby 501 F



Crystal Iridescent Green 001 IRIG



g





In a symbolic gesture of appeasement,
designs focus on the inherent beauty found in sacred symbols
and architecture across the globe.

In an increasingly fractured world, the need for a greater understanding, acceptance, and tolerance of other people's thoughts and beliefs, as well as our own, has risen in prominence.

"In a society shaken by economic crisis and an uncertain future, there is a renewed interest in spirituality, both religious and secular." (Peclers SS16)

Spiritual talismans are currently invading our lives, offering a global reference of reassurance, peace, and prosperity.

This emphasis on the need to protect and prosper results in a stronger focus on the self and a new form of idolatry — one in which we are the center.

In the past few years, our concept of self and vanity has become highly stylized, with the rise of the "selfie" testament to this.

"Vanity is the absolute belief in one's own magnetism and relevance in the eye of the beholder. Judging by the millions of selfies produced on our planet each day we might therefore argue that we live in the Age of the Vanities — with masses of people immortalizing themselves." (TU SS16)

We continue to raise ourselves up to almost iconic status as we reveal ourselves to the outside world. We focus on the grandeur and glamour within our own lives, promoting ourselves to celebrity level — a place traditionally reserved for royalty and gods.

This theme celebrates the radiance of belief — spiritual, religious, or self — in whatever its guise.

Mood

Crystal is utilized in all sizes to create ornate embellishment in majestic designs.

Inspiration is taken from diverse architecture, talismans, symbols, and sacred ceremonies to create one cohesive design element that references a world united.



Sacred



History



Grandeur and glamour is found within all cultures and conveyed through opulent crystal designs.

A return to magnificent detail in fabrics heavily embellished with crystal answers the call for modern iconography.

Ancient ways of creating patterns – the repetition of graphic structures, now in radiant crystal – inspire us in the creation of modern designs.



Grandeur



Playing with reflective surfaces and crystal settings in designs heightens the dramatic effect.

Gold is for goddesses – there is a strong focus on gold and golden hues, as only the most valuable material is used to worship gods and express beliefs, symbols, and values.



Idolization



A strong reference to medieval body armor, softened with glimmering crystal, highlights our subconscious desire to protect ourselves – in the same way that talismans are worn.

Mosaic, sacral architecture and frescoes from the world over inspire timeless, cross-cultural aesthetics.



Radiance



Product Inspiration

A variety of spiritual symbols in glimmering crystal combine to create an individualistic and cross-cultural style statement.

The brilliant deep hues of precious stones captured in radiant crystal recall magnificence and grandeur.

The new Crystal Fabric Jeans Button and delicate Cupchains express modern opulence in thoughtful details.

Fancy Stones with geometric shapes and Crystal Fabric Motifs translate sacred symbols and architecture into intriguing embellishment.

- 01 4681 227 F
- 02 4320 208 F
- 03 4678/G 001 IRIG F
- 04 4706 202 F
- 05 4778 001 SINI ^{NEW!}
- 06 4779 001 GSHA F ^{NEW!}
- 07 4784 001 SINI ^{NEW!}
- 08 5378 001 IRIG
- 09 5515 001 METSH ^{NEW!}
- 10 80201 11 202
- 11 6106 501
- 12 6867 001 GSHA ^{NEW!}
- 13 6867 001 METSH ^{NEW!}
- 14 6871 001 ^{NEW!}
- 15 67432 02 211 001SINI H ^{NEW!}
- 16 2088 292 F
- 17 2540 001 BBL F
- 18 10 439 081
- 19 1797/140 081 012 001 DOR ^{NEW!}
- 20 57 196 012 001 MLGLD
- 21 21 004 05 M00C C13 4501 208 F





088 PP 21 001 METSH F NEW!
784 8 mm 001 SINI NEW!

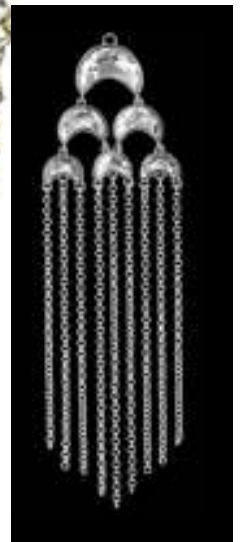
1028 PP 9 001 PARSH F
6867 18 mm 001 SINI NEW!



1028 PP 9 001 PARSH F



3201 1



2813 8x5.5 mm 001 F NEW!
2813 10x7 mm 001 F NEW!
2813 14x9.5 mm 001 F NEW!



Jewelry and Fashion Inspiration

A sense of historical grandeur and glamour serve as the foundation for this decorative and luxurious trend.

Dramatic, bold, and opulent jewelry pieces are kept up-to-date with modern detailing.

A fusion of sacred cultural references serves as inspiration for patterns and forms.

Lightweight, intricate structures inspired by ancient architecture are adorned with glittering crystals.

Symbols of protection, such as the cross, express religious beliefs and values.

The luxurious, jewel-toned color palette is reminiscent of stained-glass windows.

Gold serves as a significant metal color as it has symbolic meaning in many religions.



5741 8 mm 257 NEW!

5741 12 mm 001 ANTP NEW!

2808 6 mm 001 ROGL F





Combination Inspirations





Transfers Flag

Streamlined and pure forms are teamed with their polar opposites: intensely detailed tapestry and embellishment merge with crystal to convey a meeting of two very different mindsets.

- 01 5000 8 mm 001 GSHA
- 02 5000 10 mm 001 GSHA
- 03 5054 8 mm 001 GSHA
- 04 5328 4 mm 501
- 05 5378 14 mm 001 AB
- 06 5741 8 mm 257 ^{NEW!}
- 07 6628 8 mm 001 BB P
- 08 6628 16 mm 001 BB P
- 09 6867 14 mm 001 AB ^{NEW!}
- 10 2714 6 mm 001 AB M HF ^{NEW!}
- 11 2714 10 mm 001 GSHA M HF ^{NEW!}
- 12 13115 096-001TRAHFT/292/
001LUMG
- 13 13116 243/229/001METBL/
229SAT/243/001IRIG/001IRIG/
001IRIG
- 14 13117 001AB/001AB/213AB/
001GSHA/001GSHA/001METSH ^{NEW!}
- 15 13118 096/096-001709/229SAT/
263/001IRIG/229/001PARSH/
001SINI
- 16 13119 001AB/001AB/001LUMG/
001IRIG/001IRIG/001IRIG/001IRIG
- 17 13120 001709/229/001IRIG/
001IRIG/001METBL/243
- 18 13121 280HEM/280HEM/229/
229SAT/001IRIG
- 19 13122 094/096/070-001GSHA/
001AB/001IRIG
- 20 13123 094/094-001BBL/001IRIG/
243/229SAT/001IRIG
- 21 13124 096-001709/243/001IRIG
- 22 13125 096-001709/263/243/229
- 23 743035 Special Motif
(001709/001PARSH/001LUMG/
515/243/243/501/263/263/229/
502/229SAT/001METBL/001METBL/
243/243) ^{NEW! *}

Material Information

- A Polyester silk mix
- B Velvet
- C Lurex ®
- D Alcantara ®

* not visible

Components Flag

Colors and patterns are taken directly from sacred architecture and decoration — reinvented in magnificent, radiant crystal components for the modern mindset.

01	4120 18x13 mm 206 F	48	3201 12 mm 001 LUMG F ^{NEW!}
02	4120/S 18x13 mm 1PH2OZ	49	3201 14 mm 001 IRIG F ^{NEW!}
03	4230 19x12 mm 202 F	50	3220 10 mm 001 GSHA F
04	4230 19x12 mm 360 F	51	3220 10 mm 001 IRIG F
05	4230/S 19x12 mm 1PH2OZ	52	3230 12x7 mm 001 F
06	4230 23x15 mm 226 F	53	3230 12x7 mm 211 F
07	4230/S 23x15 mm 1PH2OZ	54	740361 Transfer Special Motif (001 206)
08	4320 14x10 mm 204 F	55	740362 Transfer Special Motif (001SSHA 211)
09	4320 14x10mm 001 GOLPA F	56	740363 Transfer Special Motif (081 001GSHA)
10	4320/S 14x10 mm 1PH2OZ	57	740364 Transfer Special Motif (501 292)
11	4320 18x13 mm 207 F	58	340081 Crystal Rocks Special Motif (010 001MLGLD)
12	4320 18x13 mm 539 F	59	52500 002 012 082 001 IRIG
13	4320/S 18 x13 mm 1PH2OZ	60	55001 001 012 081 001 DOR
14	4470 12 mm 277 F	61	52400 002 012 086 001 MLGV
15	4470/S 12 mm 1PH2OZ	62	40601 015 081 001 GSHA NO HF
16	4678/G 8 mm 001 IRIG F	63	127004P1400C K1Z 1088 F 001
17	4678/S 8 mm 1PH2OZ		
18	4756 19x11,5 mm 001 F		
19	4756 19x11,5 mm 280 HEM		
20	4756 19x11,5 mm 001 GSHA F		
21	4756 19x11,5 mm 001 SSHA F		
22	4756/S 19x11,5 mm 1PH2OZ		
23	4784 14 mm 001 VM ^{NEW!}		
24	5000 4 mm 502		
25	5000 4 mm 001 MLG 2x		
26	5000 6 mm 211		
27	5000 6 mm 246 AB FC		
28	5028/4 6 mm 001 METSH ^{NEW!}		
29	5053 8 mm 001 IRIG		
30	5328 4 mm 243		
31	5328 4 mm 292		
32	5515 14x9,5 mm 001 GSHA ^{NEW!}		
33	5515 18x12,5 mm 001 PARSH ^{NEW!}		
34	5747 16x8 mm 280		
35	5747 16x8 mm 001 IRIG		
36	185001 16,5mm 15 206 2		
37	5810 4 mm 001 930		
38	5810 4 mm 001 943		
39	5810 8 mm 001 930		
40	5810 8 mm 001 943		
41	6428 8 mm 001 GOLPA		
42	6428 8 mm 001 SILPA		
43	6867 14 mm 001 BB P ^{NEW!}		
44	6867 18 mm 001 SINI ^{NEW!}		
45	2720 7,5 mm 001 M HF		
46	2720 9 mm 001 M HF		
47	3201 10 mm 001 METSH F ^{NEW!}		

Material Information

- A Setting
- B Neopren ®
- C Silk
- D Double woven fabric
- E, F Organza Silk
- G Silk
- H Lace with metallic threads
- I Leather
- J Alcantara ®





Situated in Wattens, Austria, the Design Center Headquarters resides at the very heart of Swarovski.

From trend research and crystal innovation to jewelry, textile, and industrial design, the Design Center HQ fuses creativity and professional know-how into sophisticated trend and design solutions. Providing a range of services with specialists in diverse fields, the Design Center HQ offers customers a unique one-stop shop with complete commitment to design excellence.

TREND RESEARCH: Our team of dedicated in-house trend research experts ensures that Swarovski Professional stays ahead of the curve – and the competition – by continuously mapping and detecting upcoming consumer and design directions. With its relentless drive to discover what's new and next, the team endlessly pursues design-forward solutions to ensure that our customers receive the latest trend intelligence on a global scale.

PRODUCT DESIGN: Our in-house product design team stands on the cutting edge of crystal design – conjuring up new and exciting crystal cuts and fascinating applications for crystal. Inspired by our dazzling product range, they continually push design boundaries to ensure that Swarovski Professional's DNA is reflected in every radiant product.

JEWELRY DESIGN: Our on-site jewelry and goldsmith teams create outstanding, innovative jewelry designs for both internal and external clients. Showcasing the brilliance and adaptability of crystal, their craftsmanship and attention to detail are unparalleled, resulting in quality designs that capture the essence of the times.

TEXTILE DESIGN: Passionate about the endless design possibilities offered by our crystal, our dedicated team of textile and fashion designers continually conjures up sparkling solutions for crystal adornment. Offering imaginative and inspiring workshops, as well as creative design possibilities, their knowledge and experience can transform the everyday into something extraordinary.

SERVICE CATEGORIES

Workshop

The workshop is an exchange with our customers to explore trend and design solutions with the aim of providing input and expert advice on specific creative opportunities.

Consulting

Consulting is a customer advisory project involving our trend and design experts with the goal of assessing our customers' creative potential and making recommendations on:

- Future design roadmaps
- Crystal application opportunities
- Consumer behavior and market trends
- Design language
- Product assortment

Inspiration solutions

Inspiration displays highly creative trend or design solutions, stimulating interest in crystal applications.

Fast solutions

A fast solution is a single trend or design solution delivered in a limited timeframe for projects involving the development of one or two SKUs.

Development solutions

Development solutions is a comprehensive project involving diverse trend and design services, with the aim of developing either a single or a series of finished products.

Contact the Design Center HQ through our Account Management team at sp.designproject@swarovski.com

Credits

CLASSIC – MODEL SHOT

Hannibal large earrings with multi rose satin and transparent cabochons, Daniel Swarovski Paris collection. Source: Swarovski Corporate Archive

Necklace with pendant in shape of a triangle in crystal, Atelier Marangoni. Source: Swarovski Corporate Archive

Tilleul bracelet with crystals, Daniel Swarovski Paris Collection. Source: Swarovski Corporate Archive

Casablanca bracelet with crystal, Daniel Swarovski collection. Source: Swarovski Corporate Archive

Crystal strand wrapped around shoulder.

Jacket: Marina Hoersmaseder

CLASSIC – STILL LIFE SHOT

Necklace with glass flowers and leaves, Jewels of Fantasy collection. Source: Swarovski Corporate Archive

Necklace with pendant in shape of a triangle in crystal, Atelier Marangoni. Source: Swarovski Corporate Archive

Tilleul bracelet with crystals, Daniel Swarovski Paris Collection. Source: Swarovski Corporate Archive

Ornaments in shape of a fern with crystal, Bompieri archive. Source: Swarovski Corporate Archive

Lasso long earrings with crystal, Daniel Swarovski Paris collection. Source: Swarovski Corporate Archive

Paramount earrings with crystal, Daniel Swarovski Paris collection. Source: Swarovski Corporate Archive

Necklace with rose highlight and crystals, Atelier Marangoni. Source: Swarovski Corporate Archive

Eskimo bracelet with crystal and gold-plated metal, Daniel Swarovski Paris collection. Source: Swarovski Corporate Archive

PROGRESSIVE – MODEL SHOT

Royale necklace with crystal beads, Daniel Swarovski paris collection. Source: Swarovski Corporate Archive

Necklace with Bakelite pendant and crystals, Atelier Marangoni. Source: Swarovski Corporate Archive

Ovni cuff with crystal, Daniel Swarovski Paris collection. Source: Swarovski Corporate Archive

Silver bangle with crystals, Atelier Marangoni. Source: Swarovski Corporate Archive

Coat: Talbot Runhof, Pants: Y3, Visor: Jeonga Choi, Top: Odeeh, Shoes: KTZ

PROGRESSIVE – STILL LIFE SHOT

Cuff with green crystal, Swarovski for Studio Fiona Winter. Source: Swarovski Corporate Archive

Necklace with Bakelite pendant and crystals, Atelier Marangoni. Source: Swarovski Corporate Archive

Royale necklace with crystal beads, Daniel Swarovski Paris collection. Source: Swarovski Corporate Archive

Offenbach necklace with crystals and thin chains, Daniel Swarovski Paris Collection. Source: Swarovski Corporate Archive

Belt with crystals, Atelier Marangoni. Source: Swarovski Corporate Archive

Karate sautoir with crystals and black leather, Daniel Swarovski Paris collection. Source: Swarovski Corporate Archive

Karate belt with crystals and black leather, Daniel Swarovski Paris collection. Source: Swarovski Corporate Archive

Necklace with balls and transparent Bakelite, Atelier Marangoni. Source: Swarovski Corporate Archive

ROMANTIC – MODEL SHOT

Simon Alcantara Necklace with crystals, Runway Rocks collection. Source: Swarovski Corporate Archive

Lenotre sautoir with beads, Daniel Swarovski Paris collection. Source: Swarovski Corporate Archive

Marignan sautoir with crystals, Daniel Swarovski Paris collection. Source: Swarovski Corporate Archive

Shoes: Steinroher

ROMANTIC – STILL LIFE SHOT

Under My Wing headpiece with crystal, Runway Rocks collection. Source: Swarovski Corporate Archive

Earrings with stars, Atelier Marangoni. Source: Swarovski Corporate Archive

GLAMOUR – MODEL SHOT

Othello headpiece with crystals and pearls, Atelier Marangoni. Source: Swarovski Corporate Archive

Opera bustier with crystals and red Bakelite, Atelier Marangoni. Source: Swarovski Corporate Archive

Necklace with cross pendant and crystals, Atelier Marangoni. Source: Swarovski Corporate Archive

Pin with blue crystal, Jewels of Fantasy collection. Source: Swarovski Corporate Archive

Earring with thorns and blue crystal (used as brooch), Atelier Marangoni. Source: Swarovski Corporate Archive

Brooch in shape of a cross with crystals, Atelier Marangoni. Source: Swarovski Corporate Archive

Bangle with red crystals, Bompieri archive. Source: Swarovski Corporate Archive

The Cardinal coat with red and pink crystals and beads, Shirley Bassey collection. Source: Swarovski Corporate Archive

Dress: Tex Saverio, Bracelet: Nuit No 12 (left arm)

GLAMOUR – STILL LIFE SHOT

Versailles evening bag, Daniel Swarovski Paris collection. Source: Swarovski Corporate Archive

Othello headpiece with crystals and pearls, Atelier Marangoni. Source: Swarovski Corporate Archive

Opera bustier with crystals and red Bakelite, Atelier Marangoni. Source: Swarovski Corporate Archive

Earring with thorns and blue crystal, Atelier Marangoni. Source: Swarovski Corporate Archive

Necklace with a cross pendant and crystal, Atelier Marangoni. Source: Swarovski Corporate Archive

Brooch in shape of a cross with crystals, Atelier Marangoni. Source: Swarovski Corporate Archive

Bangle with red crystals, Bompieri archive. Source: Swarovski Corporate Archive

Golden scepter with crystals and pearl, Reinhard Seufert collection. Source: Swarovski Corporate Archive

VALID FROM FEBRUARY 2014

Sys.No. 5142937

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: Charlene Högger @ Mega Model Agency
Hair: Peter Lux @ Ballsaal, Make Up: Loni Baur @ Ballsaal
Styling: Wiebke Bredehorst @ Ballsaal
Set: Friederike Morbach @ Ballsaal
Production: Dominik Wimmer @ HOWtoDO Production

Still life shots:

Photographer: Mierswa-Kluska

Crystal product shots:

Photographer: Johannes Weiss

Art Direction: Swarovski Corporate Creative Services

Innovation shots:

Photographer: Robert Striegl

Moods:

Shutterstock.com, Gettyimages.com, Istockphoto.com, Dreamstime.com

Flags: Athesia-Laserpoint

Illustrations by Petra Dufkova @ Die Illustratoren

Printed by Aristos Druckzentrum GmbH, Josef-Dinkhauser-Straße 2, A-6060 Hall in Tirol, Austria

PANTONE® and other Pantone, Inc., trademarks are the property of Pantone, Inc.