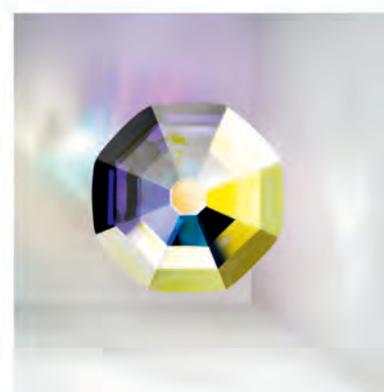


# SWAROVSKI



INSPIRATIONS  
FALL/WINTER  
2014/15



# Opposites Attract

In times of transition or insecurity, such as the continuing economic crisis or due to economic power shifts, the need to find stability and control gains importance. The Mega Trend of Individualization is therefore enjoying renewed interest, as social, economic, and political changes across the world force individuals to take control of their own lives. It is predicted that huge changes in wealth, observed for example in China or India, will alter the traditional appreciation of the individual in these cultures, as a higher income is often related to more individualistic values. Similarly, the relative decrease in wealth, particularly in the west compared with eastern Asia, implies that these cultures will experience a relative decline in the importance given to the individual – the counter trend of collectivism. With the traditional order being reversed and the continuing rise of the individual, this season we focused on individualization and its polar opposite – collectivity: both trends that are redefining our design ethic. Each theme this season reflects a seemingly impossible combination of polar opposites that complement each other, as if they have always belonged together, to show true individual style.

Welcome to our Fall/Winter 2014/15 inspirations –  
Opposites Attract.



**CLASSIC**  
EXTRAVAGANT SIMPLICITY

**COLOR CONCEPT**  
Newer nudes stand alone, or are used in combination with soft silks and beautiful beiges, with uplifting warm rose gold to merge elegant minimalism with extravagant design.

**SEGMENT**  
Accessories



**PROGRESSIVE**  
NATURE LAB

**COLOR CONCEPT**  
Green, traditionally a spring/summer color, dominates showing regrowth and renewal, and is merged with gray concrete-inspired hues to form a strong nature-tech palette.

**SEGMENT**  
New Segments



**ROMANTIC**  
URBAN NOMAD

**COLOR CONCEPT**  
Rural eccentricity is combined with urban cool in warm copper and bronze-inspired tones, married with darker berry colors and deep velvet purples that are highlighted by the softness and warmth of Crystal Lilac Shadow.

**SEGMENT**  
Ready to Wear



**GLAMOUR**  
DEMURE DECADENCE

**COLOR CONCEPT**  
The lavishness of the east is married with western discretion with the inclusion of vibrant pink (*"The navy blue of India"* – Diana Vreeland), combined with the deep burgundy, wine, and berry colors that are traditionally associated with European winters.

**SEGMENT**  
Jewelry/Eveningwear

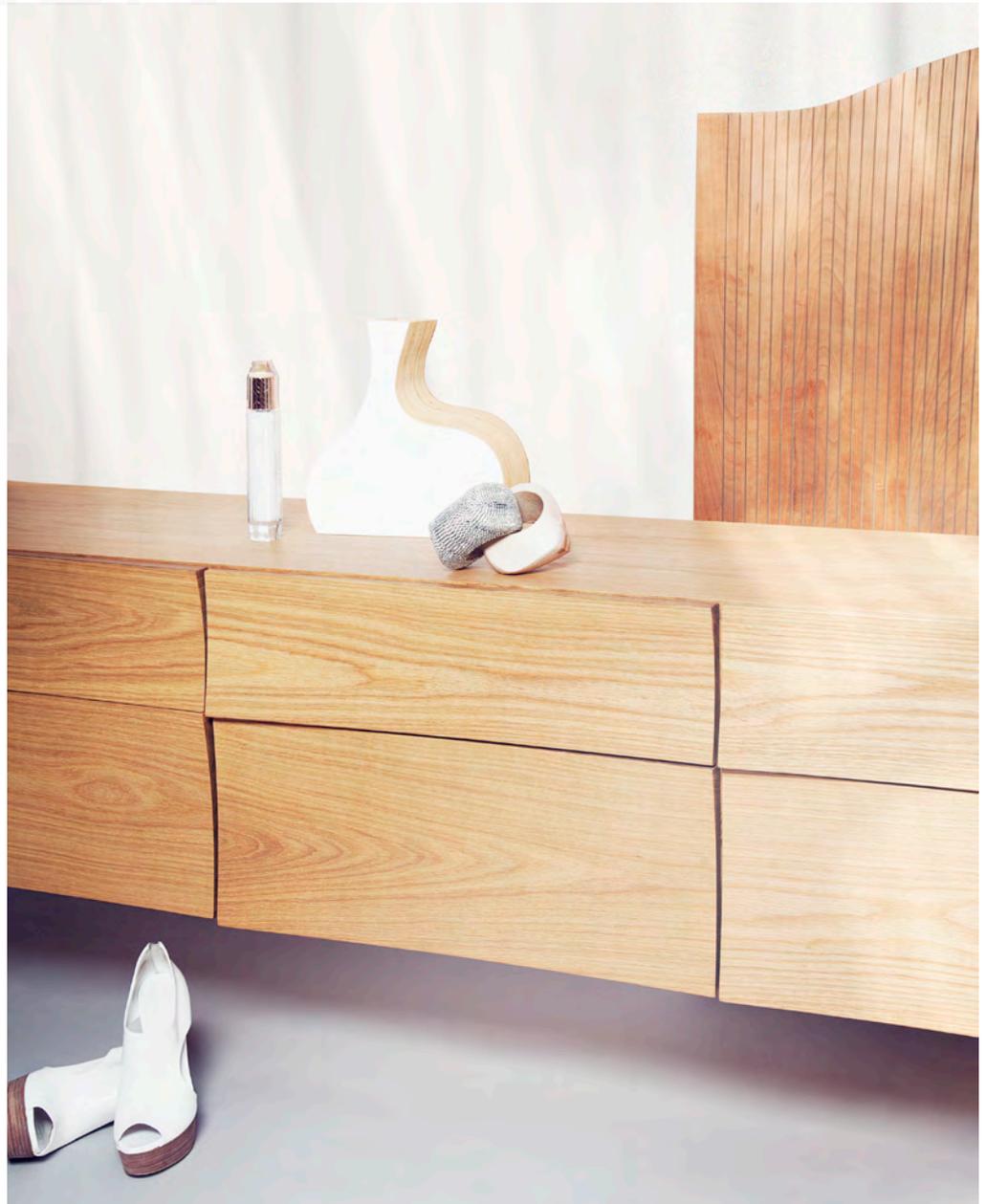


## CLASSIC

A pared-back feel is prevalent as the design world becomes focused on what is being termed “Boredom Beauty.” This new design ethic sees basics reinvented with hidden detailing and purpose. Wardrobes concentrate on the achievable and wearable. Alongside this, a new male/female hybrid is introduced. As women reject the trend of dressing in masculine styles, as introduced in the “Female

Shift” perspective of last season, the rise of the “New Man” means that men opt for the traditionally “feminine” colors of nude and blush in more subtle shapes. Indeed, there is a strong, ongoing focus on the classic shapes of the past with a modern interpretation. Form follows function as in Bauhaus doctrine, and in this theme, cut and finishing touches are key: details are refined and elegant.

# Extravagant Simplicity





CLASSIC

THE MOOD



A firm focus on keeping it straightforward and simple coins the new design ethic of “no-fuss” fashion.

Less is definitely more in this theme, where crystal emerges in clean, geometric structures or as finishing touches to simplified designs.

Minimalistic jewelry styles – clean-cut stones and alternative materials – become the new expression of luxury.

Precise, clean lines continue to emerge in all segments.

The new interface between being nude and clothed is the emergence of synthetic structures that are continuing to gain in popularity due to the ongoing scarcity and expense of natural materials.

Feminine lines meet masculine style in the new androgyny, where men wear typically “female” colors such as beige-pink, cream, and champagne.

Basics are reinvented – woolen pants, T-shirts in silk, and sensuous masculine jackets lay the foundation for a wardrobe that will bridge both fashion and time.

Creative collisions, in materials, form, and function, push design toward a fantastic streamlined future.

Reduced, well-chosen, and functional designs in New Segments take center stage.

Rough surfaces and raw textures in packaging satisfy the need to feel and touch.

Natural materials and crystal embellishment offer sensory pleasure.

NEW  
ANDROGyny





Crystals in small sizes, placed with geometric precision, are used to form patterns or add interest.

Refined geometrics blend harmoniously with minimal designs.

The reinterpreted classic shapes of Fancy Stones and Pendants add a modern finish.

Subtle Sew-on Stones and Beads help to soften the severity of designs.

Streamlined cuts in classic shapes allow harsh purity to morph into modern luxury.



- 01 1088 001 GSHA F
- 02 4120 362 F
- 03 4230 234 F
- 04 4439 001 GSHA
- 05 4678 001 F NEW!
- 06 4737 234
- 07 5000 001 AB FC NEW!
- 08 5026 261
- 09 5050 001 ROGL
- 10 6460 001 GSHA
- 11 6628 001 SSHA NEW!
- 12 6696 001 NEW!
- 13 2611/G 001 GSHA F NEW!
- 14 3220 001 SSHA F NEW!
- 15 127000K1R1088F001 NEW!



01



02



03



New geometric cuts offer a multitude of combination possibilities to aid the creation of interesting patterns for modern classical jewelry lines.

01  
**1028** PP 6 001 F  
**5053** 8 mm 001 ROGL  
rose gold plated

02  
**4678** 8 mm 001 GSHA F <sup>NEW!</sup>  
**2611/G** 8 mm 001 GSHA F <sup>NEW!</sup>  
gold plated

03  
**1100** PP 3 261 F  
**5541** 15 mm 001 <sup>NEW!</sup>  
**5542** 11 mm 001 <sup>NEW!</sup>  
gold plated

04  
**1028** PP 6 001 F  
**5810** 4 mm 001 650  
gold plated

05  
**4320** 14x10 mm 261 F  
rose gold plated



*Extravagant Simplicity*









*Extravagant Simplicity*



CLASSIC

SEGMENT INSPIRATION

Crystal is integrated into designs or used as subtle trims or patterning along edges, under collars, or to highlight seams in tone-on-tone combinations.

Pure, clean design brings order and serenity to an overhyped world.

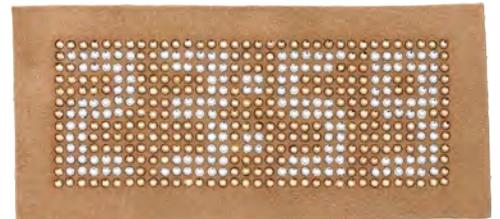
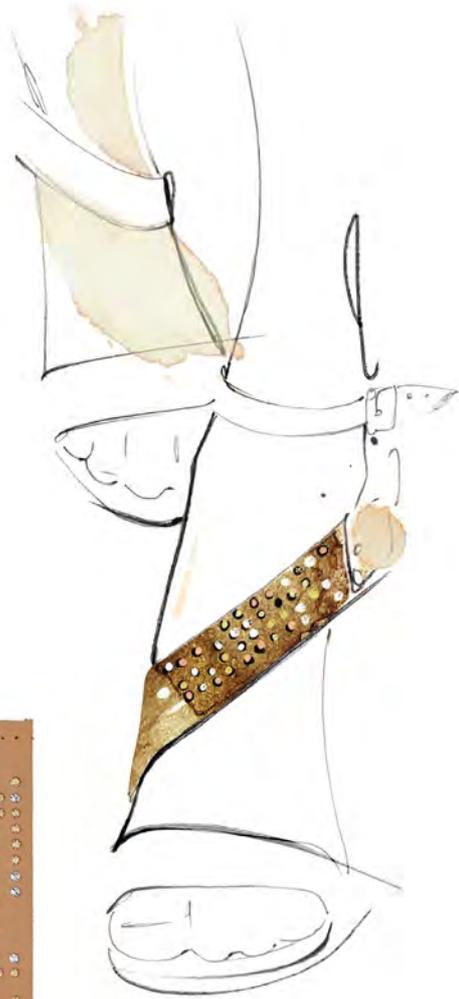
Solid forms in asymmetrical, geometric cuts are outlined with crystal.

A new breed of synthetics in sharp lines highlights style with purpose.

Fluidity clashes with structure, showcasing a new male/female hybrid.

Stripped-down shapes reflect the consumer need for calm and clarity.

Minimalism gets a makeover with modern material mixing.



PRODUCT INFORMATION

- ① **5928** 14 mm 001 GSHA STEEL
- ② **12978** 080-246 261
- ③ **12979** 246 001 GSHA 261
- ④ **12980** 362 001 246
- ⑤ **12981** 080-261 001 ROGL
- ⑥ **12982** 001 GSHA 001 MOL  
001 ROGL 261
- ⑦ **12983** 246 362 001
- ⑧ **12984** 246 001 ROGL 261
- ⑨ **12985** 246 246
- ⑩ **12986** 001 246
- ⑪ **12987** 246 001
- ⑫ **492814** Transfer Special Motif  
(001 GSHA)
- ⑬ **62000** 002 S010 001 GSHA
- ⑭ **53302** 088 001 ROGL
- ⑮ **101664** Chaton Leather Special Motif  
(246 001)
- ⑯ **119333** Crystal Mesh Special Motif  
(081 655 001 ROGL 391)

MATERIAL INFORMATION

- Ⓐ Organdy
- Ⓑ Satin (underneath)
- Ⓒ Woolen fabric
- Ⓓ Technical fabric
- Ⓔ Nappa leather
- Ⓕ Linen crêpe
- Ⓖ Twill
- Ⓗ Leather
- Ⓘ Goatskin
- Ⓙ Leather cords
- Ⓚ Metal buckle

Geometric structures with deliberate attention to detail and clean lines offer a subtle yet strong design element.



## PRODUCT INFORMATION

- 01 4139/B 20 mm 655
- 02 4320 14x10 mm 261 F
- 03 4320/S 14x10 mm 1PH2OZ
- 04 4439 20 mm 001 GSHA
- 05 4439 20 mm 001 SSHA
- 06 5000 6 mm 261
- 07 5026 6 mm 261
- 08 5026 10 mm 261
- 09 5028/4 6 mm 261
- 10 5028/4 8 mm 001 GSHA
- 11 5028/4 10 mm 261
- 12 5139 12.5 mm 001 ROGL
- 13 5328 5 mm 261
- 14 5810 3 mm 001 769
- 15 5810 4 mm 001 769
- 16 5810 5 mm 001 769
- 17 5810 6 mm 001 305
- 18 5810 8 mm 001 769
- 19 5810 10 mm 001 300
- 20 5810 12 mm 001 769
- 21 5811 12 mm 001 769
- 22 6128 10 mm 001 ROGL2
- 23 6128 10 mm 261
- 24 6428 6 mm 001 ROGL2
- 25 6428 6 mm 261
- 26 3251 18x9 mm 001 BRSH
- 27 3251 18x9 mm 001 GSHA
- 28 3255 18x6 mm 001 GSHA F
- 29 3293 12 mm 391 F
- 30 3293 20 mm 391 F
- 31 3500 9x5.5 mm 319 F
- 32 62000 005 I010 391
- 33 493609 Transfer Special Motif  
(261 234 383 001 ROGL 362)

- 34 602121 Crystal Fabric Special Motif  
(010 001 GSHA)
- 35 602122 Crystal Fabric Special Motif  
(010 001 GSHA)
- 36 53000 088 001 GSHA
- 37 53000 088 246
- 38 53000 088 383
- 39 53001 086 001 GSHA
- 40 53401 086 001 295
- 41 53401 086 001 674
- 42 53500 086 001

## MATERIAL INFORMATION

- A Cashmere tweed
- B Woolen fabric (basket weave)
- C Technical fabric
- D Jersey
- E Leather
- F Nappa leather
- G Leather
- H Wood veneer
- I Velour leather
- J Silicone ribbon
- K Plastic ribbon
- L Leather cord
- M Metal key ring

Simplified design and strict tailoring highlight the subtle shine of crystal for easy everyday elegance.





PROGRESSIVE

# Nature Lab



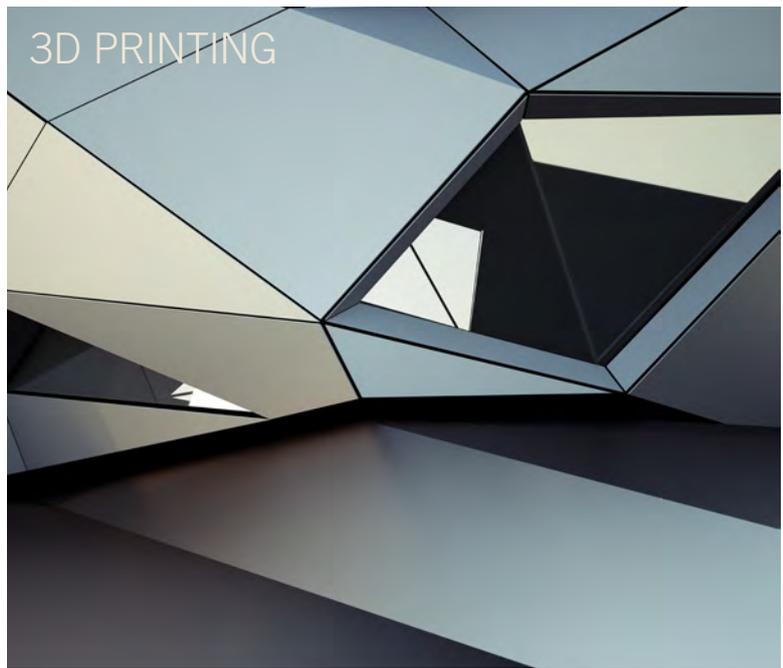
The design world has its focus firmly on the future with the rapid ascension of 3D printing.

*"Indeed, the future will see us able to buy an item online and print it out at home. With digital files so easily manipulated, it will also enable companies to more quickly adapt their products as to what works, or let the user themselves experiment with the design to enable true personalization."* (Peter Weijmarshausen, CEO and cofounder of 3D printing marketplace and community Shapeways.)

With the escalation of 3D printing capabilities, the architectural and sculptural

will offer a different sense of luxury. In parallel with this, the designs of the future remain firmly committed to green issues. These concerns, coupled with the advance in technology, have created an entirely new design ethic, with structures mimicking nature enjoying a newfound success as wearable pieces of art. In what has been termed "Next Nature," technology and nature will now coexist, with nature providing endless inspiration for technology. The meeting of these polar opposites – nature and science – is transforming not only urban spaces but also our wardrobes.





Repetitions of organic patterns look as complex and detailed as nature's elements.

Technology and nature merge with a focus on the biological in futuristic materials.

*"We find that the lines between fashion, footwear, and jewelry are blurring, with jewelry shifting from mere decoration to being an integral part or even the starting point of the outfit or product."*  
(View 2 – Issue 14)

Advanced technical possibilities and the rise and rise of 3D printing create a new style of personalized jewelry and fashion forms.

*"Textiles will be dense and compact, woven from wool, knitted from soft mohair, or gathered from recycled synthetics."* (TU FW 14-15)

*"Fabrics normally reserved for the evening are worn in the day."* (A+A Design FW 14-15)

Infrastructure is inspired by insects' wings. Ultra-functional micro structures infiltrate fashion prints.

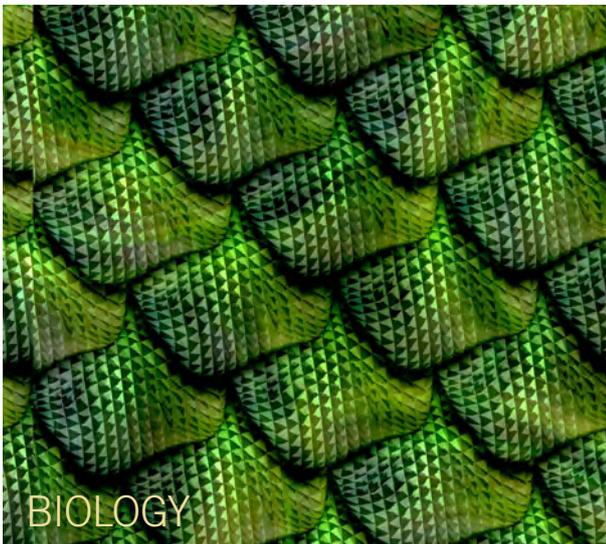
*"Human anatomy becomes the main inspiration for accessory pieces."* (View 2 – Issue 14)

Transparency in design continues its ascent and adornment takes on a futuristic look.

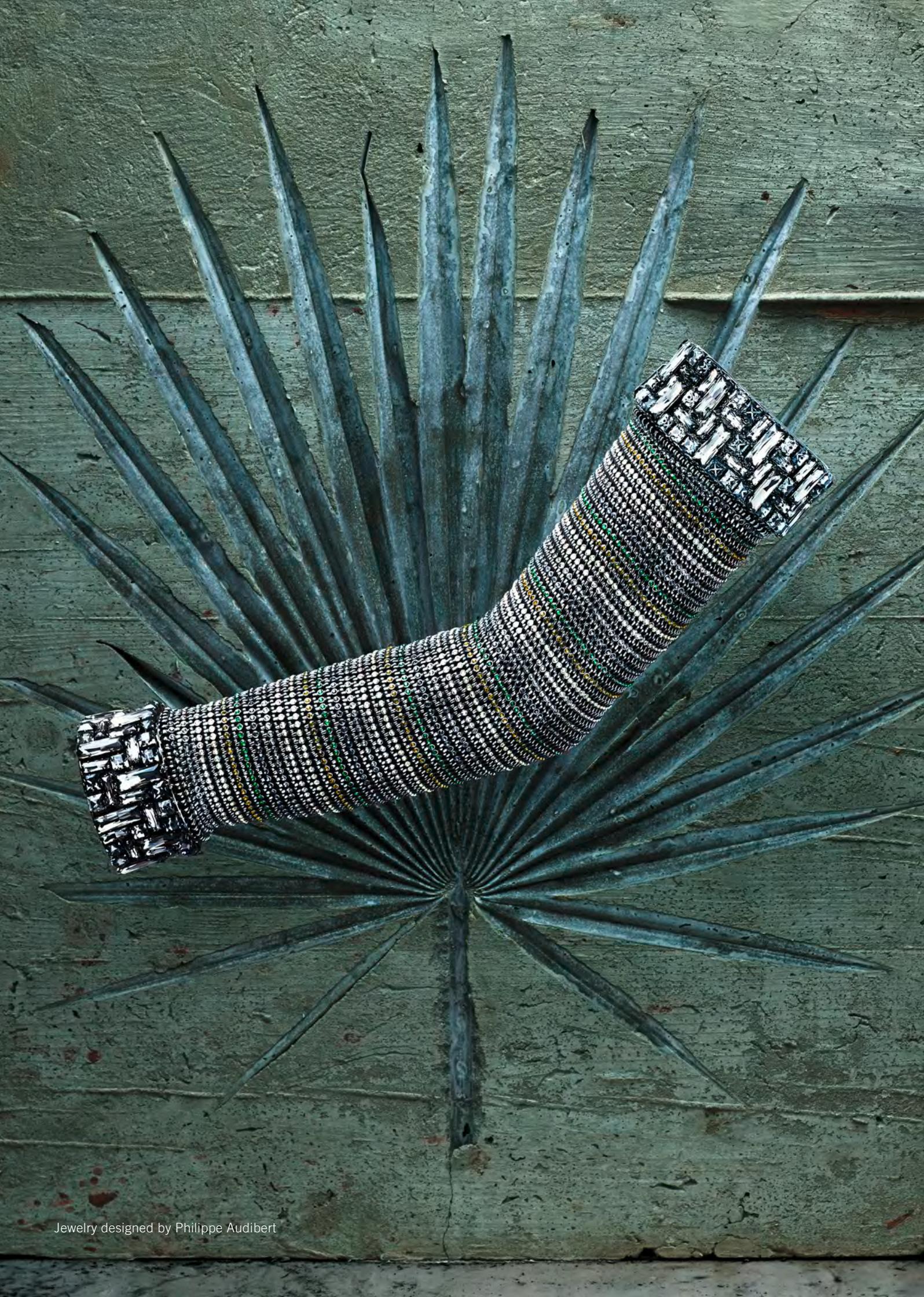
Functionality and easy usage are crucial for New Segments – clear lines, simple shapes, and minimized complexity are key.

Industrial-inspired aesthetics and electronics that focus on single functions are cutting edge.

Low energy wasting electronics and sustainable packaging materials pay tribute to consumers' heightened interest in green issues.



BIOLOGY



Small to medium graphic shapes merge with natural organics for a new look.

Crystals in gray and metallic tones add subtle shine to industrial designs.

Nature-inspired organic cuts mimic unique, biological structures and forms.

The repetitive outline of Cupchains is reminiscent of skeletons and spines.

Ceramics with their natural soft luster contrast perfectly with transparent crystal colors to create an unexpected, fashion-forward look.

Crystaltex, with its shimmering radiance, highlights the perfect blend of nature and technology.

The deep, vital radiance of Dark Moss Green perfectly emulates the lush green of nature.



- 01 3254 228
- 02 5601/B 652
- 03 2520/B 651
- 04 1088 001 SINI F
- 05 4230 261 F
- 06 4428 260 F <sup>NEW!</sup>
- 07 4524 205 F
- 08 4706 001 SINI <sup>NEW!</sup>
- 09 4760 228 F
- 10 4795 205 F
- 11 5000 202 AB FC
- 12 5000 280 AB FC
- 13 5542 260 <sup>NEW!</sup>
- 14 80101 13 205
- 15 6628 001 LUMG <sup>NEW!</sup>
- 16 3220 001 SSHA F <sup>NEW!</sup>
- 17 2611/G 001 F <sup>NEW!</sup>
- 18 62031 001 AB
- 19 127001K1S1088F001 <sup>NEW!</sup>



Inspiration is taken from technology and nature to create colors, cuts, and shapes that merge nature with technical materials and production techniques.

01  
**1028** PP 7 001 F  
**1480** PP 21 280 HEM F  
**2708** 12.5x13.6 mm 001 GSHA F  
**3708** 12.5x13.6 mm 001 SINI F  
silver plated

02  
**4678** 23 mm 001 SINI <sup>NEW!</sup>  
silver plated

03  
**1028** PP 6 001 F  
**5050** 14x10 mm 001 CAL V P  
silver plated

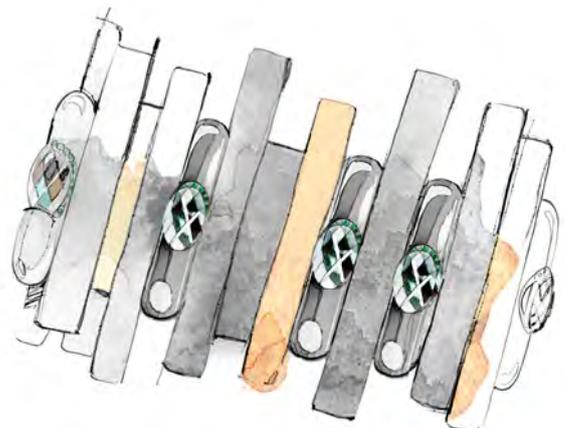
04  
**5541** 15 mm 260 <sup>NEW!</sup>  
**5542** 11 mm 260 <sup>NEW!</sup>  
gun plated



04



03





Further crystal combinations to inspire from the Progressive theme.





Nature Lab



Accessories become structured, mimicking the form of precision-cut crystal.

Broken geometry and detailed patterning in crystal influences designs.

Repetitions inspired by skeletons, biology, plants, and mechanical parts create futuristic looks.

*"Tactile materials merge the high-tech with the natural."*  
(TU 14-15)

Organically inspired and offset crystal geometrics create a new breed of fashion and accessories.

Technological influences and natural structures come together, all adorned with radiant crystal.

Clear lines, simple shapes, and minimized complexity show up in New Segments.



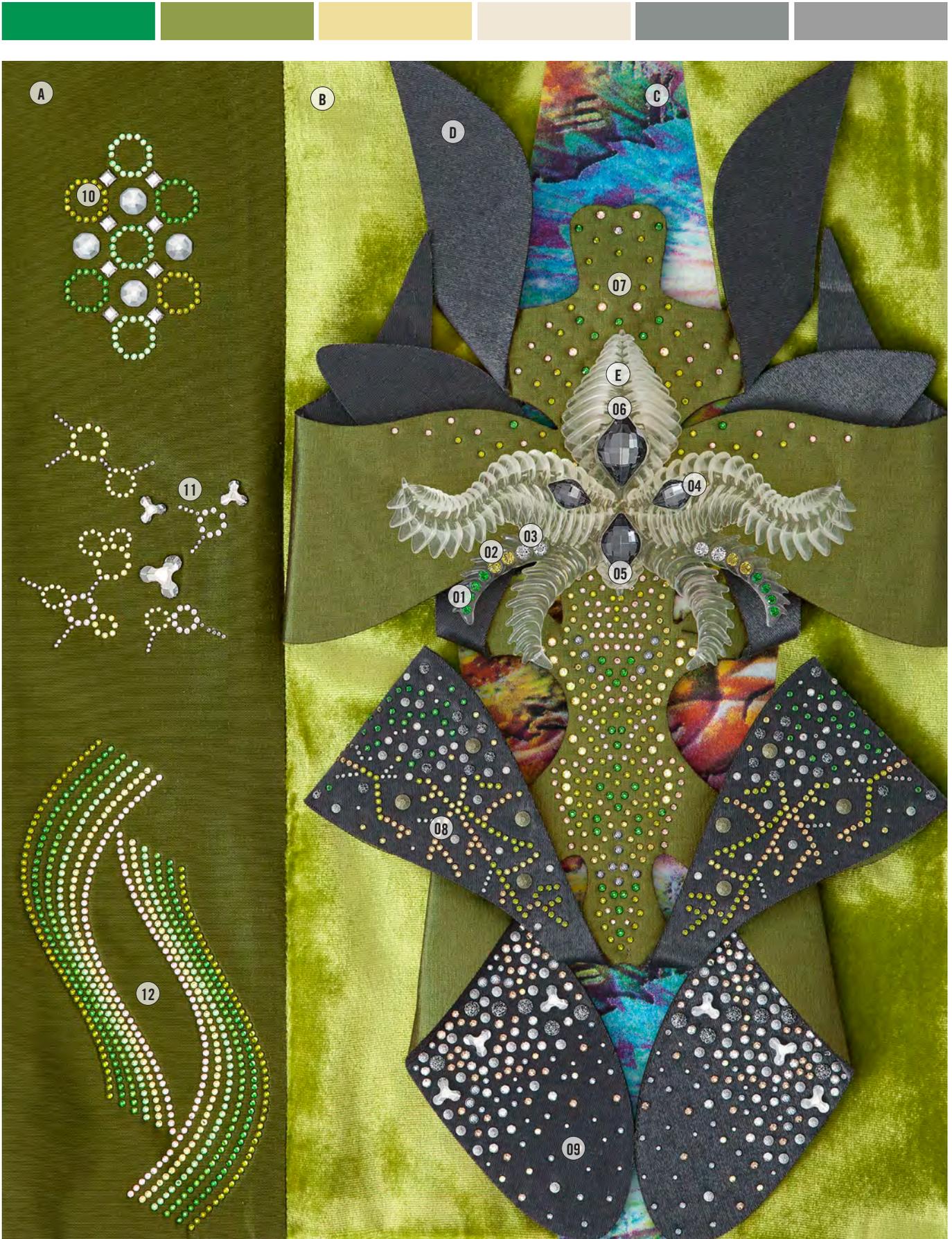
PRODUCT INFORMATION

- 01 1088 PP 24 260 F <sup>NEW!</sup>
- 02 1088 PP 31 550 F
- 03 1088 SS 19 215 F
- 04 4230 14x9 mm 001 SINI F
- 05 4230 19x12 mm 001 SINI F
- 06 4230 23x15 mm 001 SINI F
- 07 12988 001 CHRMV 215 228 550  
284 260 001 LUMG <sup>NEW!</sup>
- 08 12989 215 246 228 550 260 001  
SSHA 657 HFT 653 HFT 652 HFT <sup>NEW!</sup>
- 09 12990 001 CHRMV 001 215  
001 SINI 001 LUMG 284 001 SSHA  
657 HFT 653 HFT
- 10 12991 001 SSHA 001 260  
214 228 360 <sup>NEW!</sup>
- 11 12992 261 261 213 215  
001 LUMG 261
- 12 12993 261 213 214 291 260 228 <sup>NEW!</sup>

MATERIAL INFORMATION

- A Taffeta changeant
- B Velvet
- C Printed fabric
- D Laminated fabrics  
(front: satin; back: taffeta)
- E 3D print (plastic)

3D effects and organic inspiration are the base for the magnificent radiance of crystal.



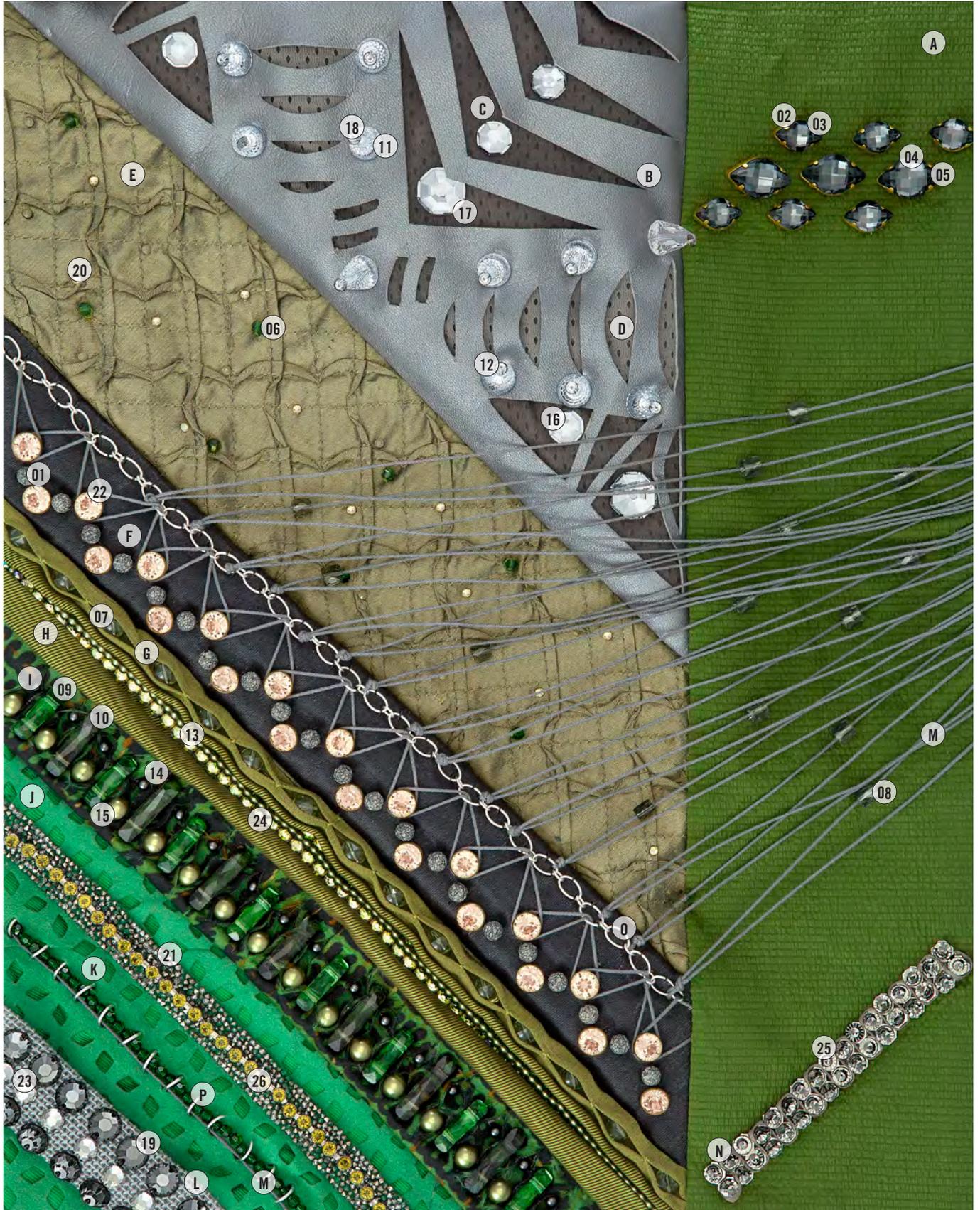
#### PRODUCT INFORMATION

- 01 **5000/B** 6 mm 651
- 02 **4230** 14x9 mm 001 SINI F
- 03 **4230/S** 14x9 mm 1PH2OZ
- 04 **4230** 19x12 mm 001 SINI F
- 05 **4230/S** 19x12 mm 1PH2OZ
- 06 **5000** 4 mm 260 <sup>NEW!</sup>
- 07 **5026** 8 mm 215
- 08 **5053** 6 mm 215
- 09 **5535** 19x5 mm 214
- 10 **5535** 23x5.5 mm 215
- 11 **5541** 11 mm 001 <sup>NEW!</sup>
- 12 **5542** 8 mm 001 <sup>NEW!</sup>
- 13 **5810** 3 mm 001 293
- 14 **5810** 4 mm 001 617
- 15 **5810** 8 mm 001 293
- 16 **2611** 10 mm 001 M HF <sup>NEW!</sup>
- 17 **2611** 14 mm 001 M HF <sup>NEW!</sup>
- 18 **3128** 4 mm 215 F
- 19 **3204** 10 mm 001 SINI F
- 20 **494802** Transfer Special Motif  
(652 HFT 001 LUMG)
- 21 **74017** 010 001 MLGLD
- 22 **53006** 088 261
- 23 **53304** 088 001 SSHA
- 24 **55000** 002 012 082 001 LUMG
- 25 **40101** 002 082 215
- 26 **127000**P3200CC1G1088F550

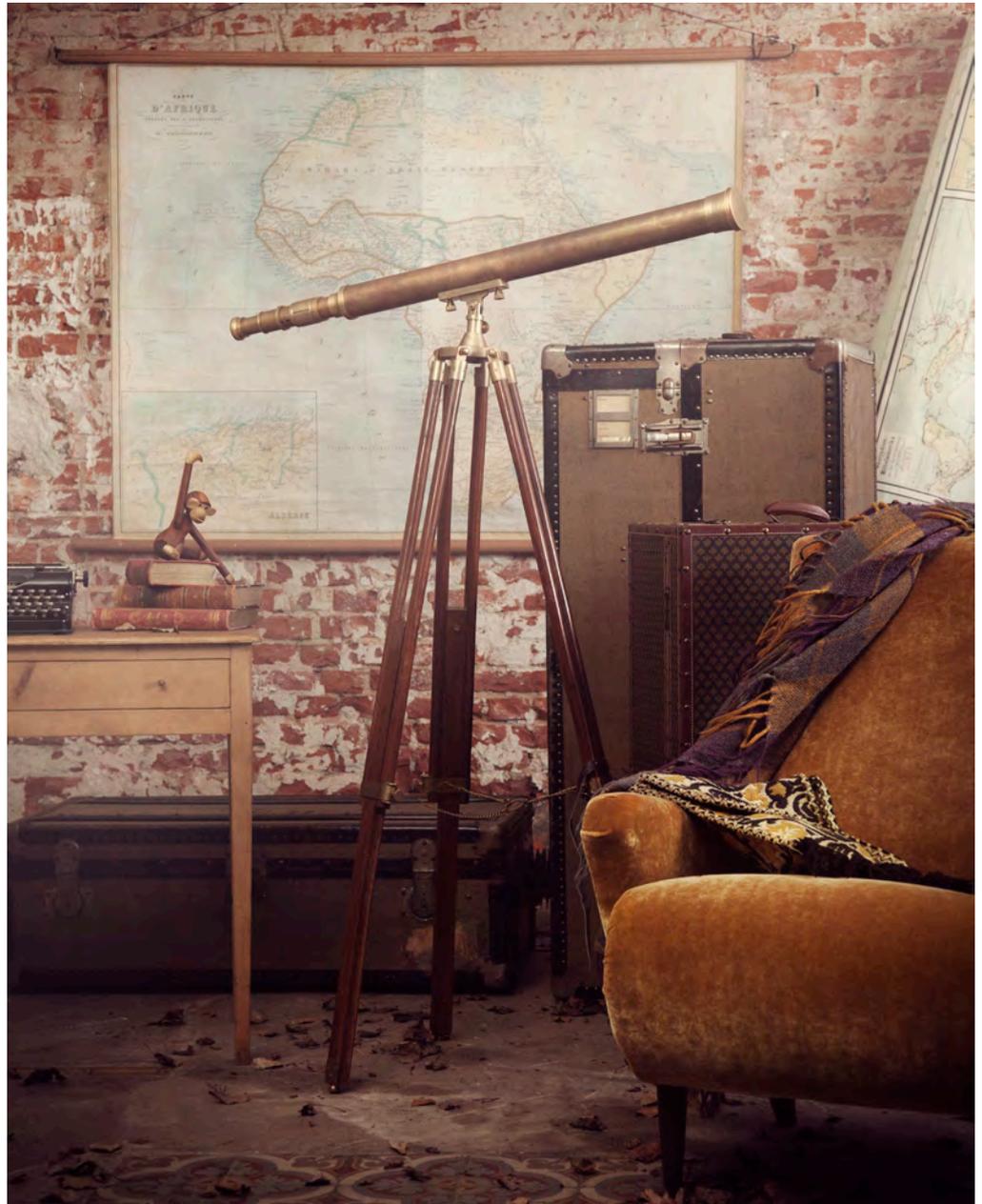
#### MATERIAL INFORMATION

- A Technical fabric
- B Leather
- C Organza
- D Technical net
- E Silk plissé
- F Satin
- G Silk
- H Twill
- I Printed fabric
- J Alcantara®
- K Twill (underneath)
- L Technical fabric
- M Round waxed cord
- N Satin ribbon
- O Metal chain
- P Jump rings

Technological innovation and crystal incorporation combine in organic, natural structures to show the future of fashion.







ROMANTIC

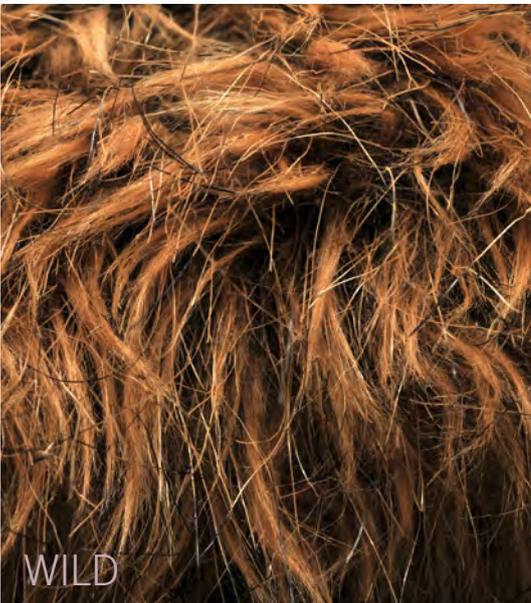
# Urban Nomad

The continuing emergence of nomad-inspired fashion showcases a new drive for freedom, and a stand against the constraints of the ongoing recession. Wanderlust continues to engulf the design world as we become more mobile in our daily lives due to the increased use and functionality of social media. We no longer have to work in an office, or one place, and our clothes and accessories reflect this. This mixing of styles, seasons, and eras to create a new bohemian look with a practical element is inspiring a new generation. Combining materials, such as tweed with luxurious fibers, creates a truly individualistic

style. The exclusive and the eccentric will become ever more important and will be carried by the growing influence of the bespoke. Recycling and regeneration are predicted to be the future fabrics and will become an increasing focus. *“We are consuming 50 percent more than what the planet can currently sustain. This is very unfortunate and could increase to 100 percent very soon...”* Sri Lankan physicist and Nobel Peace Prize winner Professor Mohan Munasinghe: *“With such large numbers and as populations grow, the pressure to source more raw materials for textiles is intensifying.”* (View 25 – Issue 101)



NOMADIC



WILD



The overriding aim of this theme is to create a totally individualistic style statement based on the wearer's personality and taste.

The combination of opposite materials, textured surfaces, polished metal, leather, feathers, wood, natural stones, and crystals infuses designs.

Rough and sleek, matt and shine becomes the new mantra.

Fabrics are down to earth: leather and skins, feathers and tweed, crochet and florals, crystal and tartan – strange bedfellows – combine in the one garment.

Multilayered chains and metal fringes with crystal create a heavier yet modern everyday look.

Printed day dresses, dotted with random crystal, are married with faux fur coats and crocheted cardigans – casually nonchalant outfits that actually take a lot of care.

Eveningwear and daywear merge, with layering all-important in creating an individual effect.

Raw and authentic materials with their original characteristics combine with sleek synthetics.

Animal skins, or their resemblance, are particularly prominent as natural materials become coveted due to their increasing rarity and expense.

Precious, enchanting, and rambling; ornamental roughness is the key to accessories.

Electronics and packaging with modern and streamlined designs in warm colors are merged with crystal and nature-inspired patterns.

Detailing is a must – a demand for well-considered design elements that reflect original craftsmanship and a modern aesthetic influences design.





ROMANTIC

PRODUCT INSPIRATION

Medium and large crystals combine in wild areas met with calmer, more ordered patterns.

Crystals in rusty colors of erosion married with their polar opposite of royal purples offer a sophisticated yet modern approach.

Shapes inspired by wild nature are softened with the serene sheen of crystal.

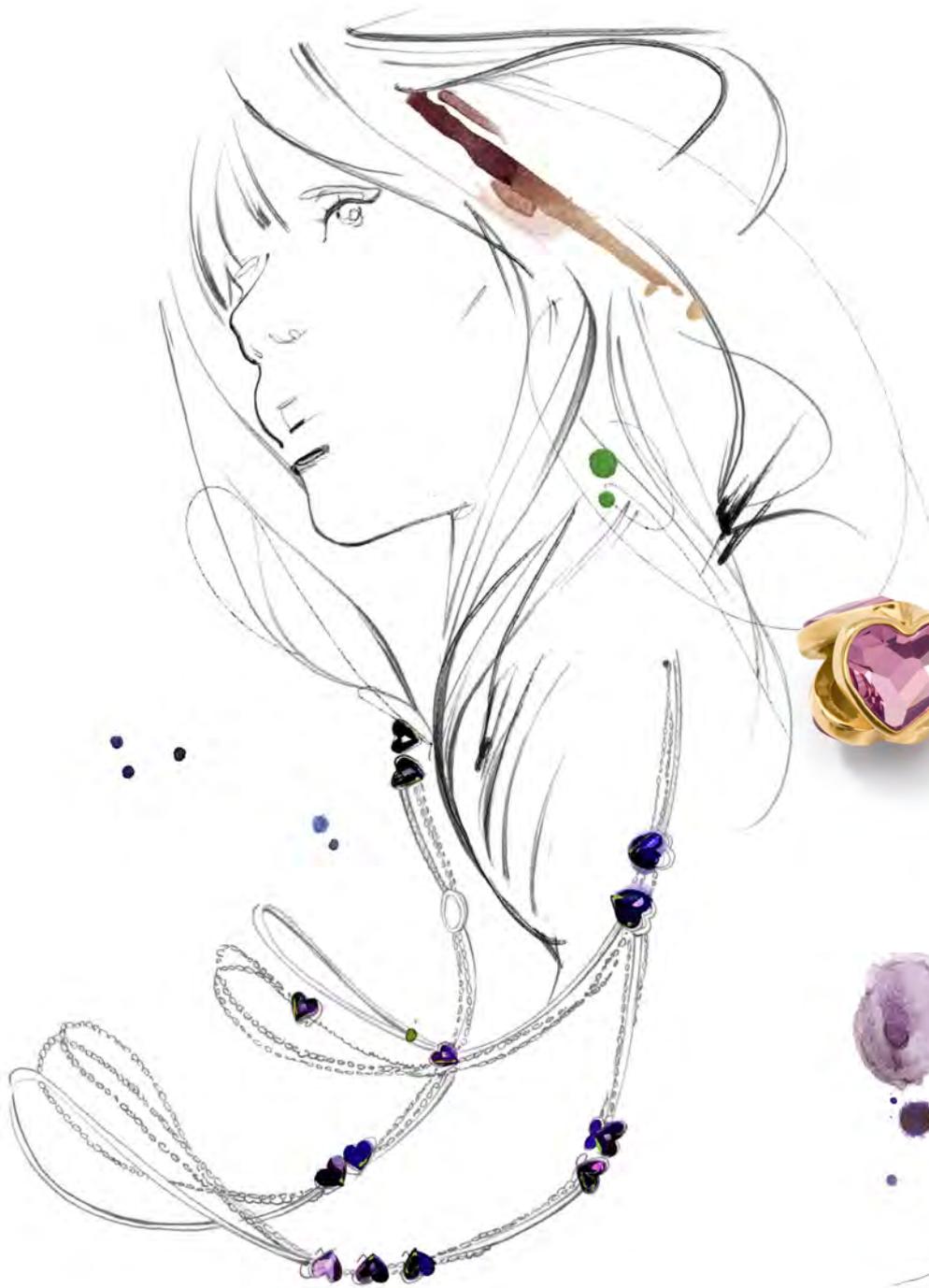
The structure of Crystal Fabric when combined with the luxurious look of Fancy Stones emulates the textural diversity embodied in this theme.

The ornate opulence of the Crystal Lilac Shadow effect is brought down to earth with ochre tones.

A playful, eclectic mix of crystals perfectly fits the nonchalant look of an urban nomad.



- 01 4120 001 LISH F NEW!
- 02 4120 277 F
- 03 4224 204 F
- 04 4320 001 COP F
- 05 4678/G 001 REDM F NEW!
- 06 4706 001 GSHA F NEW!
- 07 5541 001 API NEW!
- 08 5541 001 BRSH NEW!
- 09 5810 001 784 NEW!
- 10 6039 001 BRSH
- 11 6525 204
- 12 6628 001 REDM NEW!
- 13 6656 001 TAB P
- 14 6696 001 ANTP NEW!
- 15 6764 001 GSHA NEW!
- 16 57000 010 001 COP NEW!



01



Urban Nomad



02



For simple and opulent designs, contrasting materials and structured surfaces are key to expressing a bohemian mindset in multilayered designs.

01  
**2808** 10 mm 001 ANTP F  
gold plated

02  
**4230** 14x9 mm 001 ANTP F  
gold plated

03  
**4809** 27x25 mm 001 SINI <sup>NEW!</sup>  
**4810** 13x12 mm 001 API F <sup>NEW!</sup>  
gun plated

04  
**1100** PP 3 204 F  
**5860** 16 mm 001 784 <sup>NEW!</sup>  
Ceralun™ mix  
gold plated



03









*Urban Nomad*



ROMANTIC

SEGMENT INSPIRATION

Damaged textures are matched with luxurious fabrics and crystal strands.

Ornamental roughness highlights a new everyday elegance.

Opposite materials, textured surfaces, and multilayered crystal are a core component.

Crystals show their wild and independent side as the bold and the delicate become one.

Designs strike a balance between bohemian softness and rough surfaces to give an urban edge to outdoor outfits.

Strong colors are combined with refined crystal patterns.

Surprising, never-seen-before material and crystal combinations set the standard.



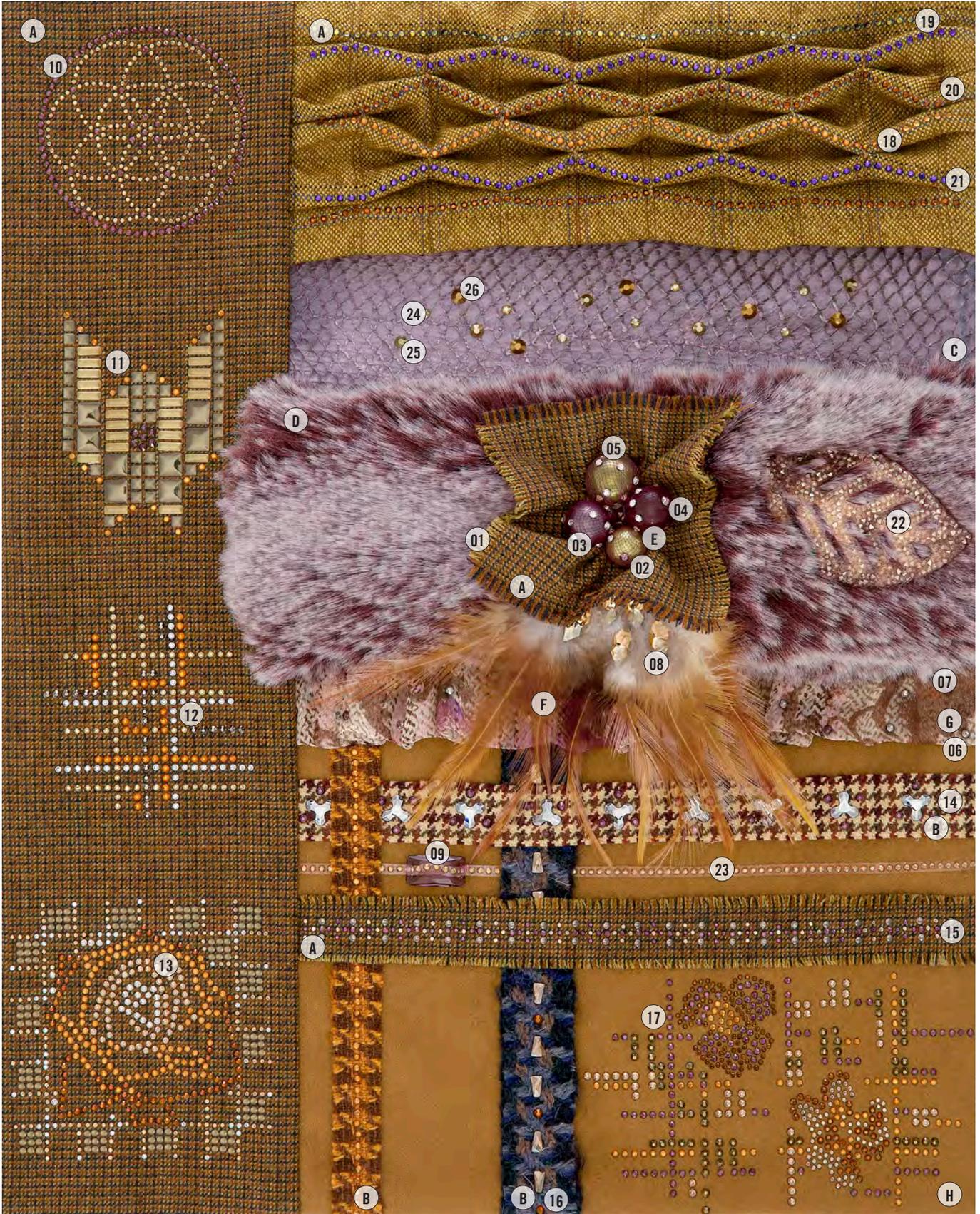
#### PRODUCT INFORMATION

- 01 **4627/S** 37x25.5 mm 1PH2OZ
- 02 **5810** 12 mm 001 306
- 03 **5811** 14 mm 001 301
- 04 **5811** 14 mm 001 388
- 05 **5811** 16 mm 001 402
- 06 **2038** SS 8 001 SSHA A HF
- 07 **2038** SS 10 001 LISH A HF <sup>NEW!</sup>
- 08 **2709** 13x8 mm 001 GSHA M HF
- 09 **3251** 18x9 mm 001 ANTP
- 10 **13000** 246 001 LISH <sup>NEW!</sup>
- 11 **13001** 094 084 081 203 001 LISH <sup>NEW!</sup>
- 12 **13002** 246 001 203 001 MLGLD
- 13 **13003** 084 246 001 203  
001 COP 246 261
- 14 **13004** 001 001 LISH <sup>NEW!</sup>
- 15 **13005** 094 246 204 001 LISH <sup>NEW!</sup>
- 16 **13006** 001 GSHA 001 COP
- 17 **13007** 220 246 001 LISH 203  
001 COP 001 BRSH 246 <sup>NEW!</sup>
- 18 **13008** 001 COP
- 19 **13008** 001 TAB
- 20 **13008** 203
- 21 **13008** 277
- 22 **700722** Crystal Fine Rocks  
Special Motif (010 001 GSHA)
- 23 **62000** 001 S010 001 GSHA
- 24 **53301** 088 001 GSHA
- 25 **53302** 088 001 MLGLD
- 26 **53303** 088 001 DOR

#### MATERIAL INFORMATION

- A Woolen fabric
- B Woolen fabric (houndstooth pattern)
- C Fish leather
- D Fake fur
- E Tulle
- F Feathers
- G Muslin
- H Woolen fabric

Raw and authentic materials combine with new synthetics and textural Transfers to offer a playful, eccentric design element.



## PRODUCT INFORMATION

- 01 4439 14 mm 001 TAB
- 02 4610/S 20x15 mm 1PH2OZ
- 03 4795 19 mm 001 ANTP
- 04 4795 19 mm 001 GSHA
- 05 4795 19 mm 001 REDM
- 06 5000 3 mm 212
- 07 5000 6 mm 277
- 08 5000 8 mm 001 COP
- 09 5028/4 10 mm 001 GSHA
- 10 5328 4 mm 204
- 11 5540 12 mm 001 COP
- 12 5540 17 mm 001 GSHA
- 13 5540 17 mm 220
- 14 5541 11 mm 204 <sup>NEW!</sup>
- 15 5541 15 mm 001 BRSH <sup>NEW!</sup>
- 16 5810 3 mm 001 159
- 17 5810 6 mm 001 159
- 18 5810 8 mm 001 309
- 19 5810 8 mm 001 402
- 20 5810 10 mm 001 301
- 21 5810 12 mm 001 402
- 22 5840 10 mm 001 784 <sup>NEW!</sup>
- 23 5860 10 mm 001 784 <sup>NEW!</sup>
- 24 6010 13x6.5mm 398
- 25 6026 20 mm 226
- 26 6041 18 mm 001 ANTP
- 27 6041 18 mm 001 GSHA
- 28 6041 18 mm 001 REDM
- 29 6041 18 mm 001 SAT
- 30 6106 16 mm 722
- 31 6106 22 mm 726
- 32 6428 8 mm 001 LUMG
- 33 6460 20 mm 001 COP
- 34 2035 10 mm 203 M HF
- 35 2035 20 mm 203 M HF

- 36 2770 16x9.5mm 001 COP M HF
- 37 496585 Transfer Special Motif  
(203 001 GSHA 220 001 COP  
001 ANTP 212)
- 38 496943 Transfer Special Motif  
(001 COP 203 203 001 COP)
- 39 497052 Transfer Special Motif (319 203)
- 40 497053 Transfer Special Motif  
(277 212 001 TAB 204 001 MLGLD)
- 41 57000 001 012 001 MLGLD
- 42 602497 Crystal Fabric Special Motif  
(012 001 COP) <sup>NEW!</sup>
- 43 602501 Crystal Fabric Special Motif  
(010 001 GSHA)
- 44 72033 012 001 BBL (underneath)
- 45 72033 010 001 REDM (underneath)
- 46 344673 Crystal Rocks Special Motif  
(010 001 REDM)
- 47 344698 Crystal Rocks Special Motif  
(010 001 REDM)
- 48 74020 010 001 MLGLD
- 49 700619 Crystal Fine Rocks Special Motif  
(010 001 GSHA)
- 50 62000 001 F080 001 GSHA
- 51 62000 001 F080 280 HEM
- 52 62000 003 F080 001 GSHA
- 53 62030 003 S010 220
- 54 3024 23 mm 001 TAB
- 55 103914 Flat Back Special Motif  
(212 081 277 203 204 220)
- 56 53000 086 220
- 57 127004P1400CC1Z1088F212
- 58 127004P1400CC1Z1088F220
- 59 1002860000003 (not displayed)

## MATERIAL INFORMATION

- A Woolen fabric (check pattern)
- B Woolen fabric (herringbone pattern)
- C Woolen fabric
- D Muslin
- E Technical fabric
- F Satin
- G Leather
- H Fake fur
- I Alcantara® (underneath)
- J Wool
- K Tulle
- L Kilt pin
- M Feathers

The wild and the wooly meet the traditional and serene in clashing material combinations for layering of true individual style.





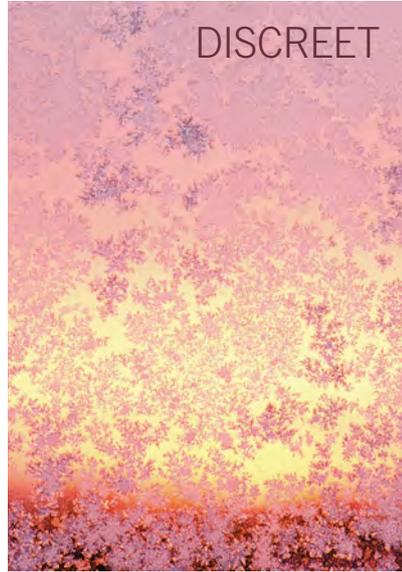
CPP-Luxury.com The Wealth Report – 2011: “The report has shown a boost in demand for luxury in key locations, with opinions showing that Mumbai has increased in importance by 118 percent, Shanghai by 91 percent, and Sao Paolo by 66 percent.” The current market shift reveals the increasing need to appeal to differing tastes and design ethics from different regions. As Europe is turning back to discretion and minimalism, emerging (and already emerged) economies such as India, Russia, and the UAE are celebrating their newfound status with the accoutrements of their history, culminating in a magnificent blend of ornate Asian opulence and modern European

minimalism – a merging of cultures and an acceptance of both. It is not a cultural clash but rather an intercultural marriage – made possible by the increasing acceptance and tolerance of different cultural backgrounds and the western world’s continued reliance on emerging economies. “Even in the West, ‘Austerity Fatigue’ has set in, and with it the demand for more pleasure per pound, dollar, or euro.” (Viewpoint No. 31) The overall look is at once decadent and demure – feminine and serene. A profusion of ornaments, jacquards, prints, historical and decorative motifs, from both east and west merge to inspire a new breed of glamorous jet setters.

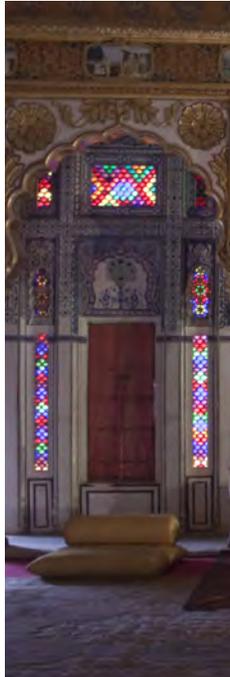


# Demure Decadence





DISCREET



BLENDED



OPULENCE



*“The growing success of luxury brands, especially in emerging markets in Asia, leads to a renewed interest in super expensive, ostentatious jewelry and adornment, providing an excellent way for brands to show off their exclusivity.”*  
(View 2)

There is a leaning toward innovative luxury and opulence as individuals wish to reassert themselves.

The merging of fashion and jewelry is ever more apparent as precious objects become everyday.

*“Maximalism is back with a more-is-more attitude, playing with dramatic silhouettes that feature exaggerated shoulders, waist, and hips, and heavily decorated garments... as well as all-over embellishments with metallic gold and silver for a blinged-up look.”* (WGSN)

Textiles: fur, velvet, brocade, satin, and felt combine in one garment for an absolute take on modern luxury.

Proportions are generous and balanced at the same time.

*“Bewitching fashions will be theatrical, borrowing from costume design more than from couture.”* (TU FW 14-15)

Opulent, decorative textiles for both winter and summer collide in the one garment.

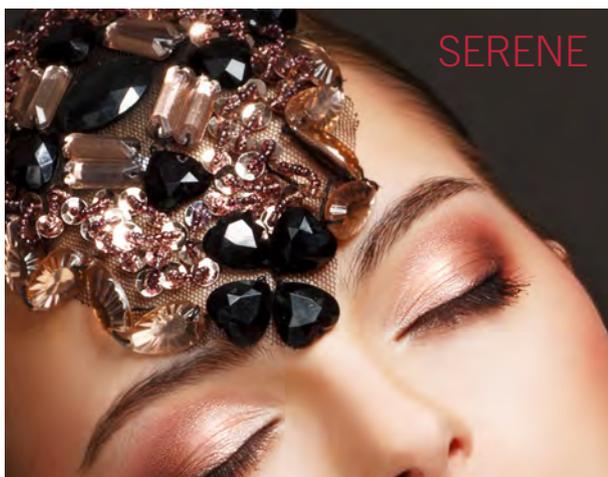
Pared-back silhouettes are overcome with excessive detailing in fashion and accessories.

*“Often the adornment completely takes over, literally hiding the body.”* (View 2)

Well-known objects become unique through excessive embellishment.

Electronics and packaging no longer try to hold back, but are symbols of people’s celebration of success and growth – glitter, shimmer, sparkle, and shine are key.

Only the most luxurious materials – gold, platinum, and crystals – are used.





The contrast of small and large Fancy Stones emphasizes diversity.

Small and large sizes, complete polar opposites, combine to create ornately opulent designs.

Fine, minimalist elements together with Fancy Stones and Pendants create unexpected ornamentation.

Sew-on Stones and Beads shape sophisticated, 3D details on larger surfaces.

Filigrees add opulence and an oriental touch.

The deep color of the Crystal Blackberry Pearl emphasizes both the dramatic and the glamorous.

Classic shapes are mixed with Crystal Mesh Balls to unveil a modern yet aristocratic feel.



- 01 1088 001 LISH F NEW!
- 02 4127 001 LISH F NEW!
- 03 4470 515 F
- 04 4610 208 F
- 05 4627 502 F
- 06 4706 319 F NEW!
- 07 4809 227 F NEW!
- 08 5000 001 API FC NEW!
- 09 40515 081 ROMU 001 352 0
- 10 5860 001 784 NEW!
- 11 6628 001 REDM NEW!
- 12 6696 001 ANTP NEW!
- 13 3220 001 ANTP F NEW!
- 14 3700 539
- 15 3023 502 NEW!
- 16 162024F1A1028F204 212208





01

02

03

New interpretations of sparkling Fancy Stones in vibrant berry tones sparkle in glamorous designs inspired by different cultures.

01  
**1100** PP 3 261 F  
**5541** 15 mm 001 API <sup>NEW!</sup>  
**5817** 10 mm 001 296  
gold plated

02  
**5541** 11 mm 204 <sup>NEW!</sup>  
**5817** 8 mm 001 301  
gold plated

03  
**5817** 10 mm 001 301  
**5817** 10 mm 001 524  
**127004**P1400CC131088502F  
gold plated

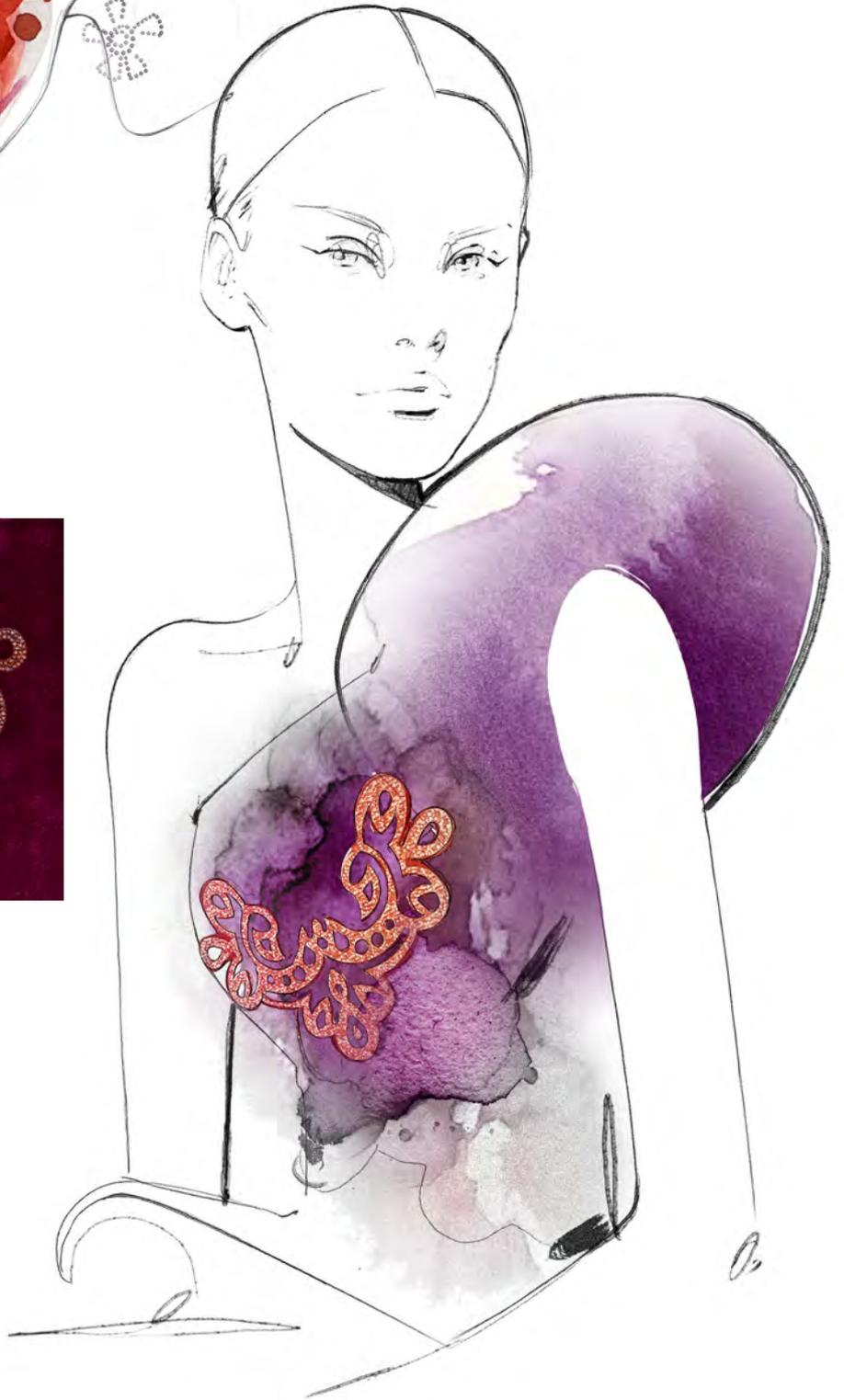
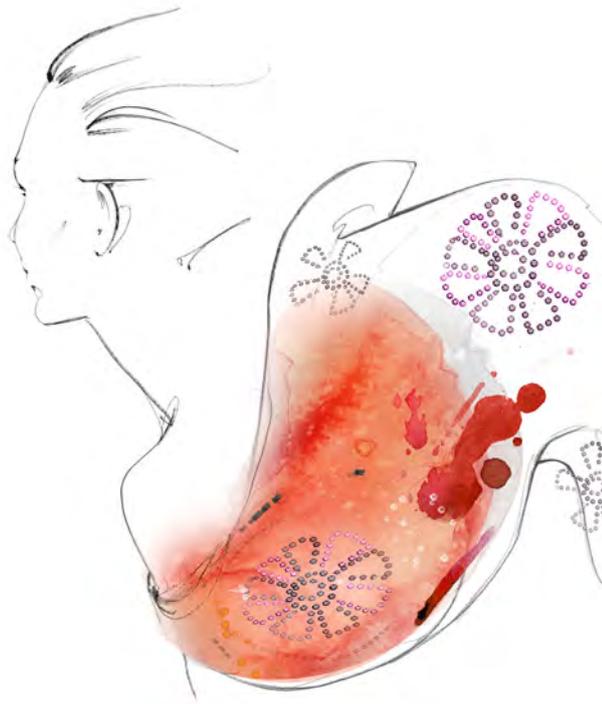
04  
**4230** 14x9 mm 204 F  
gold plated

05  
**4706** 17 mm 542 F <sup>NEW!</sup>  
**4706** 12 mm 209 F <sup>NEW!</sup>  
gold plated









Large crystals combined with detailed pavé elements create opulent designs.

New Segments become unique through excessive embellishment.

Multiple beads, drops, crystals, and semi-precious stones are used to give a decadent feel.

The booming east inspires a new splendor where sumptuous flamboyance is key.

The layering of ornate and excessive pieces – the trend for more is more becomes prevalent.

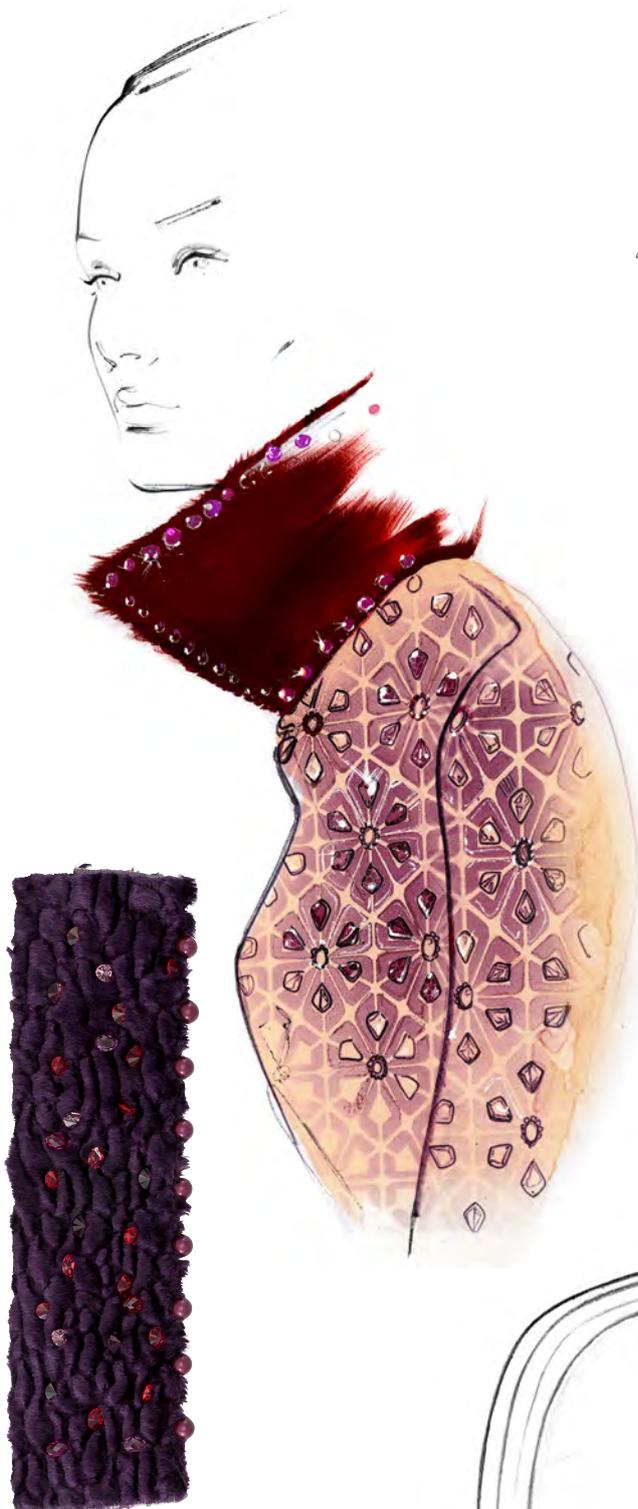
Echoes of Indian ornamentation are paired with minimalist crystal shapes to create a totally individual look.

Worlds collide in the juxtaposition of design and materials.

A fusion of east and west in color and cut combinations make for opulent all-over designs.

“Austerity Fatigue” has set in and ornate crystal opulence re-emerges.

Extravagant finishing touches in crystal adorn all designs.



*Demure Decadence*

PRODUCT INFORMATION

- 01 4228 15x7 mm 001 ANTP F
- 02 4230 19x12 mm 227 F
- 03 4230 23x15 mm 001 ANTP F
- 04 4790 23x10 mm 001 REDM F
- 05 5810 3 mm 001 538
- 06 5810 4 mm 001 538
- 07 5821 11x8 mm 001 538
- 08 6106 22 mm 001 REDM
- 09 12994 001 GSHA 001 GSHA 204  
501 001 LISH 502 <sup>NEW!</sup>
- 10 12995 327 227 SAT 204 501
- 11 12996 280 HEM 280 HEM 308 001  
280 HEM 001 LISH 227 SAT 515 <sup>NEW!</sup>
- 12 12997 327 280 HEM 227 501  
502 001 COS 327
- 13 12998 001 718 001 617 280 HEM  
501 501 227 SAT
- 14 12999 227 308 501 204 502
- 15 495376 Transfer Special Motif  
(327 502)
- 16 74019 010 001 REDM
- 17 127000P1800CK1Z1088F001

MATERIAL INFORMATION

- A Taffeta
- B Organza
- C Taffeta
- D Silk dupion embroidery  
(with satin underneath)
- E Velvet
- F Metal ornament



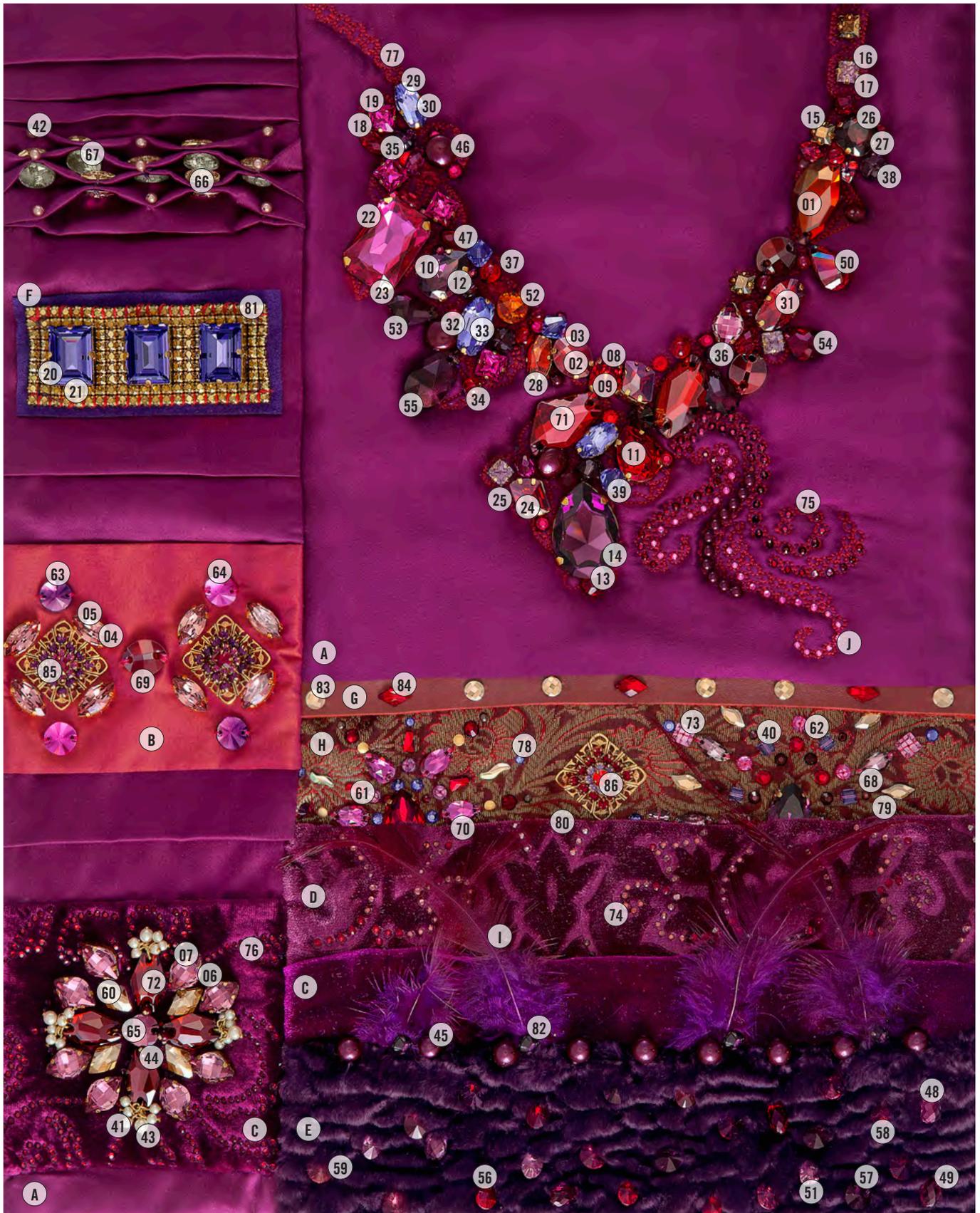
PRODUCT INFORMATION

- 01 3254 30x14 mm 001 REDM F
- 02 4224 14x11 mm 001 REDM F
- 03 4224/S 14x11 mm 1PH2OZ
- 04 4228 15x7 mm 001 ANTP F
- 05 4228/S 15x7 mm 1PH2OZ
- 06 4230 14x9 mm 001 ANTP F
- 07 4230/S 14x9 mm 1PH2OZ
- 08 4320 14x10 mm 208 F
- 09 4320/S 14x10 mm 1PH2OZ
- 10 4320 18x13 mm 204 F
- 11 4320 18x13 mm 208 F
- 12 4320/S 18x13 mm 1PH2OZ
- 13 4327 30x20 mm 204 F
- 14 4327/S 30x20 mm 1PH2OZ
- 15 4428 6 mm 001 BRSH F
- 16 4428 6 mm 001 LISH F <sup>NEW!</sup>
- 17 4428/S 6 mm 1PH2OZ
- 18 4428 8 mm 502 F
- 19 4428/S 8 mm 1PH2OZ
- 20 4527 18x13 mm 539 F
- 21 4527/S 18x13 mm 1PH2OZ
- 22 4627 27x18.5 mm 502 F
- 23 4627/S 27x18.5 mm 1PH2OZ
- 24 4739 14x11 mm 001 REDM F
- 25 4739/S 14x11 mm 1PH2OZ
- 26 4470 12 mm 515 F
- 27 4470/S 12 mm 1PH2OZ
- 28 4773 14x7.5 mm 001 REDM F
- 29 4773 14x7.5 mm 539 F
- 30 4773/S 14x7.5 mm 1PH2OZ
- 31 4773 18x9.5 mm 001 REDM F
- 32 4773 18x9.5 mm 539 F
- 33 4773/S 18x9.5 mm 1PH2OZ
- 34 5026 6 mm 208
- 35 5026 8 mm 204
- 36 5028/4 6 mm 204
- 37 5028/4 6 mm 227
- 38 5040 8 mm 204
- 39 5328 8 mm 539
- 40 5601 4 mm 539
- 41 5810 3 mm 001 620
- 42 5810 3 mm 001 769
- 43 5810 4 mm 001 620
- 44 5810 4 mm 001 784 <sup>NEW!</sup>
- 45 5810 8 mm 001 784 <sup>NEW!</sup>
- 46 5860 10 mm 001 784 <sup>NEW!</sup>
- 47 6010 11x5.5 mm 208
- 48 6010 11x5.5 mm 212
- 49 6010 11x5.5 mm 502
- 50 6020 18 mm 001 REDM
- 51 6028 8 mm 223
- 52 6028 12 mm 001 API
- 53 6090 16x11 mm 204
- 54 6090 16x11 mm 501
- 55 6106 22 mm 721
- 56 6128 8 mm 227
- 57 6428 8 mm 204
- 58 6428 8 mm 208
- 59 6428 8 mm 289
- 60 2709 13x8 mm 001 GSHA M HF
- 61 3128 5 mm 204 F
- 62 3128 5 mm 502 F
- 63 3200/G 10 mm 204 PF F
- 64 3200/G 10 mm 502 PF F
- 65 3220 10 mm 001 ANTP F <sup>NEW!</sup>
- 66 3220 10 mm 001 GSHA F <sup>NEW!</sup>
- 67 3220 10 mm 001 SSHA <sup>NEW!</sup>
- 68 3223 12x6 mm 001 ANTP F
- 69 3224 14x11mm 001 REDM
- 70 3230 12x7mm 502 F
- 71 3256 27x16 mm 001 REDM F
- 72 3261 18 mm 001 REDM F
- 73 3400 6 mm 212 F
- 74 495437 Transfer Special Motif  
(515 227 SAT 208 227 SAT)
- 75 495438 Transfer Special Motif  
(502 227 SAT 308 515 515  
502 227 SAT 280 NUT 308)
- 76 495439 Transfer Special Motif (308)
- 77 495440 Transfer Special Motif  
(515 501 227)
- 78 495441 Transfer Special Motif  
(081 001 414 227 001 LUMG  
539 208 539 208)
- 79 495442 Transfer Special Motif  
(001 GSHA 515 539 515 208)
- 80 495443 Transfer Special Motif  
(081 001 GSHA) - not displayed
- 81 100495 Chaton Special Motif  
(212 081 001 BRSH)
- 82 53103 086 204
- 83 53310 088 001 GSHA <sup>NEW!</sup>
- 84 53320 088 227 <sup>NEW!</sup>
- 85 162024P2400CF1A1028F204502501
- 86 162024P2400CF1A1028F501539227

MATERIAL INFORMATION

- A Satin
- B Silk dupion
- C Velvet
- D Flock print
- E Velvet
- F Alcantara®
- G Nappa leather
- H Gimp trim
- I Feathers
- J Embroidery

A sumptuous collision of cultures comes together with radiant crystal and elegant material mixes.



BRAND PROFILE

By combining metal pieces and Swarovski crystals, Philippe Audibert has created his own brand signature: feminine, sophisticated, and unique jewelry. The designer is always looking for innovation and exclusivity, and all of his products are handmade, having been manufactured in a real Parisian “atelier de couture” since 1989.

BIOGRAPHY

Originally a sculptor and a graduate of les Beaux Arts, Philippe Audibert explored many different areas of fashion before specializing in jewelry. His unique know-how expresses his desire to combine his love for art and his passion for accessories. Thus his elastic cuffs have quickly become the signature of his large collections, whose bracelets, rings, and necklaces are worn like true ready-to-wear masterpieces.

STYLE DESCRIPTION

**Classic**

The Classic theme is based on ambiguity and hybridity. The collar shape of this necklace is inspired by Ancient Egypt and the Pharaohs, and gives the piece a masculine edge. The bold square-cut Fancy Stones and geometric detailing hint at ancient armor to create a strong and futuristic piece for the modern woman.

**Romantic**

This piece tells the story of an eclectic romance, inspired by bohemian traditions, representing the wild and independent woman. We find both an ornamental and opulent side, sweetened by floral patterns. The color palette reinforces the paradox of the piece: both gentle and impressive.

**Progressive**

The Progressive theme is an interpretation of the bone structure of a human arm, with a technical and cutting-edge design. It is inspired by tomorrow’s positive future, hence its combination of futuristic shapes and natural colors, which give the jewelry a poetic feel.

**Glamour**

This theme brings us to India for a glamorous journey. The jewelry is inspired by Hindu dances as well as the warm and spicy colors of the country. This cuff follows the “more is more” and excess trends, inspired by ostentatious eastern opulence and extravagance, while remaining feminine and sophisticated.



## CREDITS

### page 4 – 5

on Model:

Bangle with pearls and crystals, Atelier Marangoni.

Source:

Swarovski Corporate Archive

on Still:

Bracelets, Xenia Bous

Necklace with three circular pendants, Jewels of Fantasy Collection, Coppola e Toppo for Valentino.

Source:

Swarovski Corporate Archive

Necklace with purple highlights, Swarovski for Dolce & Gabbana.

Source:

Swarovski Corporate Archive

### page 36 – 37

on Model:

Bangle with red highlights, Atelier Marangoni.

Source:

Swarovski Corporate Archive

Bangle with red crystals, Bompieri Collection.

Source:

Swarovski Corporate Archive

Ring with blue highlights, Atelier Marangoni.

Source:

Swarovski Corporate Archive

### page 52 – 53

on Model:

Crystal necklace with red highlights, Reinhard Seufert Collection.

Source:

Swarovski Corporate Archive

on Still:

Necklace with three circular pendants, Jewels of Fantasy Collection, Coppola e Toppo for Valentino.

Source:

Swarovski Corporate Archive

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