



Crystal Innovations

AW 2024

PRECIOSA

TRENDS

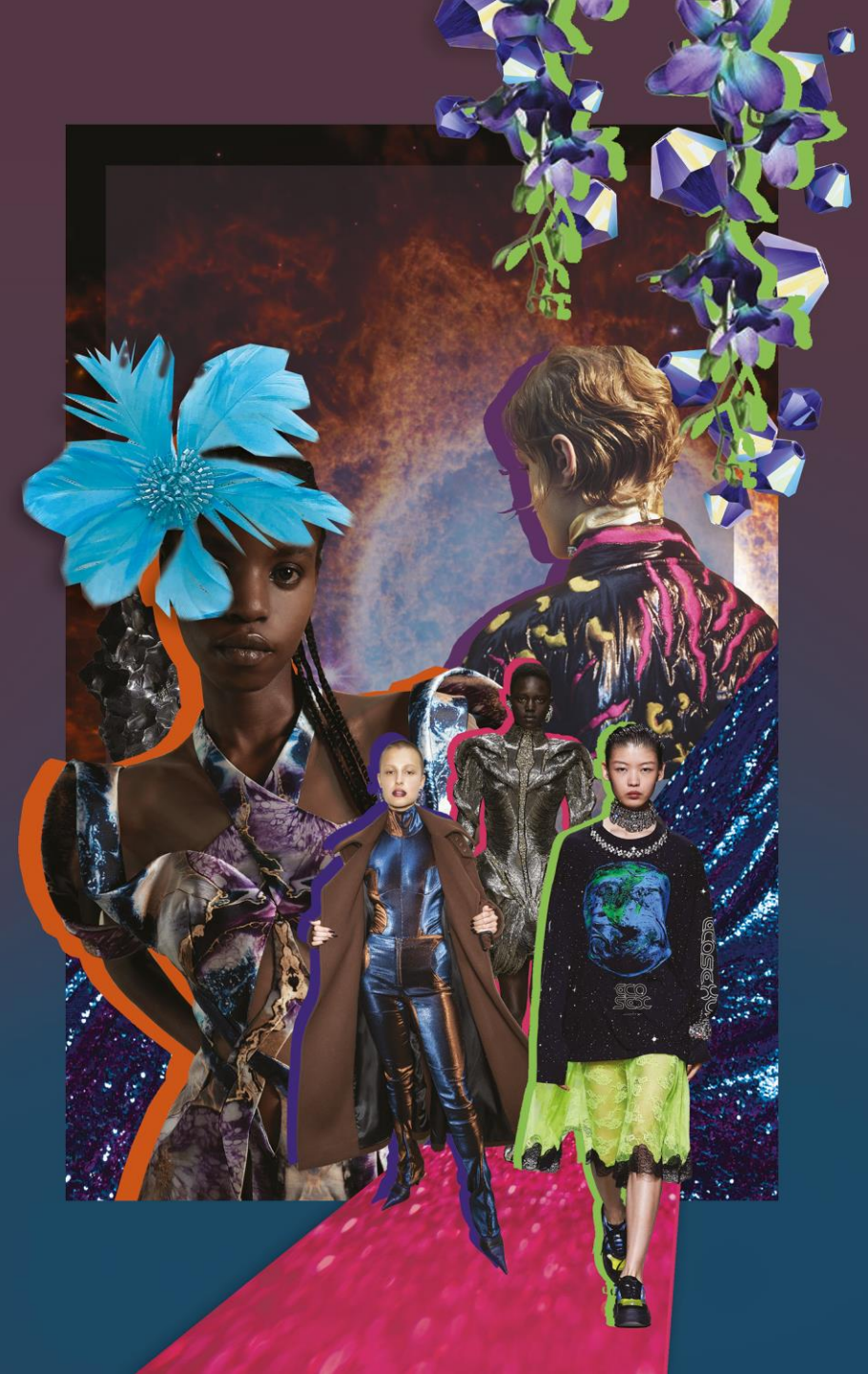
PRECIOSA



TREND FORECAST
**Supernatural
Glow**

In a world facing the end of resource abundance, all industries will be searching for alternatives in the coming years. As designers and consumers speculate about what our future terrains will look like – either on Earth or in space – we will see the emergence of products and aesthetics that appear to have been excavated from the ground or plucked from the cosmos.

PRECIOSA





TREND FORECAST
Supernatural Glow



Chaton Rose MAXIMA Crystal Neon Orange | Chaton Rose MAXIMA Cobalt Blue AB | Pear MAXIMA in sew-on setting Fuchsia

Ball Rondelle with Chatons MAXIMA Tanzanite | Chaton Rose MAXIMA Cobalt Blue | Rondelle Bead Cobalt Blue AB

Pear MAXIMA Blue Zircon | Chaton Rose MAXIMA Crystal Neon Green | Channel MAXIMA Amethyst

PRECIOSA



CRYSTAL INNOVATIONS >>>

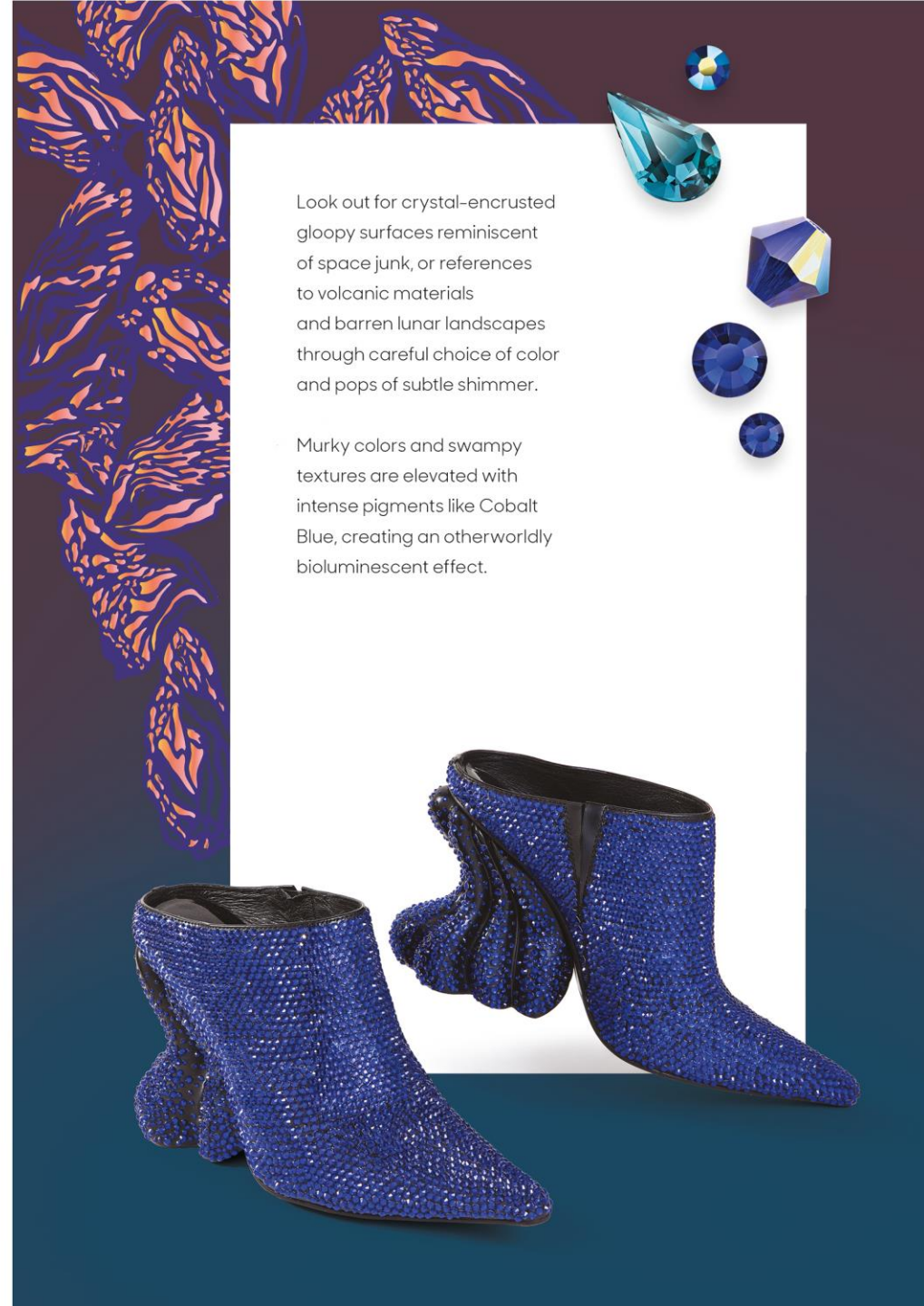
Chaton Rose MAXIMA Cobalt Blue AB

Pear MAXIMA Blue Zircon

Rondelle Bead Cobalt Blue AB

Chaton Rose MAXIMA Cobalt Blue

PRECIOSA



Look out for crystal-encrusted gloopy surfaces reminiscent of space junk, or references to volcanic materials and barren lunar landscapes through careful choice of color and pops of subtle shimmer.

Murky colors and swampy textures are elevated with intense pigments like Cobalt Blue, creating an otherworldly bioluminescent effect.



TREND FORECAST

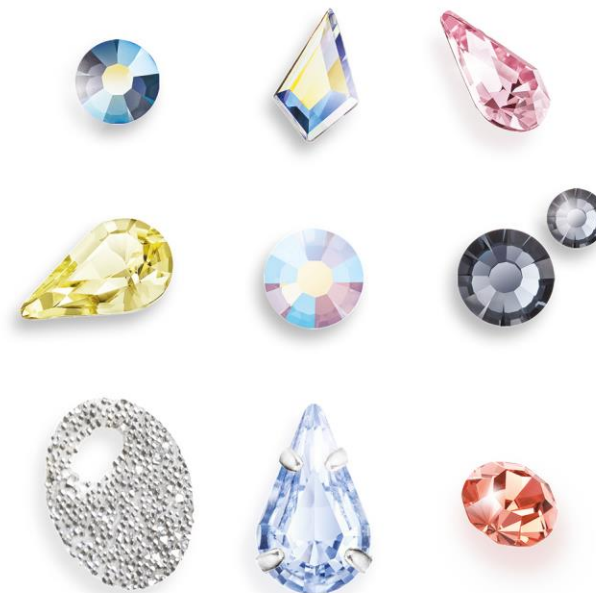
Warped Classics

Transformative colors, long-lasting designs and playfully dystopian looks drive this forecast, inspired by developments in AI technology and fashion innovation. Expect to see more futuristic and fluid forms, as well as changeable finishes with ombré and sprayed effects. The re-emergence of surrealism, which first flourished in the upheaval of the 1920s, will find fresh relevance amid the polycrisis of the 2020s as designers reject rationalism.

PRECIOSA



TREND FORECAST
Warped Classics



Chaton Rose MAXIMA Light Graphite AB | Kite MAXIMA FB Crystal AB | Pear MAXIMA Light Rose

Pear MAXIMA Jonquil | Chaton Rose MAXIMA Rose Opal AB | Chaton Rose MAXIMA Light Graphite

Crystal Sheet with transparent film Crystal Labrador | Pear MAXIMA in sew-on setting Light Sapphire | Chaton MAXIMA Padparadscha

PRECIOSA

CRYSTAL INNOVATIONS

Pear MAXIMA Light Sapphire

Kite MAXIMA FB Crystal AB

Pear MAXIMA Jonquil

Chaton Rose MAXIMA Light Graphite

Chaton Rose MAXIMA Light Graphite AB



PRECIOSA

Combine glowing brights with pacifying pastel tints, such as Light Rose or Light Sapphire, to create a soft psychedelic daydream, or embrace the barely-there effect with the washed-out shimmer of Light Graphite.

This direction takes on a "ghostly" translucency that can be applied in a minimal or maximal way, ideally suited for occasion drops and crystal-embellished menswear.



TREND FORECAST

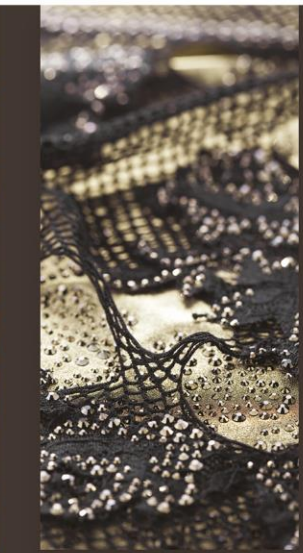
Nostalgic Lux

Harder, spikier themes will emerge as consumers reject complacency and lean towards direct action to drive change, calling on the rebellious, anarchic spirit of punk while acknowledging the power of our interconnectedness. Myths, folklore and spiritual themes will be respectfully remixed, driven by ethical collaborations, while craft will appear in more elevated contexts or as unexpected details.

PRECIOSA



TREND FORECAST
Nostalgic Lux



Pear MAXIMA in sew-on setting Light Siam | Kite MAXIMA FB Crystal | Pin with Chaton Rose MAXIMA Jet Odyssey

Chaton Rose MAXIMA Jet Odyssey | Spike Cone MAXIMA FB Black Diamond | Pear MAXIMA Siam

Cupchain with Chatons MAXIMA Light Siam | Pear MAXIMA Chrysolite | Round Bead Simple Crystal Honey

PRECIOSA



The rebellious streak and darker mood central to this trend is reflected in the importance of classic Jet and metallic Odyssey, which are complemented by full-blooded Siam, key for emo and punk-led stories.



CRYSTAL INNOVATIONS

Chaton Rose MAXIMA Jet Odyssey

Pear MAXIMA Siam

Kite MAXIMA FB Crystal

PRECIOSA



Subversive themes that draw on 1990s goth culture as well as more historical medieval influences take shape in amour-like accessories that exude powerful shine.

NEW PRODUCTS

PRECIOSA

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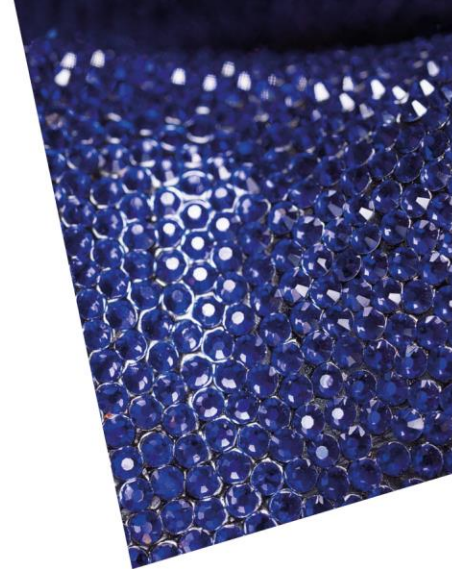
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NEW COLOR
Cobalt Blue

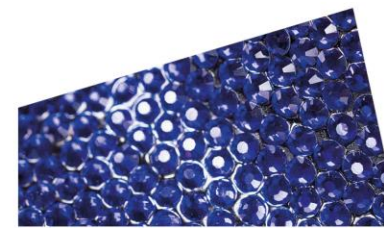
Chaton Roses MAXIMA & VIVA 12®

No Hotfix and Hotfix
Sizes: ss5—ss34

Rondelle Bead

Sizes: 3mm—6mm

PRECIOSA



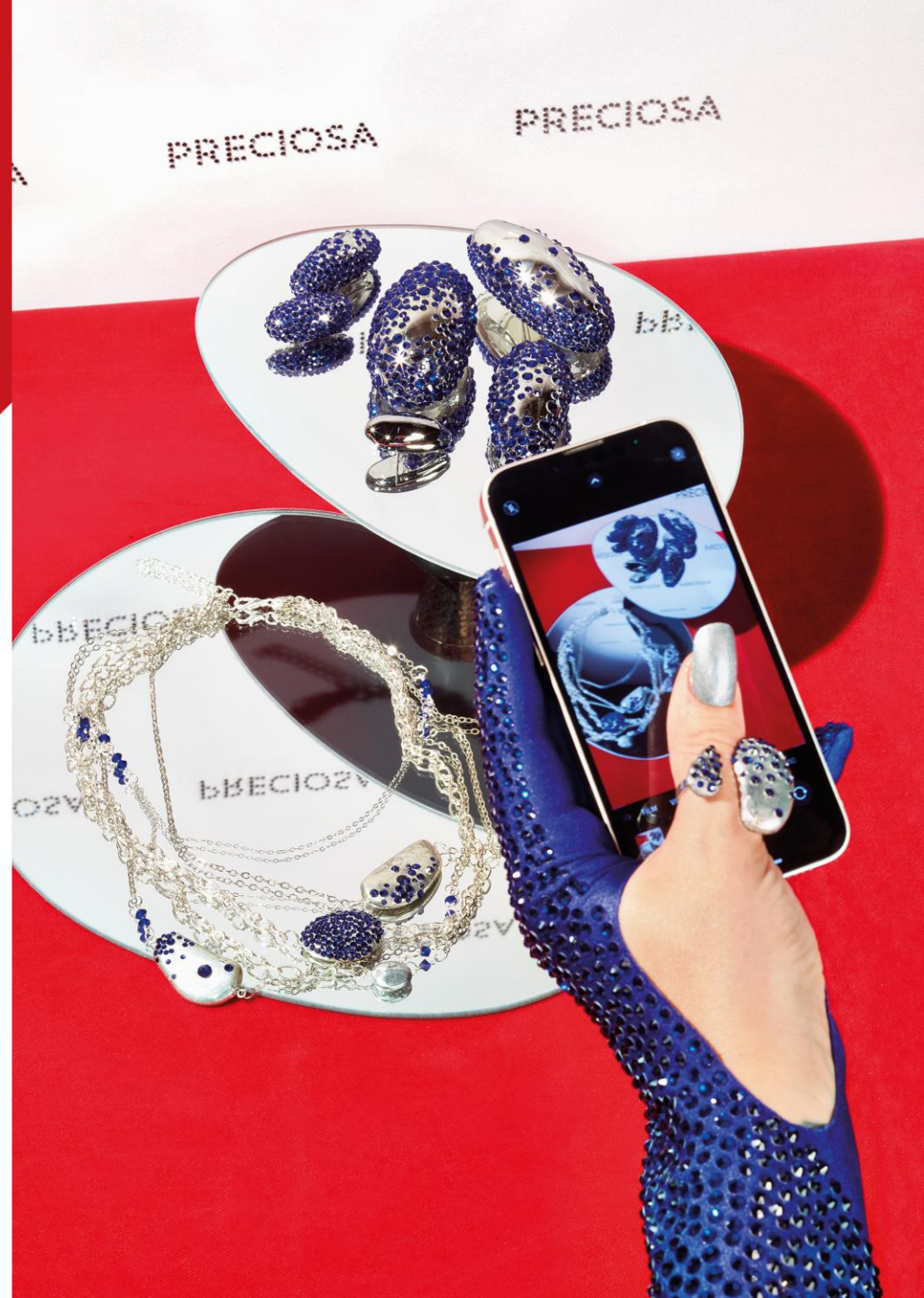
NEW COLOR

Cobalt Blue

COBALT BLUE

Compelling and expressive, Cobalt Blue retains universal appeal for its ability to transform. This especially gender-inclusive shade feels both familiar and futuristic, tapping into a post-natural world where AI and digital augmentation are inseparable from wearable design.

PRECIOSA

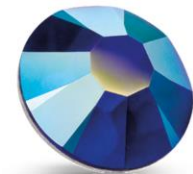




NEW COLOR
Cobalt Blue



Cobalt Blue



Cobalt Blue AB

PRECIOSA

NEW COLOR

Cobalt Blue

Chaton Rose MAXIMA



ART. 438 11 615
SIZE: ss 5, 6, 7, 8, 9, 10, 12, 16, 20

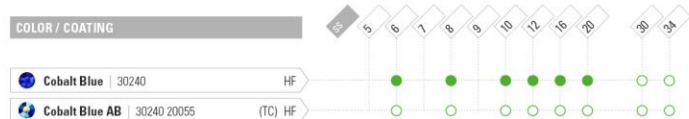


ART. 438 11 618
SIZE: ss 30, 34

NO HOTFIX



HOTFIX

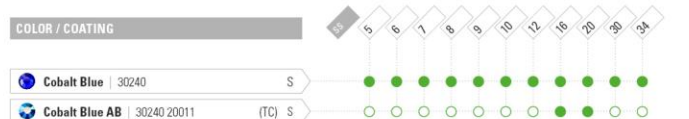


Chaton Rose VIVA 12[®]



ART. 438 11 612
SIZE: ss 5, 6, 7, 8, 9, 10, 12, 16, 20, 30, 34

NO HOTFIX



HOTFIX



KEY:

- Standard portfolio item
- Minimum order quantity required
- Innovation
- Innovation, minimum order quantity required

PRECIOSA



NEW COLOR

Cobalt Blue

Rondelle Bead



ART. 451 69 302
SIZE: mm 3, 4, 5, 6

COLOR / COATINGS

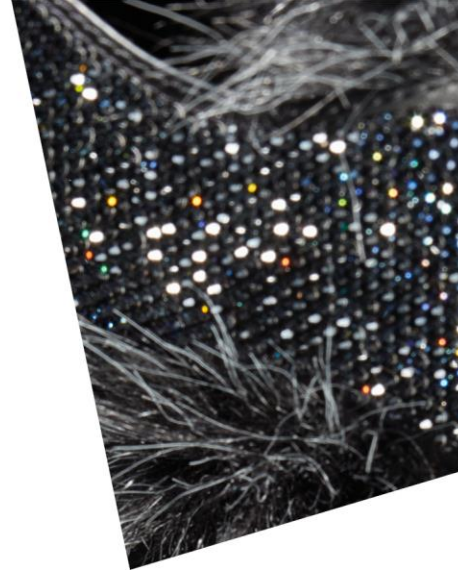
| | 3 | 4 | 5 | 6 |
|---|---|---|---|---|
| Cobalt Blue 30240 | ● | ● | ● | ● |
| Cobalt Blue AB 30240 20001 (HC) | ● | ● | ● | ● |
| Cobalt Blue AB 2x 30240 20000 (FC) | ○ | ○ | ○ | ○ |
| Cobalt Blue Matte 30240 84030 | ○ | ○ | ○ | ○ |
| Cobalt Blue Matte AB 30240 20019 | ○ | ○ | ○ | ○ |

KEY:

- Standard portfolio item
- Minimum order quantity required
- Innovation
- Innovation, minimum order quantity required

PRECIOSA





NEW COLOR
Light Graphite

Chaton Roses MAXIMA & VIVA 12®

No Hotfix and Hotfix
Sizes: ss5–ss34

PRECIOSA



NEW COLOR

Light Graphite

LIGHT GRAPHITE

The soft silvery gray of Light Graphite evokes a sense of low-key luxury immune to trends and #core aesthetics. Timeless and transseasonal, Light Graphite is minimalist and menswear friendly, ideal for elevating tinted neutrals and incorporating more casual barely-there bling.

PRECIOSA

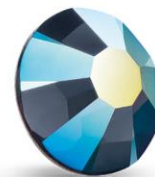




NEW COLOR
Light Graphite



Light Graphite



Light Graphite AB

PRECIOSA

NEW COLOR

Light Graphite

Chaton Rose MAXIMA



ART. 438 11 615
SIZE: ss 5, 6, 7, 8, 9, 10, 12, 16, 20



ART. 438 11 618
SIZE: ss 30, 34

NO HOTFIX



HOTFIX

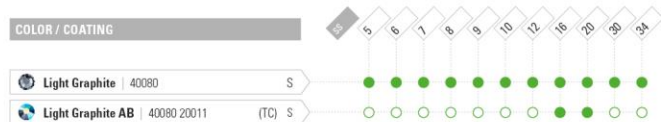


Chaton Rose VIVA 12[®]



ART. 438 11 612
SIZE: ss 5, 6, 7, 8, 9, 10, 12, 16, 20, 30, 34

NO HOTFIX



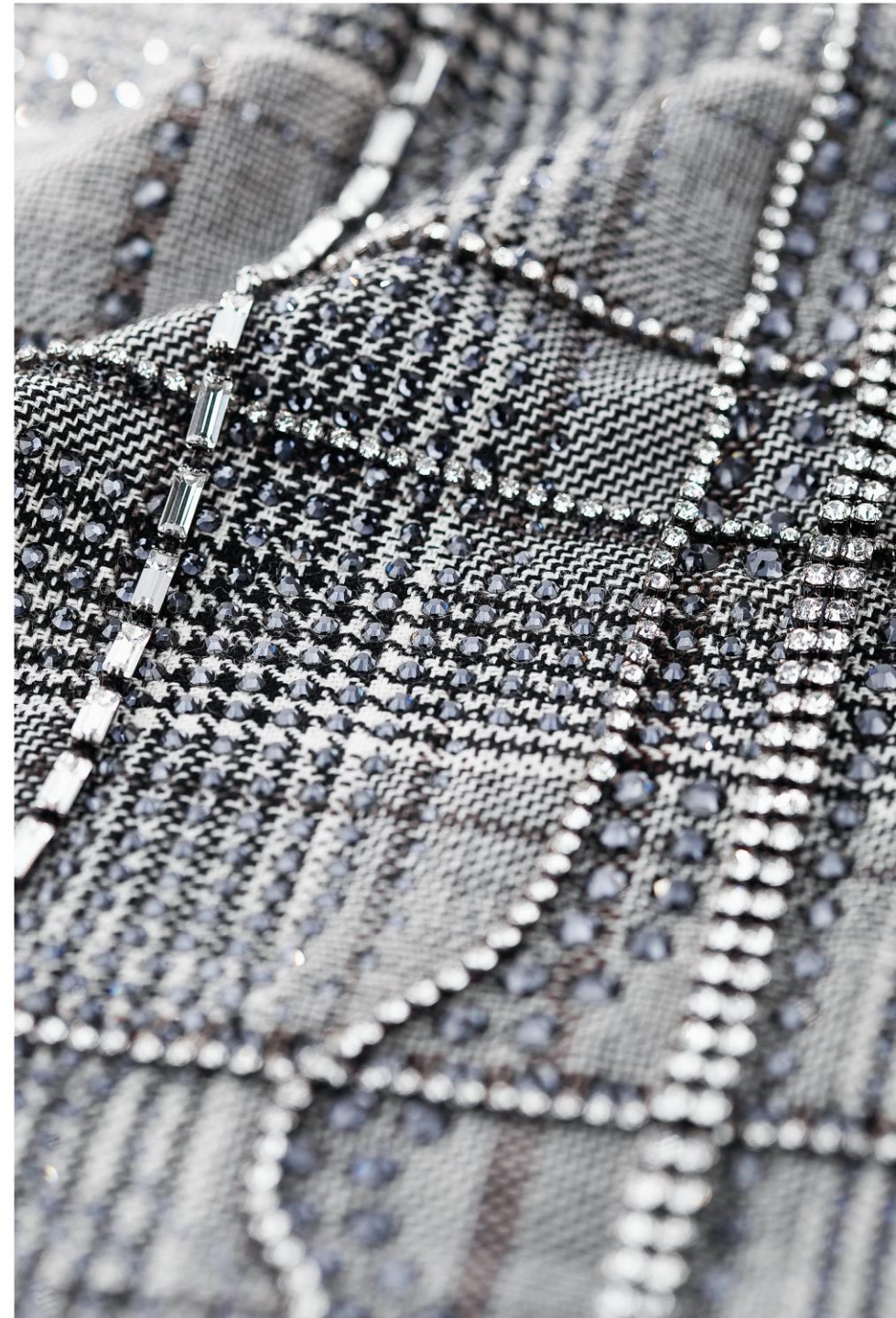
HOTFIX

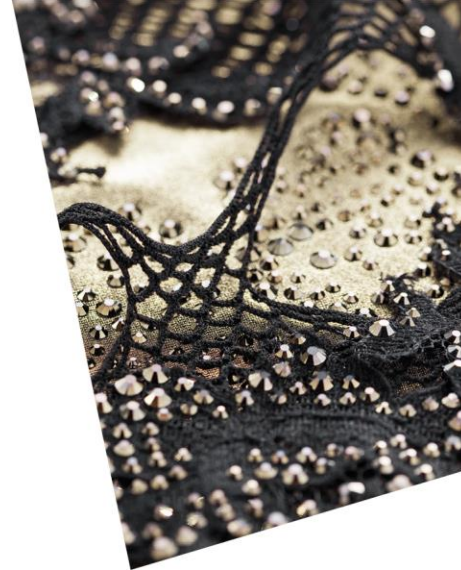


KEY:

- Standard portfolio item
- Minimum order quantity required
- Innovation
- Innovation, minimum order quantity required

PRECIOSA





NEW COATING
Jet Odyssey

Chaton Roses MAXIMA & VIVA 12®

No Hotfix and Hotfix
Sizes: ss5—ss40

PRECIOSA



NEW COATING

Jet Odyssey

JET ODYSSEY

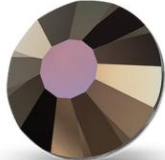
Embark on a fearless fashion journey with our new metallic coating, Odyssey. The perfect shade of shimmery bronze, Odyssey empowers and amplifies design craft as it blurs the line between hardware and embellishment, creating a distinct hyper futuristic feel.

PRECIOSA





NEW COATING
Jet Odyssey



Jet Odyssey

PRECIOSA

NEW COATING

Jet Odyssey

Chaton Rose MAXIMA



ART. 438 11 615
SIZE: ss 5, 6, 7, 8, 9, 10, 12, 16, 20



ART. 438 11 618
SIZE: ss 30, 34, 40

NO HOTFIX

COATING

Jet Odyssey | 23980 25732/25701 (TC) DF/U



HOTFIX

COATING

Jet Odyssey | 23980 25755 (TC) HF



Chaton Rose VIVA 12*



ART. 438 11 612
SIZE: ss 5, 6, 7, 8, 9, 10, 12, 16, 20, 30, 34, 40

NO HOTFIX

COATING

Jet Odyssey | 23980 25711/25701 (TC) S/U



HOTFIX

COATING

Jet Odyssey | 23980 25757 (TC) HF



KEY:

- Standard portfolio item
- Minimum order quantity required
- Innovation
- Innovation, minimum order quantity required

PRECIOSA





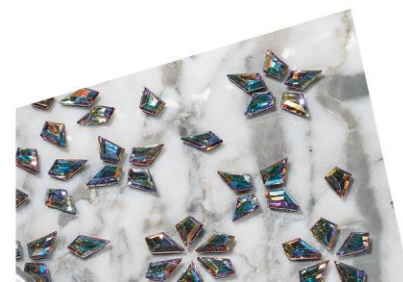
NEW FLATBACK SHAPE

Kite

Kite MAXIMA FB

No Hotfix and Hotfix
Size: 6.4 × 4.2mm
Colors: Crystal, Crystal AB

PRECIOSA



NEW FLATBACK SHAPE

Kite

KITE

As versatile as it is unique, our new Kite flatback fulfills a desire for iconic symbols that can be cute but also glamorous. Ripe for experimentation across fashion segment, styling and context transform the Kite from nostalgic and playful to impossibly chic and modern.

PRECIOSA





NEW FLATBACK SHAPE

Kite



Crystal



Crystal AB

PRECIOSA

NEW FLATBACK SHAPE

Kite

Kite MAXIMA FB 







ART. 438 28 220
SIZE: mm 6.4×4.2





NO HOTFIX

| COLOR / COATING | | mm 6.4×4.2 |
|--|---------|---|
|  Crystal 00030 | DF |  |
|  Crystal AB 00030 20031 | (TC) DF |  |

HOTFIX

| COLOR / COATING | | mm 6.4×4.2 |
|--|---------|---|
|  Crystal 00030 | DF |  |
|  Crystal AB 00030 20057 | (TC) DF |  |

KEY:

-  Standard portfolio item
-  Minimum order quantity required
-  Innovation
-  Innovation, minimum order quantity required

PRECIOSA





RANGE EXTENSION
Additional Colors

Pear MAXIMA

Sizes: All

Blue Zircon | Chrysolite | Fuchsia | Jonquil | Light Rose
Light Sapphire | Light Siam | Rose | Sapphire | Violet

PRECIOSA



RANGE EXTENSION

Additional Colors

PEARMAXIMA | ADDITIONAL COLORS

All four sizes of our Pear MAXIMA now come in ten additional colors.

PRECIOSA





RANGE EXTENSION
Additional Colors



Fuchsia



PRECIOSA

RANGE EXTENSION

Additional Colors

Pear MAXIMA 



ART. 435 15 615
SIZE: mm 6x3.6



ART. 435 15 615
SIZE: mm 8x4.8, 10x6, 13x7.8

COLORS

| | 6x3.6 | 8x4.8 | 10x6 | 13x7.8 |
|--|-------|-------|------|--------|
|  Blue Zircon 60230 DF | ● | ● | ● | ● |
|  Chrysolite 50000 DF | ● | ● | ● | ● |
|  Fuchsia 70350 DF | ● | ● | ● | ● |
|  Jonquil 80100 DF | ● | ● | ● | ● |
|  Light Rose 70020 DF | ● | ● | ● | ● |
|  Light Sapphire 30020 DF | ● | ● | ● | ● |
|  Light Siam 90070 DF | ● | ● | ● | ● |
|  Rose 70010 DF | ● | ● | ● | ● |
|  Sapphire 30050 DF | ● | ● | ● | ● |
|  Violet 20310 DF | ● | ● | ● | ● |

KEY:

- Standard portfolio item
- Minimum order quantity required
- Innovation
- Innovation, minimum order quantity required

PRECIOSA



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Thank you

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