

# MATERIA

BOHEMICA

Mad for  
**Sparkle**

CRYSTAL INNOVATIONS  
SS 2025

PRECIOSA

PRECIOSA

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**T**he extraordinary result of seamless collaboration and cooperation between Preciosa's research and development and production teams, this season's crystal innovations rank among the most exciting in recent company history. Not only is our brand-new color Acid Yellow a worldwide industry first, it is also 100% cadmium free. In fact, both new colors have been developed in accordance with the most stringent ecological standards in furtherance of Preciosa's long-term commitment to bringing more eco-friendly colors to market.

In this issue, we also dive into the challenges presented by "striking" colors, like our other new shade, Rose Peach, and take you behind the scenes of our principal glassworks – located in the North Bohemian village of Prysok – where the magic truly does happen. This special combination of centuries-old heritage and regional savoir faire is the reason Preciosa remains so faithfully committed to the exclusive, Czech production of our entire portfolio. Even in the face of unfavorable short-term forecasts for the luxury goods industry, I believe the European quality of our crystals speaks for itself.

I extend my heartfelt gratitude to everyone involved in the development process of these exciting innovations and, as always, to you, our customers and business partners. I look forward to another year of shining moments together.

Sincerely,

**Jan Štiller**  
Sales & Marketing Director  
Preciosa Components



**Where the Magic Happens / The Magic of Striking**

Preciosa's latest color innovation, Rose Peach, is among the most challenging to get right; not just for Preciosa, but for the entire glassmaking industry.



**Crystal Innovations / SS 2025**

Embark on a sartorial adventure down the rabbit hole of luxury fashion, where reverie meets reality, and every garment opens a portal to a realm of sparkle and whimsy.



**New Color / Acid Yellow**

Imperative and invigorating, Acid Yellow pulsates with main character energy.



**Range Extension / Additional Colors**

Two sizes of our Rivoli MAXIMA now come in eight additional colors.



**New Color / Rose Peach**

Slightly giddy, and hopelessly romantic, there is something simply irresistible about Rose Peach.



**Trend Forecast / SS 2025**  
48 | Digitopia  
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60 | Restorative Realms

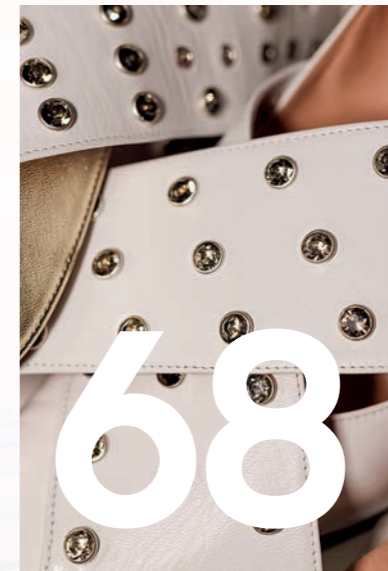
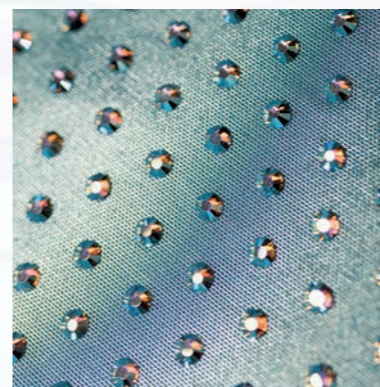


**The Multi-Faceted World of Preciosa / Interview with Helena Pátková**

Glass production on an industrial scale is no joke. It is a serious, highly skilled practice that requires precise coordination of many simultaneous processes and can be dangerous if not approached correctly. But if you think this sounds like a man's job, think again. Let us introduce you to Helena Pátková, Preciosa's principal glassworks director.



**Crystals on the Catwalk / SS 2024**



**Designer Spotlight / All-In Studio**

A fictitious muse falls apart in a campy, crystal-embellished display of fading star power.



**Shine Responsibly / Emissions Reduction**



\*  
where  
the magic  
happens

# The Magic of Striking: Turning Gold and Silver into Rose Peach

Preciosa's latest color innovation, Rose Peach, is among the most challenging to get right; not just for Preciosa, but for the entire glassmaking industry. The color mixture contains 24-karat gold and silver, and must undergo the complex and highly specialized process of "striking" to achieve its perfect rosy-pink hue.

While some glass colors, like Crystal or Cobalt Blue, emerge from the furnace looking like Crystal or Cobalt Blue, others emerge looking nothing like the name on the production sheet. These colors require a carefully controlled series of heating and cooling cycles – known as striking – that effectively change the color of the glass after it has been produced. If this sounds complicated, that's because it is.

Simply put, striking activates the metallic compounds found within the glass mixture, creating a chain reaction that transforms its chemical makeup. This transformation

alters the way light interacts with the glass, resulting in a change in color. "Exact times and temperatures depend on the present compounds, desired color and stone size," explains Milan Pátek, chief technologist at Preciosa's glassworks in Pysk. "This information, along with our many glass recipes – we have around 3,800 – are closely guarded trade secrets, known in full by only three people in the factory."

Although the glass is re-heated, it is not re-melted. At this stage, the glass is already in the form of what is referred to as the "blank." A blank is an

intermediate or partially finished piece of glass that will undergo further processing – it already resembles its basic shape but is not fully shaped: cut, polished or finished. The blank is first cooled to a hardened state, then placed in an oven heated to several hundred degrees. "Colors that require a higher temperature are covered in layers of clay to protect against deformation or re-melting," explains Mr. Pátek. "Re-heating is a highly specialized process with many variables, leaving lots of opportunities for error."

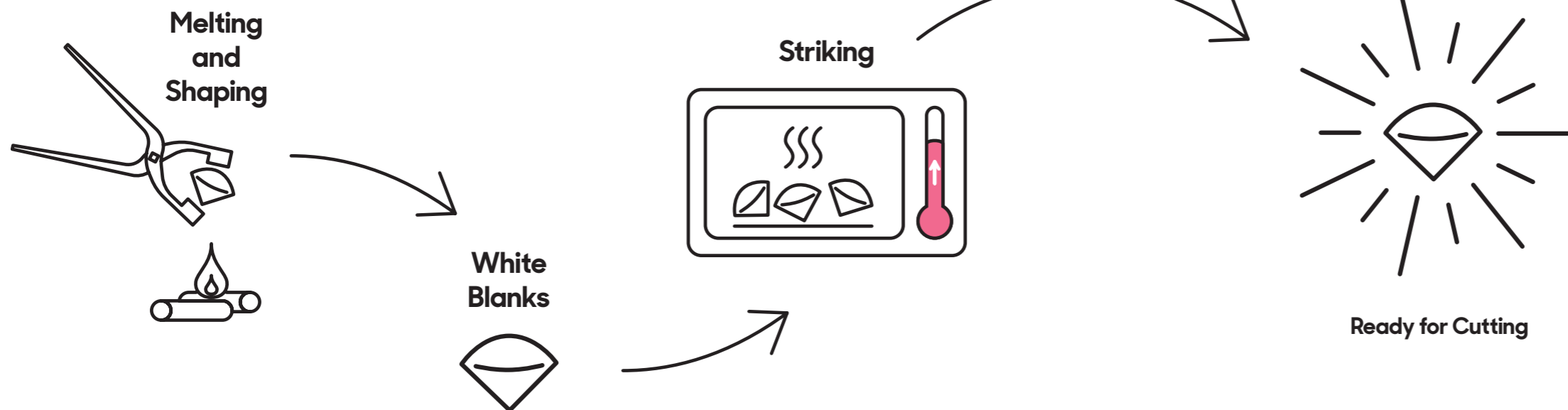
Variation refers to an irregularity or inconsistency in the color or appearance of the glass. If there is variation in the blanks, uneven streaks can appear after the glass

is struck, or larger sizes with holes can even crack due to repeated stress. "Although this is a rare occurrence owing to the high level of professionalism at our glassworks, errors can still happen," says Mr. Pátek. "There are no second chances – you have to get it right the first time or the blank has to be completely remelted down and used in another batch of the same color."

"Mastering the industrial production of Rose Peach was a real challenge," he adds. "We cannot wait to see this new shade on the luxury items and catwalks Preciosa is relied on to illuminate."

## Did you know?

The most commonly "struck" color families are yellows, like Citrine, oranges, like Hyacinth, and reddish pinks, like Padparadscha and Rose Peach. This is due to the presence of gold and sometimes silver – added to these glass mixtures as coloring agents – which require striking.



Rose Peach blanks before striking



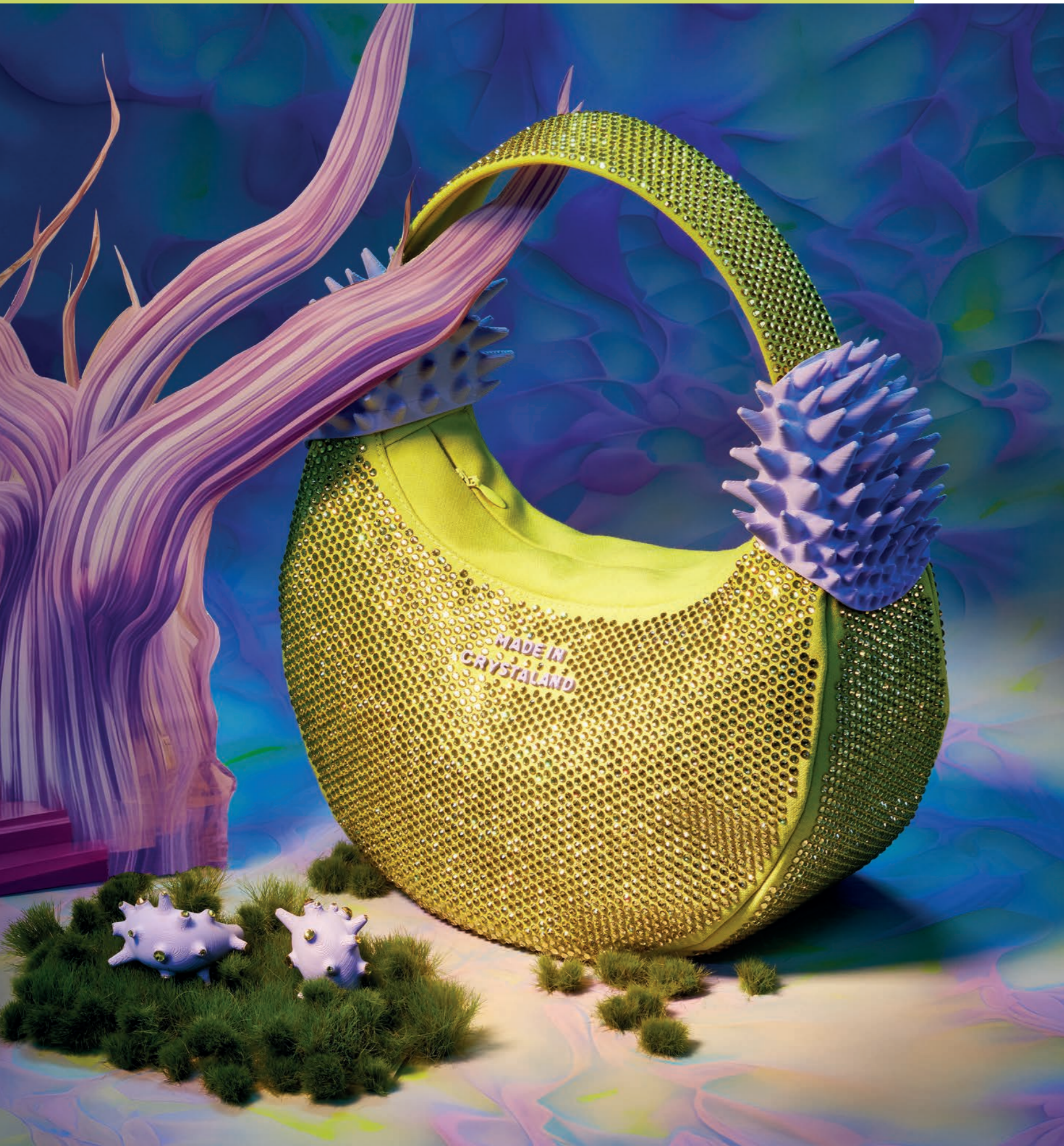
Rose Peach blanks after striking

# Mad for Sparkle

Embark on a sartorial adventure down the rabbit hole of luxury fashion, where reverie meets reality, and every garment opens a portal to a realm of sparkle and whimsy. Inspired by the timeless tale of *Alice's Adventures in Wonderland*, "Mad for Sparkle" invites you to embrace the magic of crystal embellishment and the limitless possibilities of self-expression that high fashion affords.



Acid Yellow  
NEW COLOR



# Acid Yellow

NEW COLOR

## Chaton MAXIMA

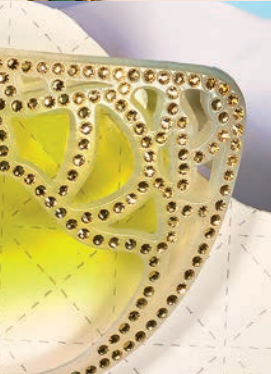
Sizes: ss6.5, 8.5, 12, 16, 29

## Chaton Rose MAXIMA & VIVA 12®

No Hotfix and Hotfix  
Sizes: ss5—ss34

## Rondelle Bead

Sizes: 3mm—6mm



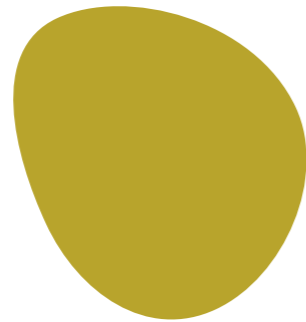


# ACID YELLOW

NEW COLOR

## ACID YELLOW

Imperative and invigorating, Acid Yellow pulsates with main character energy. Infused with a hint of electric green, this dopamine bright feels almost alive with saturated shine, emitting très-chic sartorial shockwaves that permeate even the most rigid core aesthetics and capsule collectables.



PANTONE 103C\*

\* The Pantone shade is indicative only.



**ACID YELLOW**  
NEW COLOR



**ACID YELLOW**



**ACID YELLOW AB**



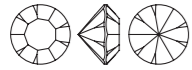
See following page for matrices.



# ACID YELLOW

NEW COLOR

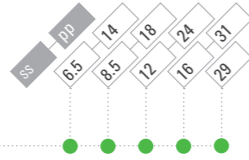
## Chaton MAXIMA



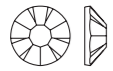
ART. 431 11 615  
SIZE: ss 6.5, 8.5, 12, 16, 29

COLOR

 Acid Yellow | 80250 DF



## Chaton Rose MAXIMA



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



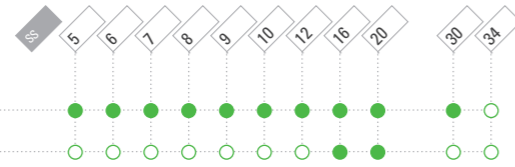
ART. 438 11 618  
SIZE: ss 30, 34

NO HOTFIX

COLOR / COATING

 Acid Yellow | 80250 DF

 Acid Yellow AB | 80250 20032 (TC) DF

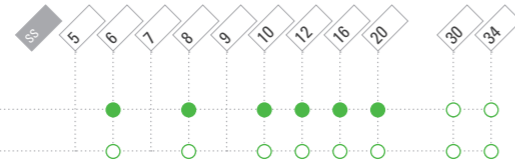


HOTFIX

COLOR / COATING

 Acid Yellow | 80250 HF

 Acid Yellow AB | 80250 20055 (TC) HF



## Chaton Rose VIVA 12<sup>®</sup>



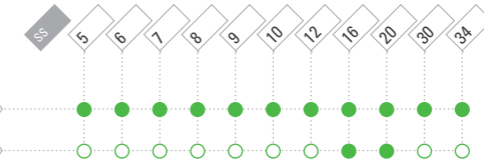
ART. 438 11 612  
SIZE: ss 5, 6, 7, 8, 9, 10, 12, 16, 20, 30, 34

NO HOTFIX

COLOR / COATING

 Acid Yellow | 80250 S

 Acid Yellow AB | 80250 20011 (TC) S

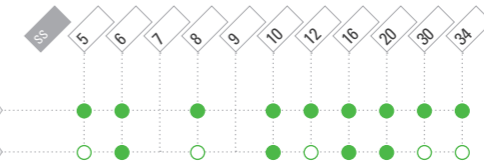


HOTFIX

COLOR / COATING

 Acid Yellow | 80250 HF

 Acid Yellow AB | 80250 20057 (TC) HF



## Rondelle Bead



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


COLOR / COATINGS

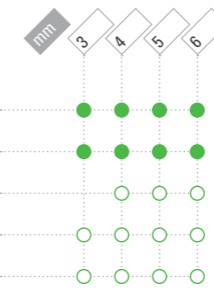
 Acid Yellow | 80250

 Acid Yellow AB | 80250 20001 (HC)

 Acid Yellow AB 2x | 80250 20000 (FC)

 Acid Yellow Matte | 80250 84030

 Acid Yellow Matte AB | 80250 20019



**KEY:**

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



**ACID YELLOW**  
NEW COLOR





Rose Peach  
NEW COLOR



# Rose Peach

NEW COLOR

**Chaton Rose MAXIMA & VIVA 12®**

No Hotfix and Hotfix  
Sizes: ss5—ss34

**Rondelle Bead**

Sizes: 3mm—6mm

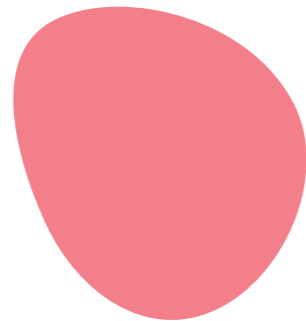


## ROSE PEACH

NEW COLOR

### ROSE PEACH

Slightly giddy, and hopelessly romantic, there is something simply irresistible about Rose Peach. This delicious hard-candy pink is gracefully softened with warm, peachy undertones for a more sophisticated, investment-worthy shade that simultaneously grounds and uplifts with its cheerfully natural shine.



PANTONE 177C\*

\* The Pantone shade is indicative only.



**ROSE PEACH**  
NEW COLOR



**ROSE PEACH**



**ROSE PEACH AB**



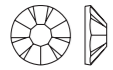
See following page for matrices. 



# ROSE PEACH

NEW COLOR

## Chaton Rose MAXIMA

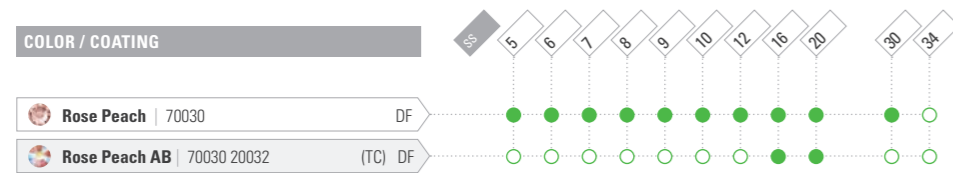


ART. 438 11 615  
SIZE: ss 5, 6, 7, 8, 9, 10, 12, 16, 20

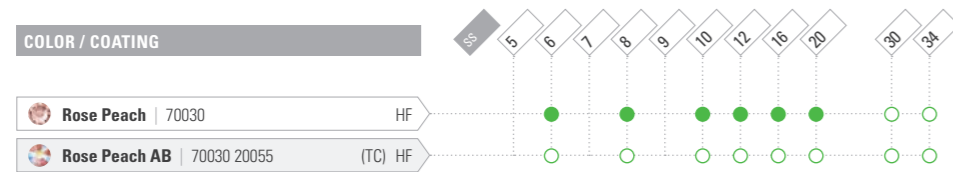


ART. 438 11 618  
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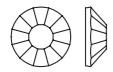
NO HOTFIX



HOTFIX

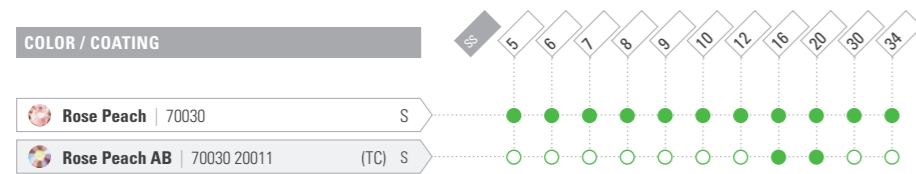


## Chaton Rose VIVA 12°

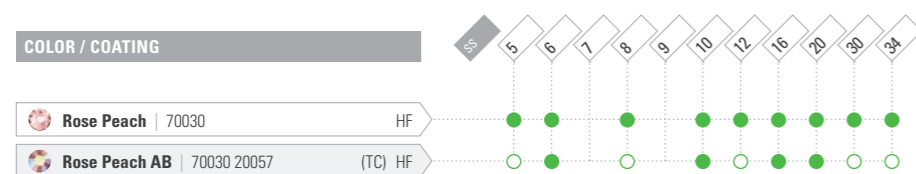


ART. 438 11 612  
SIZE: ss 5, 6, 7, 8, 9, 10, 12, 16, 20, 30, 34

NO HOTFIX



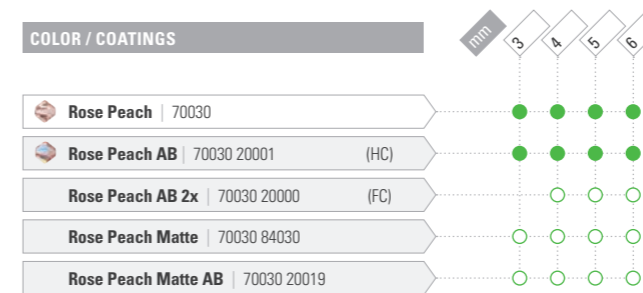
HOTFIX



## Rondelle Bead



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



**KEY:**

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



We're all mad here...  
mad for sparkle.





Additional  
Colors

RANGE EXTENSION



# Additional Colors

RANGE EXTENSION

## Rivoli MAXIMA

Sizes: 12mm, 14mm

Amethyst | Aqua Bohemica | Black Diamond  
Emerald | Fuchsia | Light Rose | Rose | Tanzanite



## ADDITIONAL COLORS

RANGE EXTENSION

### RIVOLI MAXIMA

Two sizes of our Rivoli MAXIMA now come  
in eight additional colors.





## ADDITIONAL COLORS

RANGE EXTENSION



Black Diamond



See following page for matrices.





**ADDITIONAL COLORS**

RANGE EXTENSION





# Mad for Sparkle

CRYSTAL INNOVATIONS  
SS 2025



   @CrystalsByPreciosa  
[preciosacomponents.com/madforsparkle](https://preciosacomponents.com/madforsparkle)





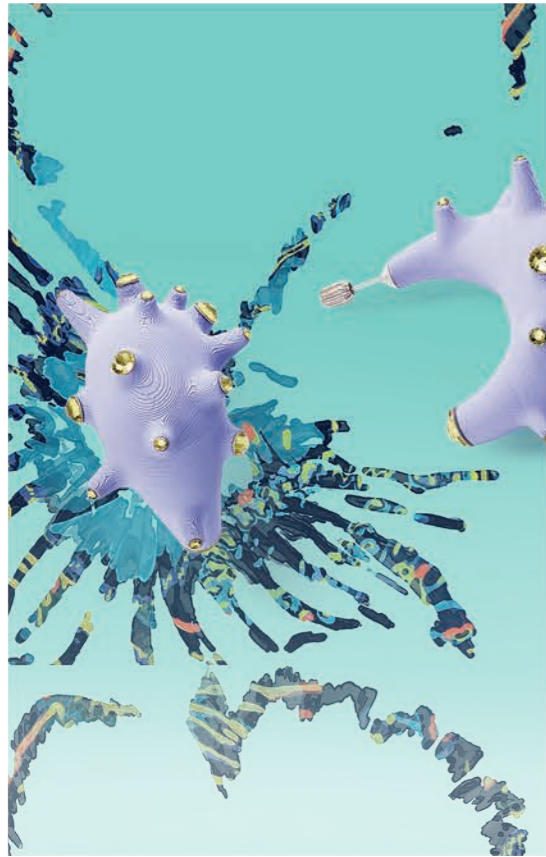
# DIGITOPIA

Beyond synthetic flights of fancy, this direction will see the rise of more sophisticated, engineered and precisely personalized products that reduce waste and supercharge innovation. Look out for designs, aesthetics and finishes that explore the interplay of light and shadow, as well as mirrored or ghostly designs that seem to disappear within their environment.

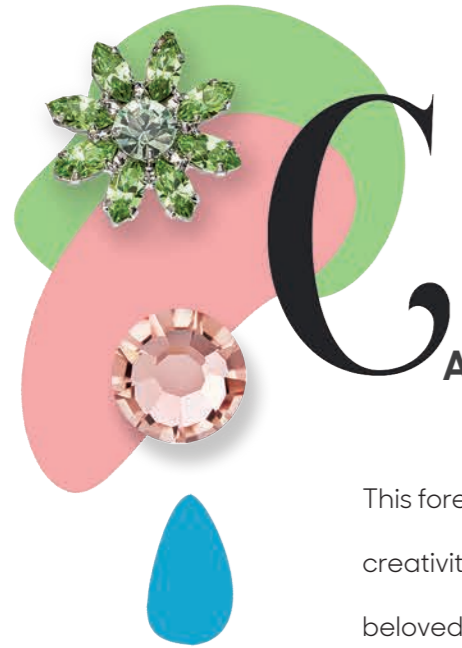
Combine in-real-life craft and AI innovation to create playful, sensorial looks, underpinned by digitally enhanced designs, dream-like prints and vibrant, augmented hues like Acid Yellow. Embrace the rise of intricate crystal detailing that recalls the elegance of classicism, or the ornate flourishes of Art Nouveau.







**CRYSTAL INNOVATION**  
Chaton MAXIMA Acid Yellow



## CARTOONIFICATION

This forecast celebrates the links between creativity and craft, taking cues from beloved and iconic pieces of past eras and reinvigorating perennial trends. Warm, fuzzy tones like Rose Peach bring softness and a sense of belonging to this optimistic outlook.

In addition to the color pink, global hype around the Barbie movie proved consumer appetite for playful nostalgia and designs that focus on play and proportion. Incorporate fun elements like removeable 3D crystal-embellished appliqués for a more adaptive garment that provides options for the wearer.





**Chaton Rose MAXIMA** Rose Peach | **Rondelle Bead** Rose Peach AB | **Rivoli MAXIMA** Aqua Bohemica

**Chaton Rose MAXIMA** Topaz AB | **Rivoli MAXIMA in sew-on cup** Tanzanite

**Rivoli MAXIMA** Fuchsia | **Navette MAXIMA in sew-on cup** Peridot



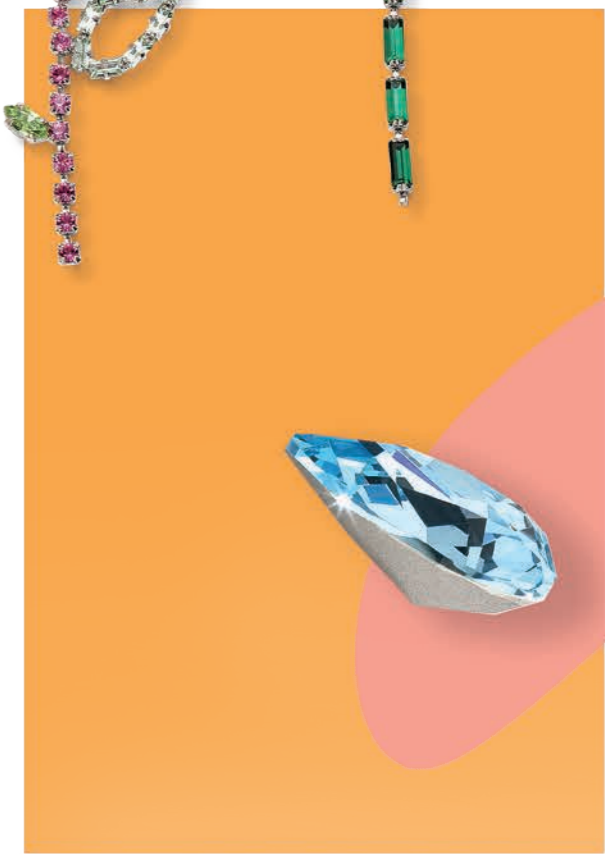
**CRYSTAL INNOVATION**

Chaton Rose MAXIMA Rose Peach AB



**CRYSTAL INNOVATION**

Rondelle Bead Rose Peach AB



# R RESTORATIVE REALMS

Nature is the nucleus of this trend, and it will manifest in the form of aesthetics and embellishments that have elemental, excavated or murky qualities. Think dark romanticism or pastoral grunge, but with a more contemporary and formal edge, and enlivened by ornate trims and comforting colors.

Texture and shine drive the beauty behind this direction – particularly contrasts of matte, sparkle and uneven surfaces. Explore modern lace, laser-cutting, lacquered finishes and responsibly sourced crystals to create contrast between polished and disheveled.







Rivoli MAXIMA Black Diamond | Rivoli MAXIMA in sew-on cup Amethyst

Baroque Pear MAXIMA in sew-on cup Crystal | Cupchain with Chatons MAXIMA Crystal

Chaton Rose MAXIMA Olivine | Chaton MAXIMA Crystal Aurum | Rivoli MAXIMA Emerald



**CRYSTAL INNOVATION**

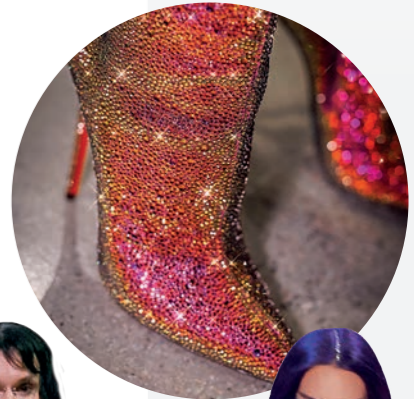
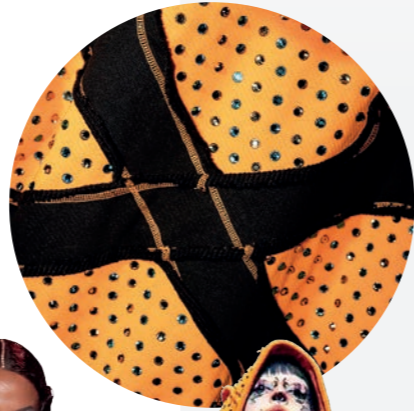
Rivoli MAXIMA Emerald



**CRYSTAL INNOVATION**

Rivoli MAXIMA Black Diamond

# CNUTS ON THE CARWAL



**THE BLONDS**  
SS 2024  
NYFW

**BIBHU MOHAPATRA**  
SS 2024  
NYFW

**ALL-IN STUDIO**  
SS 2024  
PFW

**THE BLONDS**  
SS 2024  
NYFW

**WINDOWSEN**  
SS 2024  
PFW

**ALL-IN STUDIO**  
SS 2024  
PFW

**BIBHU MOHAPATRA**  
SS 2024  
NYFW

**THE BLONDS**  
SS 2024  
NYFW

**WINDOWSEN**  
SS 2024  
PFW

**THE BLONDS**  
SS 2024  
NYFW




DESIGNER SPOTLIGHT:

# ALL-IN STUDIO SS 2024



Designers **Benjamin Barron** (30) and **Bror August Vestbø** (26) drew inspiration from Paul Verhoeven's iconic 1995 film *Showgirls* and the most recent edition of their magazine centering around "Fast Fashion"; Themes of deconstruction and disvelment were evident even in the collection's make-up looks by Thomas de Kluver, which became progressively messier ending in what appeared to be crystal tears.



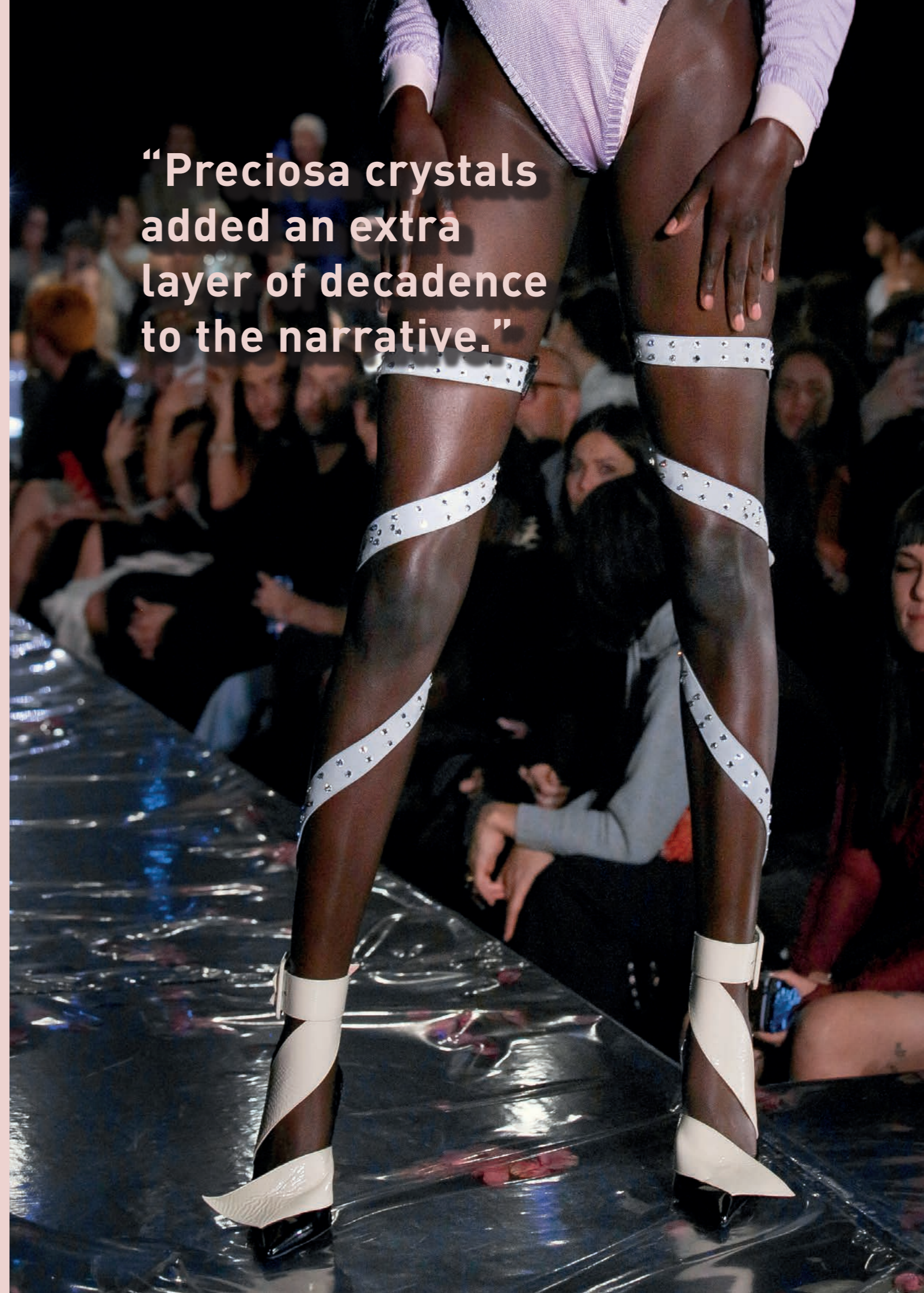
**A** fictitious muse falls apart in a campy, crystal-embellished display of fading star power.

Styled by **Lotta Volkova** and featuring its own four-track EP by Norwegian musicians **Smerz**, the Paris-based label's SS 2024 collection told the story of Allina – a fictitious pop star as she experiences her fifteen seconds of fame and subsequent fall from grace.

"The collection starts off with Allina as the ideal pop princess in the prime of her career, but as she begins to age the garments too begin to unravel quickly with some of the looks literally falling apart," says Barron. "The crystals added an extra layer of decadence to the narrative." Presented at an underground nightclub in Paris, the collection featured several custom Preciosa crystal transfer designs, cupchain and rivets as seen on the new Belt Pump (opposite page).



**"Preciosa crystals added an extra layer of decadence to the narrative."**



# Molten Miracles



## Interview with Helena Pátková

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### Glassworks Director

**Picture blazing hot furnaces, heavy, hard-to-operate machinery and giant cauldrons the size of small bathtubs filled with molten glass so hot it could literally melt your face off. Glass production on an industrial scale is no joke. It is a serious, highly skilled practice that requires precise coordination of many simultaneous processes and can be dangerous if not approached correctly. But if you think this sounds like a man's job, think again. Let us introduce you to Helena Pátková.**

**H**elena Pátková oversees Preciosa's principal glassworks, comprising a team of ninety-one people whose singular mission is to mix, melt and pre-shape as many colorful crystals as they can. Located along the Pysk stream in an idyllic North Bohemian village, this facility is where most Preciosa crystals begin their lifecycle, and where we met with Ms. Pátková to learn more about what goes into the production of two hundred tons of molten glass every year.

**Helena, you have been with Preciosa for more than twenty years, and now oversee the entire glassworks production at Pysk. Can you tell us a little bit about how you ended up in this role?**

I began working for Preciosa right after I graduated from school. Throughout my time here, I have held various roles in both quality control and glassmaking. I am honestly fascinated by glass – its versatility, its tradition here in Bohemia, the melting process, all of it. So, when I was offered a directorial position at our Pysk plant, I jumped at the opportunity with the goal of making positive changes and taking a more innovative approach to our glassmaking process. ▶

► **So, how does it all begin? What is the first step in the production process of a crystal?**

First, you need to create the mixture, which comprises mostly of sand and specific coloring agents. This is a highly intricate process, and it varies not only according to color but also according to size of the finished crystals. We work with more than fifty different base mixtures, each with its own distinct properties and requirements. While every step of the process is important, this one is probably the most crucial because if the mixture is not exactly right, the whole glass batch becomes unusable and has to be re-melted down.



**Is there a secret to producing high-quality melts?**

It is a combination of expert knowledge, effective machinery and top-quality raw materials, the most important of which is our sand. This region became famous for glass and crystal production largely because of its abundance of pure, high-quality sand, which gives our glass its signature shine. Preciosa sources almost everything locally, which is “half the battle” so to speak – if the ingredients are not high quality, you cannot expect a high-quality melt, so we are fortunate to be working with only the best materials. The rest is about timing and precision.

**You mentioned that machinery plays a key role in this process. How important are the machines, and how important are the people operating them? Is there anything that can only be done by hand?**

Modern, industrial-scale manufacturing demands the use of machinery; however, human expertise and Preciosa’s collective savoir faire is absolutely essential. For instance, the process of testing each melt is entirely ►



► done by a person who manually extracts, presses and assesses the molten glass. Similarly, our quality control measures are conducted entirely by people. The process is truly a blend of technology and human input, and of tradition and innovation. Some of the machines in operation today are decades-old yet are simply unmatched in efficiency. Plus, many of these machines are extremely specific and require the detailed attention of someone who is trained to operate them. I believe this integrated system is the way forward and will continue to be crucial to Preciosa’s success.

**What expertise do you bring to this role?**

My previous work, especially in the quality department, has proven invaluable. I am good at troubleshooting, and I have an in-depth understanding of the intricacies of the process that take years to absorb. These are not things you can pick up in a week-long on-boarding. I am also fortunate to have an exceptional team, whom I view more as collaborators. I am not an expert in all technological aspects of the glass melting process, but the people I work with certainly are. This is something I highly value – we have a strong culture of collaboration, not just here in Pysk, but across the whole of Preciosa, which provides us with opportunities to grow and to innovate.

**What professional accomplishments are you most proud of?**

We have been able to master several complex glass shades that are entirely unique to Preciosa, such as

Erinite (2018) and color-changing Mesmera (2022), which makes me extremely proud. I have also overseen the implementation of some new processes that streamline transformation of the molten glass into a preform – tiny, pre-shaped balls that are cut and polished later in the production process – which has led to more efficient, sustainable production.

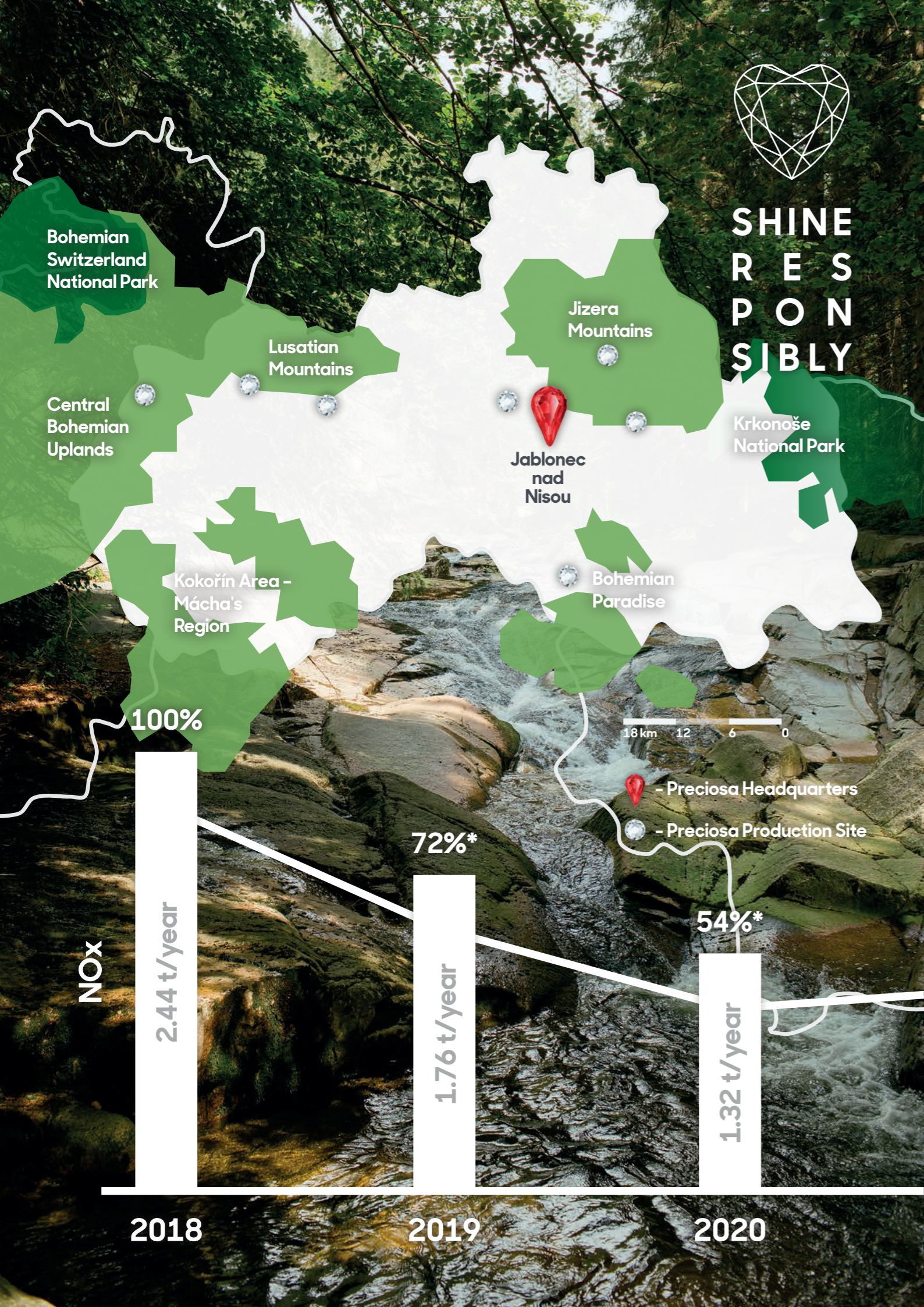
**Can you share some of the most challenging tasks you have faced recently?**

The past few years have been rife with challenges, from navigating the impacts of the pandemic to adapting to the energy crisis caused by the situation in Ukraine. These challenges forced a shift in our energy sources, from gas to electricity, though for certain glass colors, we still rely on gas furnaces. In terms of production, our new color Rose Peach proved to be one of the most challenging shades we have ever developed, but overcoming these challenges is what drives us forward, so this one was welcome.

**And – we have to ask – what is your favorite Preciosa color?**

Erinite or Limecicle! I love our greens.





SHINE  
R E S  
P O N  
S I B L Y

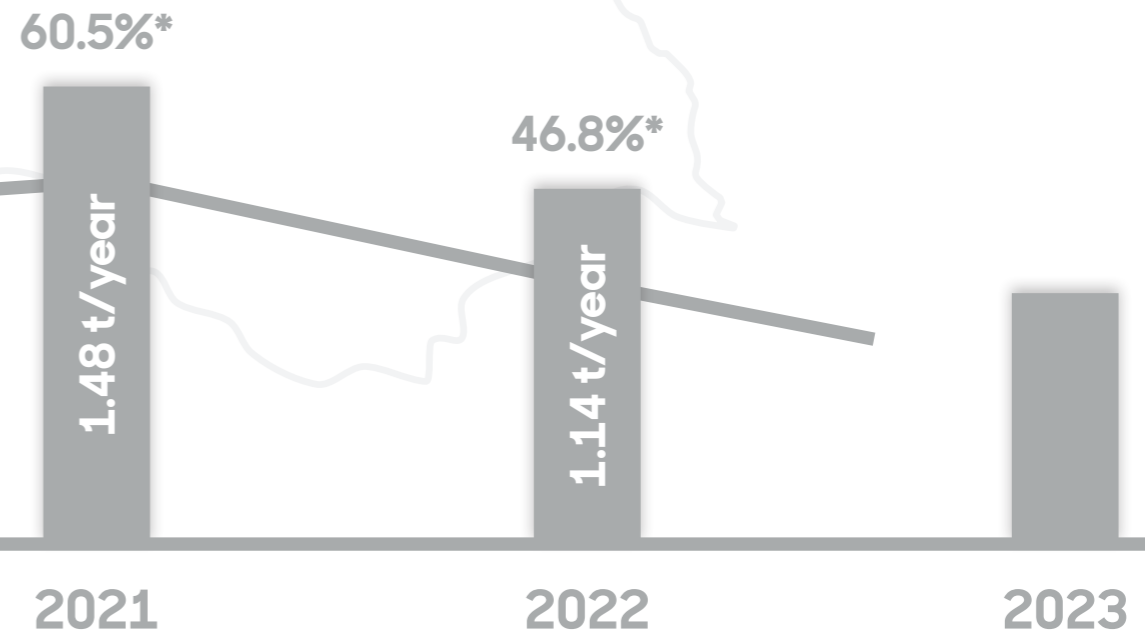
# The Path to Cleaner Crystal: Emissions Reduction

Situated between the Lusatian and Jizera mountain ranges, Preciosa operates in and around some of the most highly protected areas in Europe. This picturesque valley, bordered by Germany to the west and Poland to the east, emerged as the epicenter of glassmaking during the sixteenth century owing to its abundant supply of natural resources like sand, water and wood. Today, Preciosa is not only required to comply with some of the most stringent environmental legislation in Europe, but in many cases takes extra steps to ensure that our production practices do not interfere with the region's biodiversity on which our operations so heavily rely.

fuels and new non-gas burners has reduced Preciosa Components' emission of nitrogen-oxide by nearly 50% during the past three years alone. Every one of our combustion plants has or will be equipped with newer, more powerful exhaust filters to collect emissions, which are then ecologically disposed of in the form of non-hazardous liquids with the help of specialized third parties.

In addition to the reduction of greenhouse gas emissions, Preciosa continually alters existing glass recipes to reduce or altogether eliminate chemical compounds like fluoride and use of heavy metals. Our research and development team work closely with our in-house ecologists in an ongoing pursuit of more eco-friendly ingredients, the development of more environmentally conscious production practices and the general reduction of waste.

Over the past decade, many of Preciosa's key facilities have been refurbished with cleaner technology and outfitted with environmentally sensitive solutions. Investment into alternative



\*% compared to data from 2018





# The Preciosa Group

A global leader in luxury goods manufactured from crystal, the Preciosa Group stands upon centuries of glassmaking tradition and innovation. From the world's smallest faceted flatback stone to our cutting-edge, bespoke lighting installations, Preciosa looks to our own unique heritage to draw inspiration for the future of responsibly crafted Bohemian crystal. Together, the Group operates regional offices across Europe, North America and Asia and melts 40 tons of glass every day.

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Bohemian *crafted* since 1548

