

MATERIA

BOHEMICA

ALWAYS ON

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CRYSTAL INNOVATIONS
AW 2025

The
Multifaceted
World of
Preciosa
Interview with
Jan Štiller, CEO

**A Second
Chance
to Shine**
Preciosa Partners
with Central
Saint Martins

PRECIOSA

PRECIOSA



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Jan Štiller, CEO



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Interview with

**JAN
ŠTILLER**

CEO of Preciosa Components

From summer intern to CEO, Jan Štiller has worn more than his fair share of proverbial hats during his 20-plus year tenure at Preciosa. Notably, this is Jan's second appointment as CEO; he previously held the role at Vinolok, the Group's glass bottle-closure division, before returning to Components in 2016, where he eventually became its sales and marketing director.

Since then, Jan has adeptly steered the company through a global pandemic, supply chain disruptions, a continent-wide energy crisis, inflation, and the shifting consumer preferences that define the luxury fashion industry. Jan attributes his success to his extensive and varied roles within the Preciosa Group, which have equipped him with a thorough and holistic understanding of the glassmaking industry and the company's operations. We sat down with Jan following his appointment to ask him about his plans for the future of Preciosa.

Preciosa: First of all, Jan, congratulations on your recent appointment. Could you please begin by sharing your broader vision for the company under your new leadership?

Jan Štiller: Thank you. My vision is to elevate Preciosa to become the leading producer and global supplier of premium crystal components, period. Achieving this requires a more proactive approach to understanding and meeting the specific demands of various key markets, primarily through innovation. This extends to every aspect of Preciosa's business, from our products and production practices to customer service and marketing collateral.

Preciosa: Can you provide further insight into any innovations Preciosa is presently developing or focusing on?

JŠ: Innovation, particularly in product development, is the cornerstone of our business strategy. We are now prioritizing the development of products that are unique to Preciosa or specifically responsive to market trends and customer preferences. Our research and development team also remains focused on bringing more environmentally conscious colors to market, like cadmium-free Acid Yellow and Red Velvet, showcasing Preciosa's savoir faire and distinguishing our portfolio from competing producers.

Preciosa: How does the company's emphasis on innovation translate to your strategy for fostering growth?

JŠ: Having a great product is just the beginning. We are fine-tuning our application and testing services and rolling out a new "menu" of innovative solutions, that will include semi-finished and tailor-made products. It is crucial that our customers receive not only the highest quality crystal components but also the knowledge and support needed to utilize them effectively. Preciosa's role is evolving beyond that of a traditional supplier.

Preciosa: What do you consider to be Preciosa's greatest strategic advantage?

JŠ: First and foremost, by never outsourcing any

aspect of our production process, we maintain full control at every stage and ensure that 100% of our operations remain in the Czech Republic. The "Made in Europe" standard is a value we share with many of our most important customers and will, I believe, become one of Preciosa's key selling points in the future. The market is becoming increasingly saturated with less-than-reputable producers and suppliers who market their goods as "European quality." However, this is not the same as being genuinely made in Europe. One of our key challenges is educating our partners and their customers about the true meaning of producing goods within the European Union, particularly in terms of environmental impact and corporate social responsibility. The stringent regulations here, especially concerning labor and production practices, stand in stark contrast to those in regions with less rigorous standards. We also plan to address this through comprehensive non-financial reporting.

Preciosa: Aside from your recent appointment, are you especially proud of any professional accomplishments?

JŠ: Reflecting on my early days at Preciosa in the research and development department, I had the invaluable opportunity to collaborate with remarkable individuals across the company, fine-tuning my expertise in glass technology, machine construction, and furnace design—a foundation laid during my university studies. Together with the metallurgical research and production teams, we developed a groundbreaking technology for melting and processing colored glass, a method still in use in our production today. This experience was pivotal in shaping my career and contributing to the company's innovation legacy, of which I am deeply proud.

Preciosa: What is your favorite part about working for Preciosa?

JŠ: It's challenging to pinpoint a single answer. For me, communicating with people, being part of a team, and working together towards goals are what I enjoy the most. Over the past 15 years at Preciosa, I've held managerial positions in various fields—in production, research and development, and sales. Among these, I particularly enjoy sales activities as they allow me to leverage the efforts of our entire team to satisfy our customers. That feeling is unbeatable.

ALWAYS ON

Pointe

ALWAYS ON POINTE

Step into the studio where the grace of ballet meets the brilliance of Preciosa crystals. Inspired by the precision and elegance of prima ballerinas, "Always on Pointe" unveils our latest crystal innovations, showcasing the transformative power of self-expressive embellishment. Featuring two dancers from the Czech National Ballet, this season's editorial captures the parallel between their unwavering dedication to perfection and the flawless beauty of the crystals they wear.



New Color

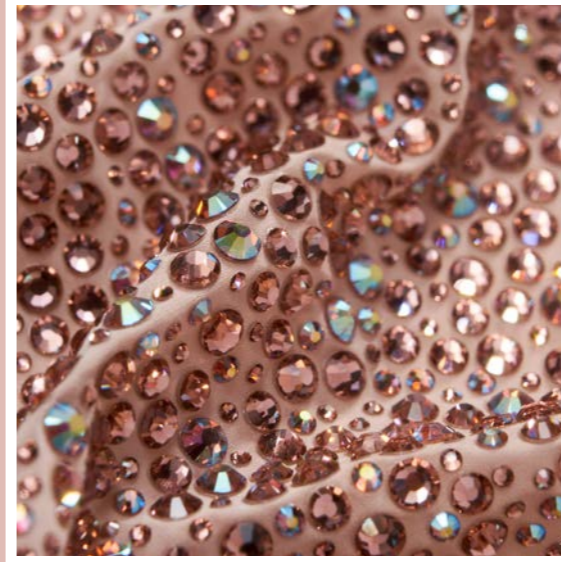
DUSTY ROSE

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

Chaton Rose MAXIMA & VIVA 12®
No Hotfix and Hotfix
Sizes: ss5—ss34



DUSTY ROSE
New Color



DUSTY ROSE
New Color



DUSTY ROSE

Dusty Rose merges delicate shades of soft pink and muted taupe, offering a sophisticated alternative to sweeter, Barbie-like tones. This gentle, dusky hue complements both neutrals and metallics, making it an ideal choice for everyday essentials and heirloom accessories.



Chaton MAXIMA



Chaton Rose MAXIMA

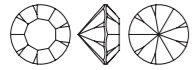




DUSTY ROSE


New Color

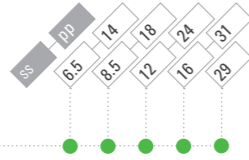
Chaton MAXIMA



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

COLOR

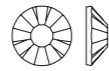
 Dusty Rose | 70610 DF



Chaton Rose MAXIMA



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



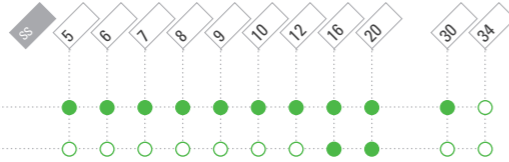
ART. 438 11 618
SIZE: ss 30, 34

NO HOTFIX

COLOR / COATING

 Dusty Rose | 70610 DF

 Dusty Rose AB | 70610 20032 (TC) DF

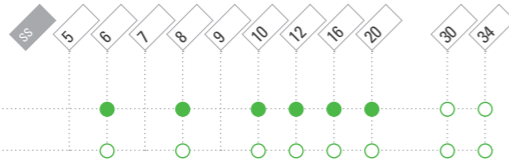


HOTFIX

COLOR / COATING

 Dusty Rose | 70610 HF

 Dusty Rose AB | 70610 20055 (TC) HF



Chaton Rose VIVA 12[®]



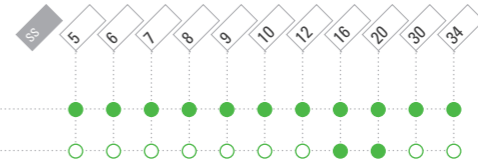
ART. 438 11 612
SIZE: ss 5, 6, 7, 8, 9, 10, 12, 16, 20, 30, 34

NO HOTFIX

COLOR / COATING

 Dusty Rose | 70610 S

 Dusty Rose AB | 70610 20011 (TC) S

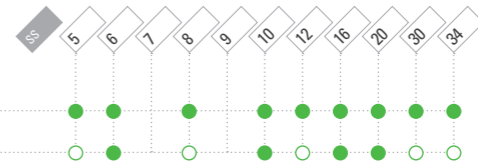


HOTFIX

COLOR / COATING

 Dusty Rose | 70610 HF

 Dusty Rose AB | 70610 20057 (TC) HF



KEY:

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



New Color

LILAC ASH

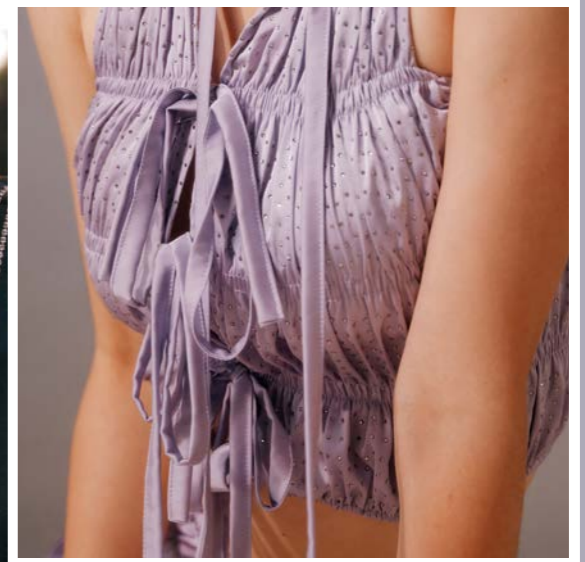
Chaton MAXIMA

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

Chaton Rose MAXIMA & VIVA 12®

No Hotfix and Hotfix
Sizes: ss5—ss34

LILAC ASH
New Color



LILAC ASH
New Color



LILAC ASH

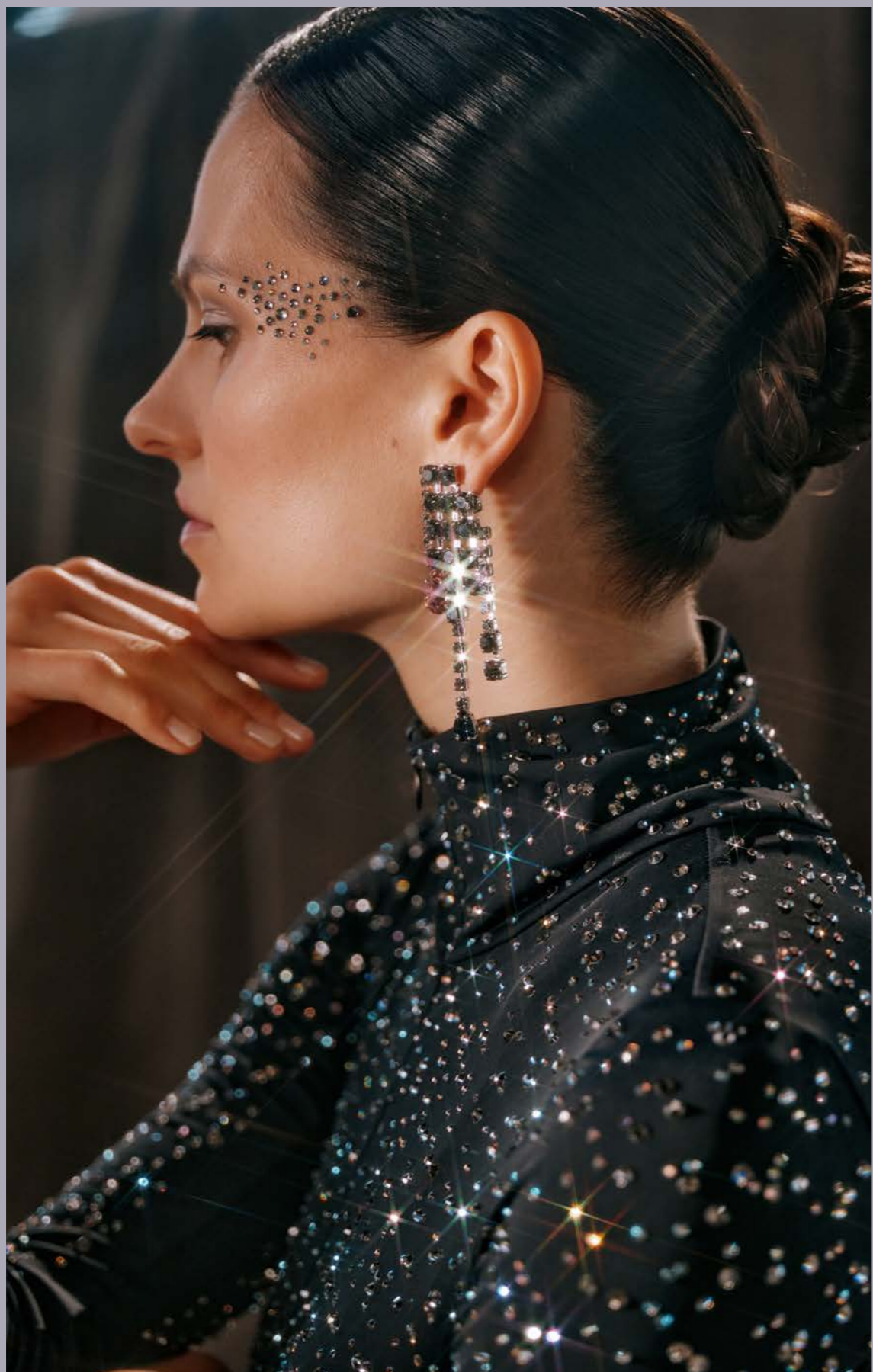
A shimmery grey infused with the slightest hint of mystic purple, Lilac Ash is surprisingly versatile and effortlessly chic. Its silky, washed-out tone evokes whispered luxury with every facet, elevating trans-seasonal investment pieces with subtle, sparkling elegance.



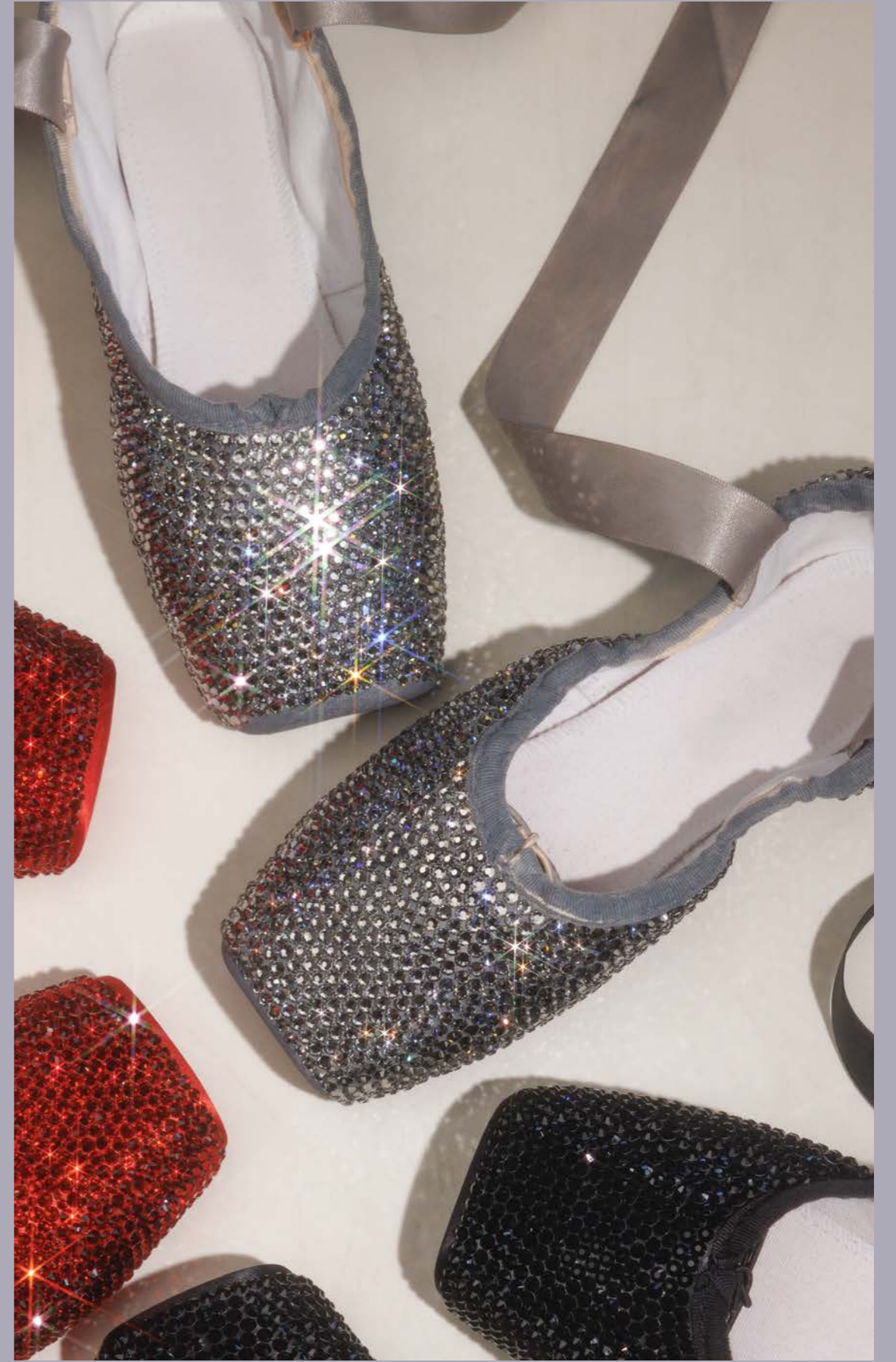
Chaton MAXIMA



Chaton Rose MAXIMA



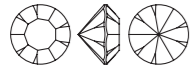
LILAC ASH
New Color



LILAC ASH

New Color

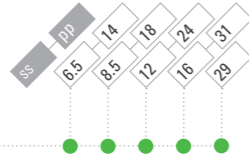
Chaton MAXIMA



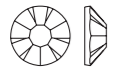
ART. 431 11 615
SIZE: ss 6.5, 8.5, 12, 16, 29

COLOR

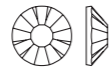
 Lilac Ash | 40030 DF



Chaton Rose MAXIMA



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




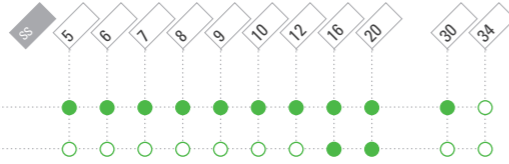
ART. 438 11 618
SIZE: ss 30, 34

NO HOTFIX

COLOR / COATING

 Lilac Ash | 40030 DF


 Lilac Ash AB | 40030 20032 (TC) DF

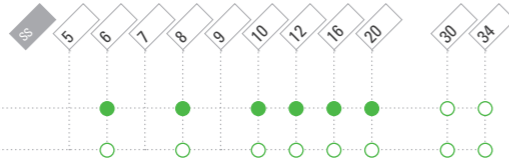


HOTFIX

COLOR / COATING

 Lilac Ash | 40030 HF

 Lilac Ash AB | 40030 20055 (TC) HF



Chaton Rose VIVA 12°



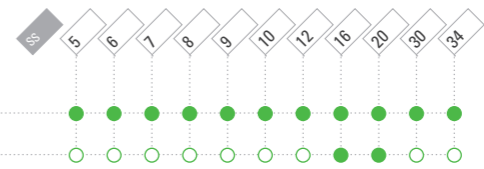
ART. 438 11 612
SIZE: ss 5, 6, 7, 8, 9, 10, 12, 16, 20, 30, 34

NO HOTFIX

COLOR / COATING

 Lilac Ash | 40030 S

 Lilac Ash AB | 40030 20011 (TC) S

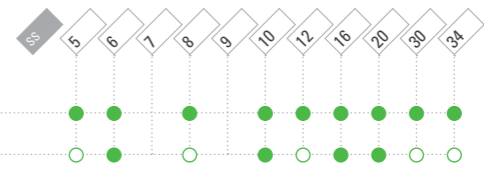


HOTFIX

COLOR / COATING

 Lilac Ash | 40030 HF

 Lilac Ash AB | 40030 20057 (TC) HF



KEY:

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



FLATBACKS

New Shape

Wave MAXIMA FB

No Hotfix and Hotfix
Size: 8 × 2.6mm

Crystal | Crystal AB

New Size

Kite MAXIMA FB

No Hotfix and Hotfix
Size: 8.6 × 5.6mm

Crystal | Crystal AB

New Size

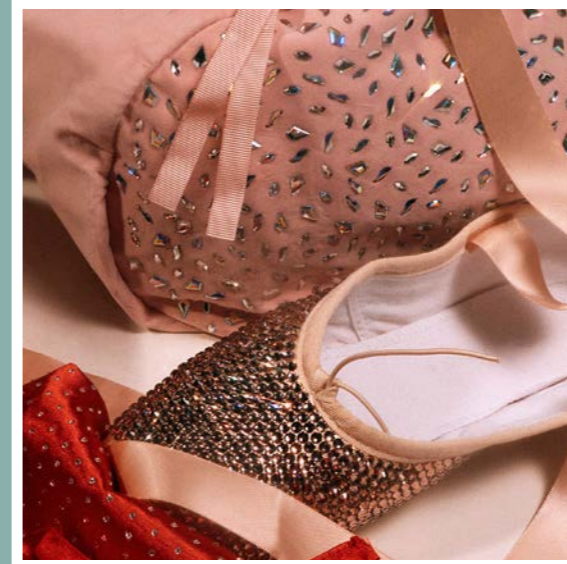
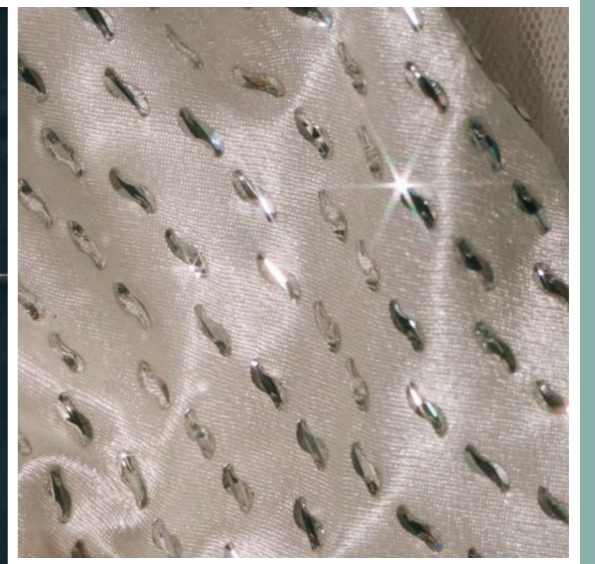
Navette MAXIMA FB

No Hotfix and Hotfix
Size: 6 × 3mm

Crystal | Crystal AB | Jet | Jet Hematite

FLATBACKS

New Shape & New Sizes



FLATBACKS

New Shape & New Sizes



WAVE

As unique as it is eye-catching, our brand new Wave flatback adds a splash of sparkle with a literal twist. Its sleek, undulating form and playful geometric precision enhances everything from decorative nail art to haute couture embellishment.



Crystal

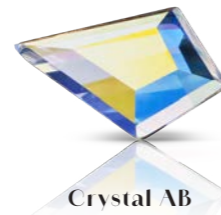


Crystal AB

KITE

NEW SIZE
8.6 × 5.6mm

Introduced as a single-size item, our shimmering Kite flatback is now offered in an additional larger size for more impactful embellishment.



NAVETTE

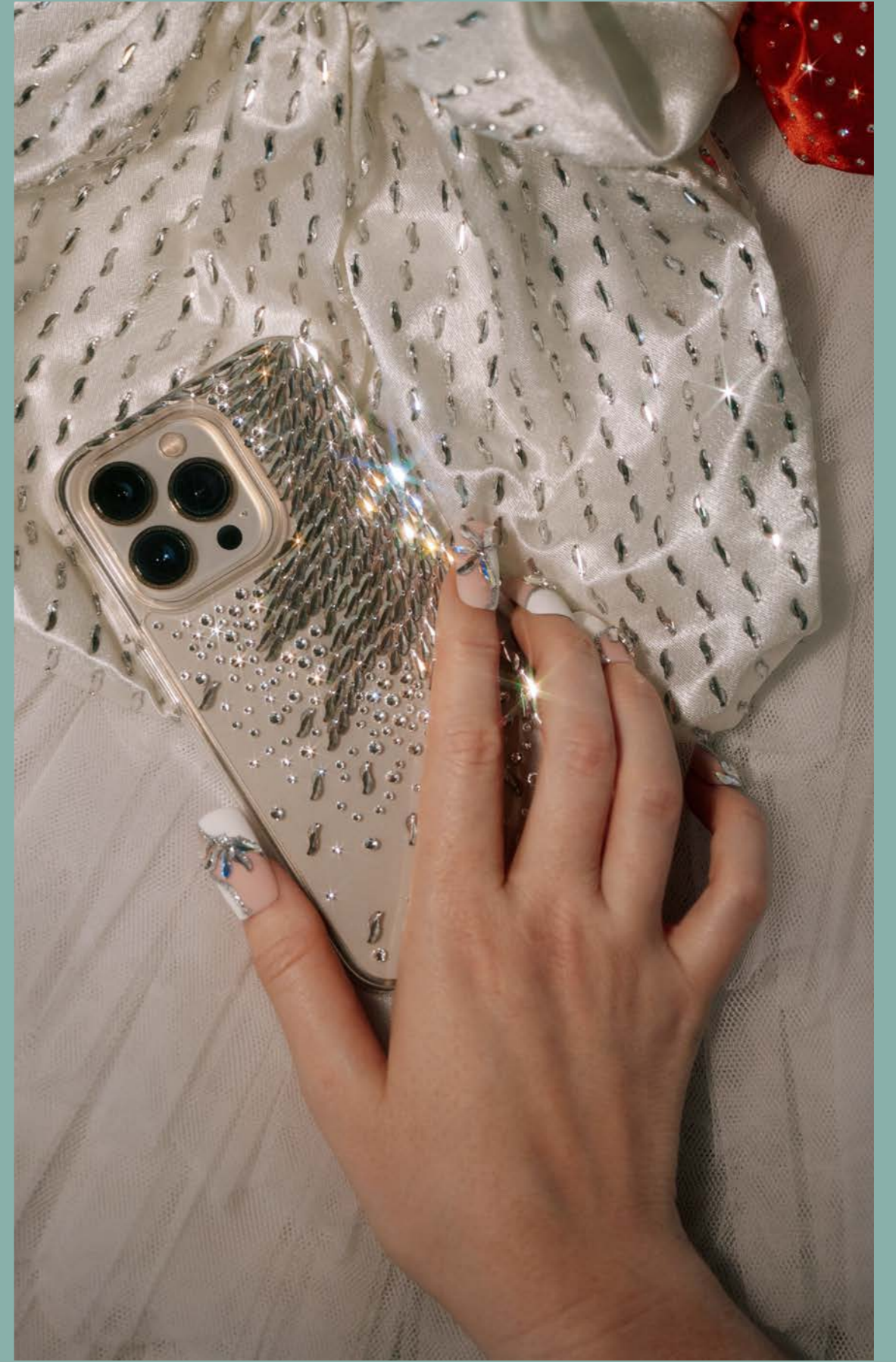
NEW SIZE
6 × 3mm

Our classic Navette flatback is now available in a third, medium size that perfectly complements its smaller and larger twins.



FLATBACKS

New Shape & New Sizes



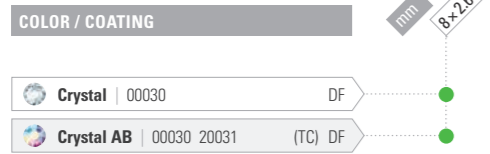


Wave MAXIMA FB 

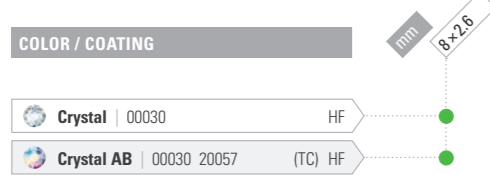


ART. 438 04 301
SIZE: mm 8 x 2.6

NO HOTFIX



HOTFIX



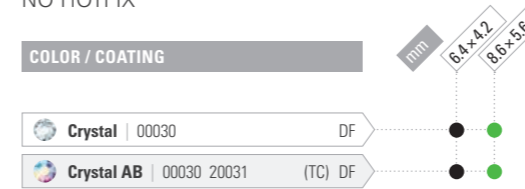
- KEY:**
- Existing portfolio item
 - Minimum order quantity required
 - Innovation
 - Innovation, minimum order quantity required

Kite MAXIMA FB 

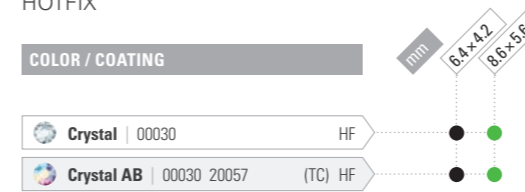


ART. 438 28 220
SIZE: mm 6.4 x 4.2, 8.6 x 5.6

NO HOTFIX



HOTFIX

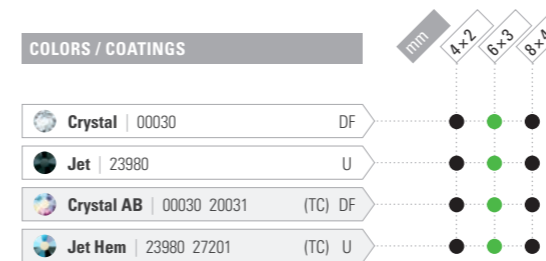


Navette MAXIMA FB 

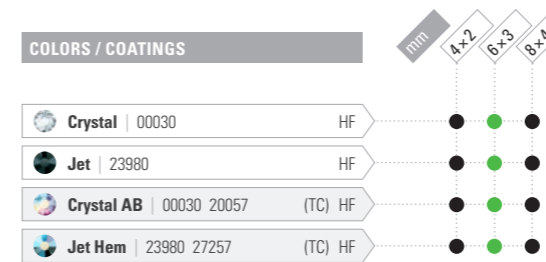


ART. 438 14 110
SIZE: mm 4 x 2, 6 x 3, 8 x 4

NO HOTFIX



HOTFIX





Range Extension

ADDITIONAL COLORS

Baroque Pear MAXIMA

Sizes: 6 × 4mm, 8 × 6mm, 10 × 7mm, 14 × 10mm

Amethyst | Blue Zircon | Chrysolite

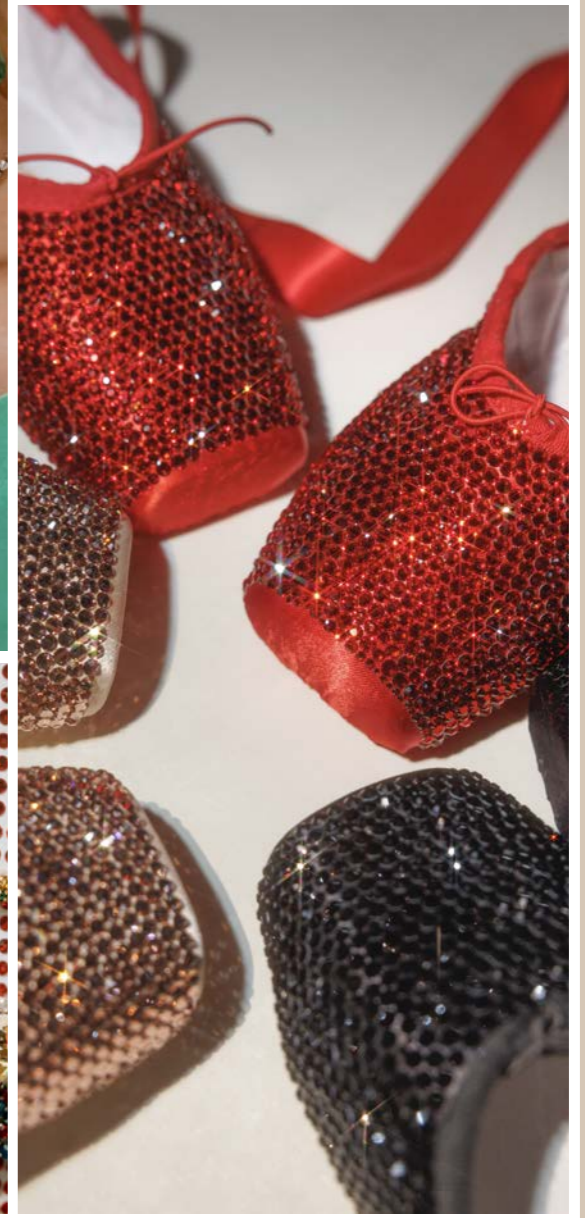
Emerald | Fuchsia | Jonquil | Light Amethyst

Light Colorado Topaz | Light Sapphire | Light Siam

Montana | Peridot | Rose | Vintage Rose

ADDITIONAL COLORS

Range Extension



ADDITIONAL COLORS
Range Extension



ADDITIONAL COLORS

Four sizes of our exquisite fancy Baroque Pear now come in fourteen additional scintillating colors.



Light Amethyst



Amethyst



Light Colorado Topaz



Blue Zircon

Chrysolite

Emerald

Fuchsia

Jonquil

Light Sapphire

Light Siam

Montana

Peridot

Rose


Vintage Rose



















ADDITIONAL COLORS

Range Extension

Baroque Pear MAXIMA 



ART. 435 16 301
 SIZE: mm 3 × 2, 6 × 4, 8 × 6, 10 × 7, 14 × 10, 18 × 13

COLORS		mm	3×2	6×4	8×6	10×7	14×10	18×13
 Amethyst 20050	DF		●	●	●	●		
 Blue Zircon 60230	DF		●	●	●	●		
 Chrysolite 50000	DF		●	●	●	●		
 Emerald 50730	DF		●	●	●	●		
 Fuchsia 70350	DF		●	●	●	●		
 Jonquil 80100	DF		●	●	●	●		
 Light Amethyst 20020	DF		●	●	●	●		
 Light Colorado Topaz 10330	DF		●	●	●	●		
 Light Sapphire 30020	DF		●	●	●	●		
 Light Siam 90070	DF		●	●	●	●		
 Montana 30340	DF		●	●	●	●		
 Peridot 50520	DF		●	●	●	●		
 Rose 70010	DF		●	●	●	●		
 Vintage Rose 70530	DF		●	●	●	●		



ALWAYS ON
**P*i*nc
N*e*t**

CRYSTAL INNOVATIONS
AW 2025



   @CrystalsByPreciosa

preciosacomponents.com/alwaysonpointe





SHINE
RESPONSIBLY

Preciosa recognizes more than 3,000 unique shades of cullets, which are sorted and added as raw ingredients to new glass batches.

Cullet Curation

Preciosa crystals serve as the worldwide industry benchmark of quality. To uphold this standard of excellence, we submit our crystals to a series of stringent, in-house quality control procedures designed to detect and eliminate any flaws or anomalies. Crystals with even the slightest defect or color variation are immediately removed from the production line and, while the incidence of errors is low, Preciosa faces the challenge of sustainably managing their disposal.

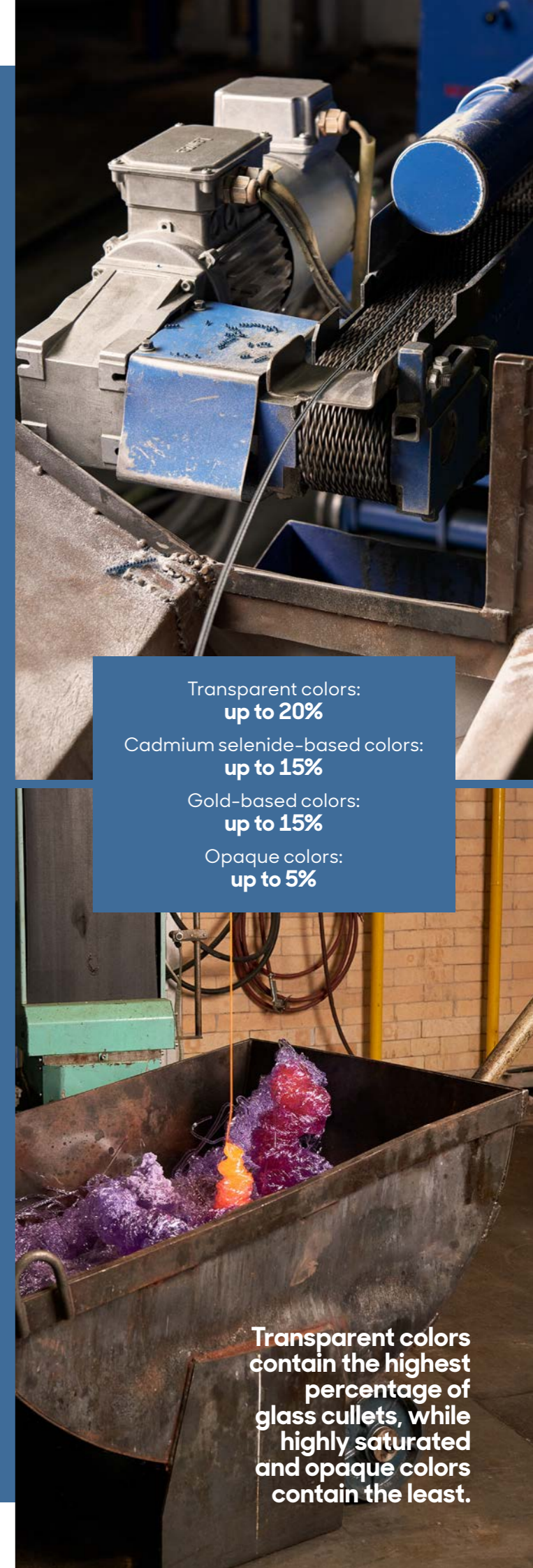
Over the past decade, Preciosa has pioneered an innovative sorting and recycling system to address this issue. This sophisticated process effectively repurposes excluded batches of crystals and tiny glass shards, called cullets, collected during production. With an impressive recognition of more than 3,000 unique shades, our dedicated team carefully sorts and reintroduces the cullets as raw materials into new glass batches before the melting process.

And since each batch is carefully monitored from the beginning, we are able to trace any production issue back to its origin and precisely measure the raw materials used in the batch, down to the grams of coloring agents, alkalis, and clarifying agents. This ensures that when recycled cullets are incorporated into new batches, the composition can be carefully adjusted to maintain the highest quality and consistency standards.

Preciosa's commitment to excellence also extends to the "behavior" of the glass during the process. In the past, any dark-colored cullets were used indiscriminately in the creation of Jet-colored crystals. However, recent advancements have led to the exclusive use of cullets of the same color in each batch, including Jet. This change ensures uniform behavior during the cutting process, minimizing the risk of producing non-compliant items.

Recycled materials now constitute up to 20% of the total volume of every new batch of glass that Preciosa melts. This means that every Preciosa crystal is at least partially made of recycled glass, reflecting our dedication to sustainability and circularity without compromising on quality.

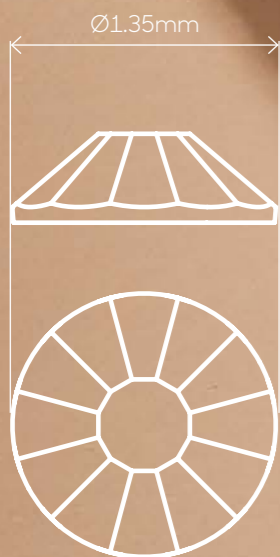
Transparent colors:
up to 20%
Cadmium selenide-based colors:
up to 15%
Gold-based colors:
up to 15%
Opaque colors:
up to 5%



Transparent colors contain the highest percentage of glass cullets, while highly saturated and opaque colors contain the least.



where
the magic
happens



MASTERING THE ART of Precision-Cut Micro-Sizes

Preciosa's ss3 Chaton Rose MAXIMA is no small matter. Technically, it is small, but the development behind this feat of geometrical precision was an enormous undertaking. With its minuscule diameter of only 1.35-1.50 mm, stone size (ss) 3 is Preciosa's smallest hotfix crystal. Yet despite its tiny size, this stone boasts 12 facets—a feature that sets it apart from most competing products, which typically come with only 8 facets, if this size is offered at all.

Developed in 2017, the creation of the Preciosa's ss3 Chaton Rose MAXIMA was an arduous process that spanned eight months and required significant

adjustments to Preciosa's production methods. This included the development of new cutting and polishing tools, new raw materials, and a completely new approach to applying glue on the hotfix version.

"Given the stone's minute size, precision was paramount to ensuring that each crystal maintained excellent optical properties," explains quality director Marek Kinazs. "This level of detail and craftsmanship, especially when it comes to consistency, is why customers appreciate this particular item."

The size variation tolerance and table uniformity are also key selling points. Preciosa employs a sophisticated automatic sorting system that utilizes advanced cameras to carefully monitor and select stones based on their precise cut, ensuring correct table size and ovality. This system also controls the hotfix layer, detecting any discrepancies such as incorrect amounts of glue or missing glue.

"The meticulous development and production of the ss3 Chaton Rose MAXIMA underscores Preciosa's commitment to quality and innovation," said Jan Štiller, CEO.

"By mastering the art of micro-sizes, Preciosa continues to set the benchmark in the crystal industry, providing products that meet the highest standards of excellence and consistency that define our brand."



GIRL-ITUDE

With 2023 hailed as the "year of the girl," designers are poised to continue drawing inspiration from girlhood, responding to consumers' growing desire for "glimmers." The spotlight will be on the intriguing paradox between the ultra-feminine delicacy and the robust, rebellious spirit inherent in girlhood.

Expect a skillful merge of romantic elements like bows, ruffles, lace, and crystals with grittier, unexpected details to create a look that is intentionally unpolished and provocative.



TREND FORECAST

AW 2025



Navette MAXIMA FB Crystal | Chaton Rose MAXIMA Dusty Rose | Chaton Rose MAXIMA Dusty Rose AB

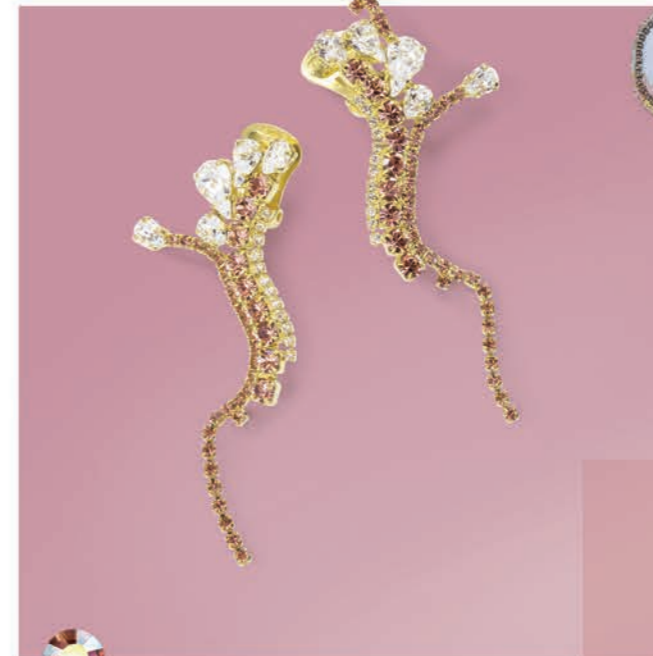
Baroque Pear MAXIMA Chrysolite | Chaton MAXIMA Smoked Sapphire | Chaton MAXIMA in Jewelry Cup Dusty Rose

Rondelle Bead Indian Pink | Baroque Pear MAXIMA Vintage Rose | Baroque Pear MAXIMA Light Colorado Topaz





Unique, skin-baring silhouettes that exude a quirky, rather than overtly sultry, charm will drive a soft sensuality, enhanced with delicate pastels, à la Dusty Rose, that shine alongside soft neutrals and contrasting black.



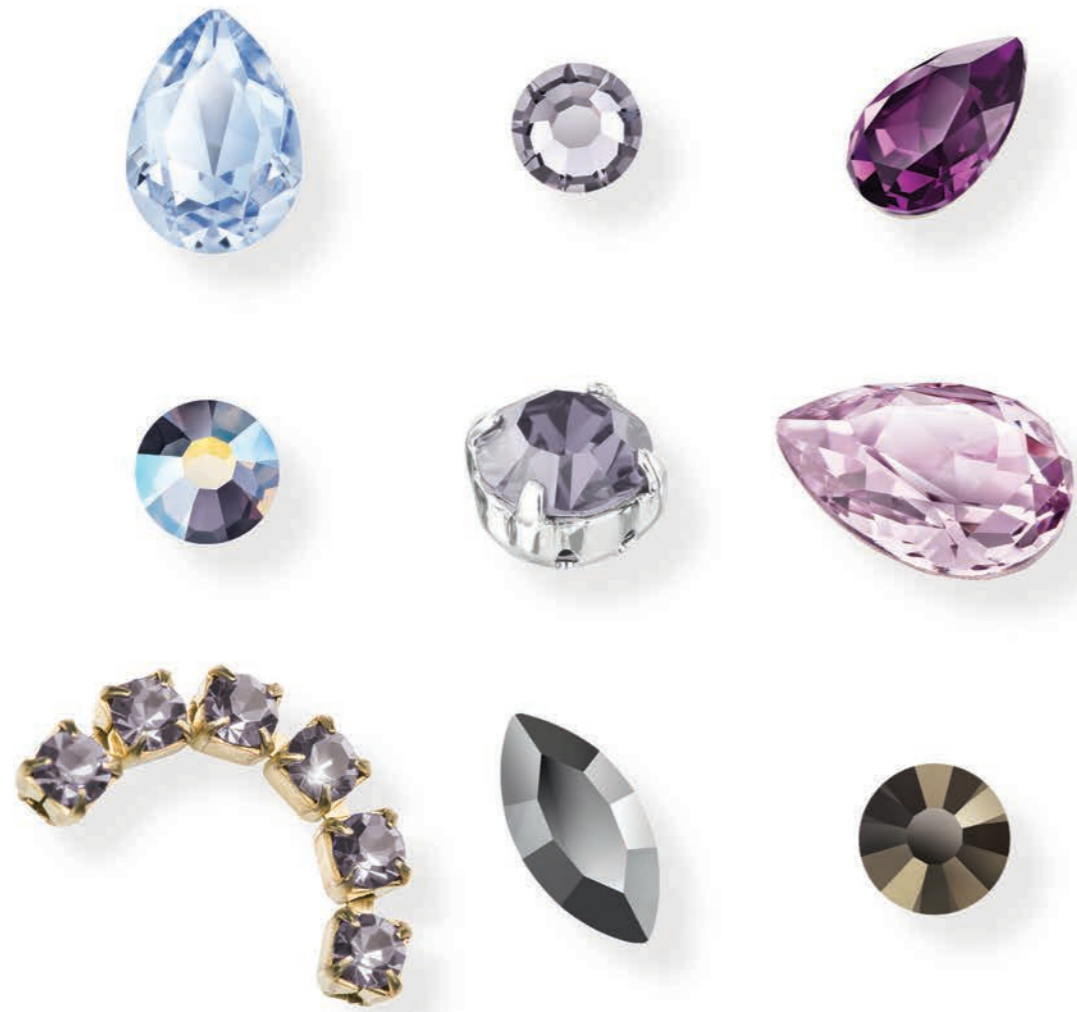
This year's fashion will celebrate the nuanced strength and resistance that come with being a girl, blending softness with an edge.



UTILITY GLAM

Sci-fi nostalgia and the retrofuturism movement bring forth elegant futuristic forms and architectural shapes, blending our collective past's imagination with today's design innovation. This aesthetic is characterized by sleek lines and visionary structures that pay homage to an era when the future was imagined with optimism and creativity.

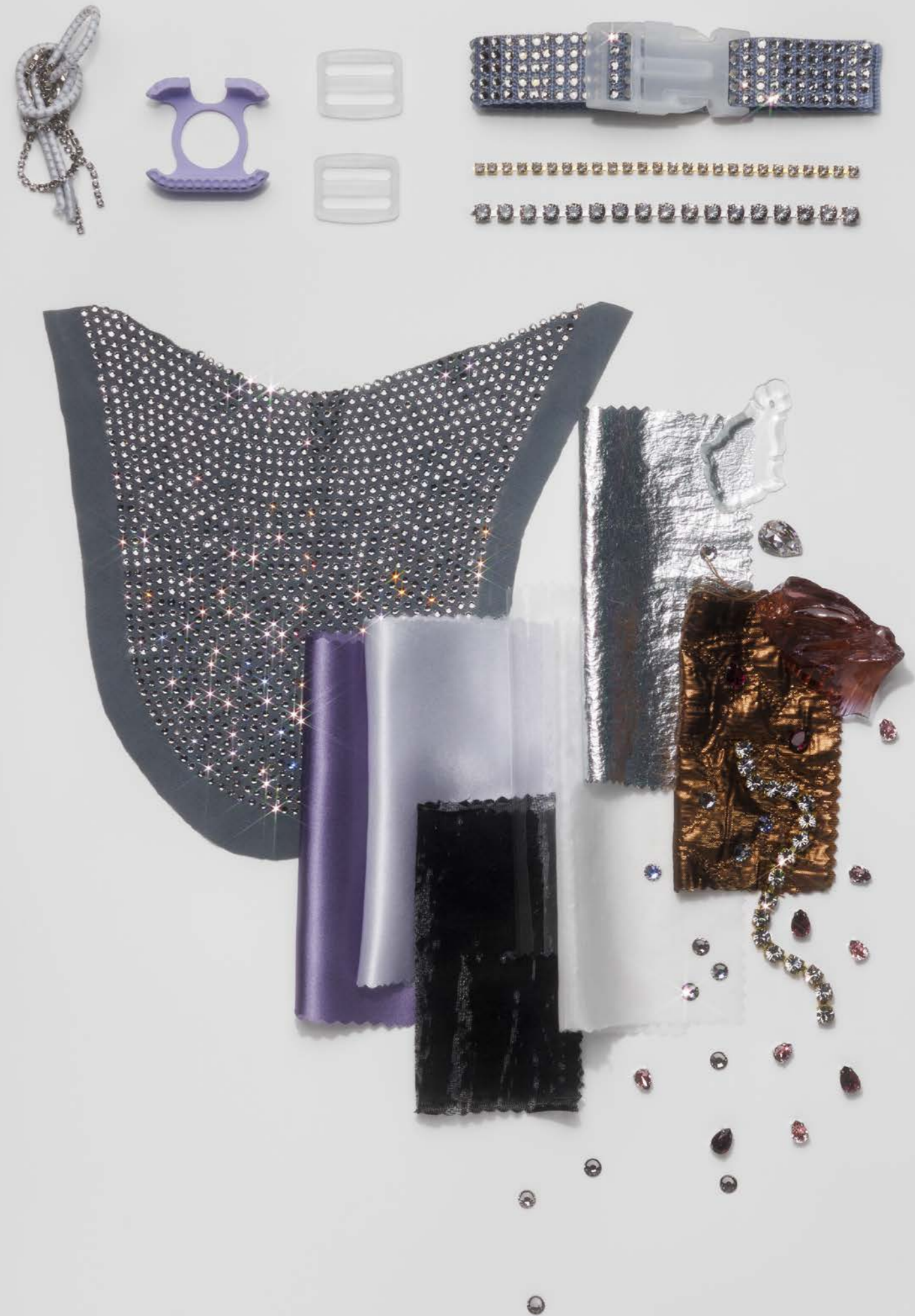




Baroque Pear MAXIMA Light Sapphire | Chaton Rose MAXIMA Lilac Ash | Baroque Pear MAXIMA Amethyst

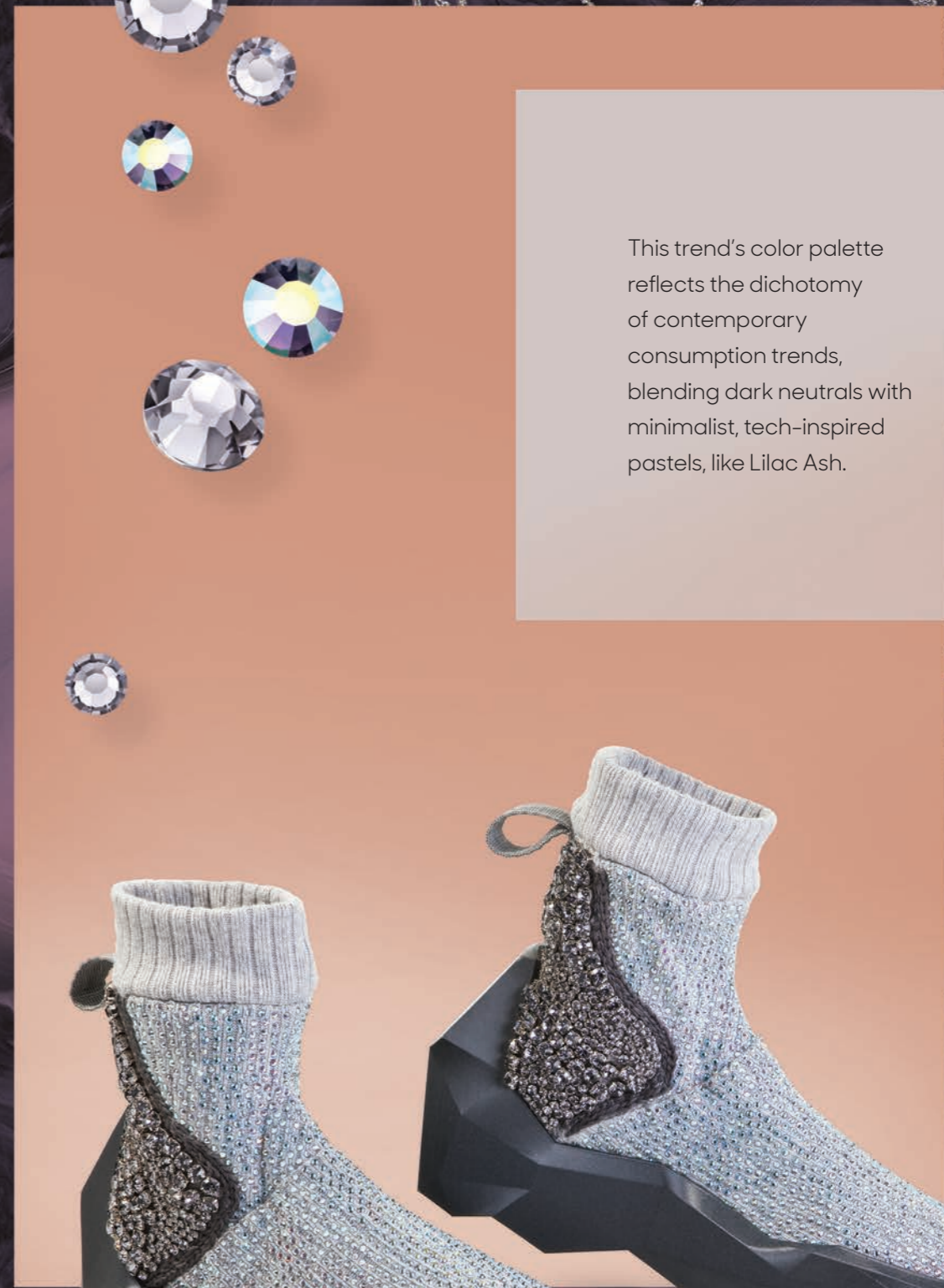
Chaton Rose MAXIMA Lilac Ash AB | Chaton MAXIMA in Sew-On Cup Lilac Ash | Baroque Pear MAXIMA Light Amethyst

Cupchain with Chatons MAXIMA Lilac Ash | Navette MAXIMA FB Jet Hematite | Chaton Rose MAXIMA Jet Odyssey





Enliven designs with silver hardware and cosmic-inspired crystal embellishment that evokes contemporary elegance.



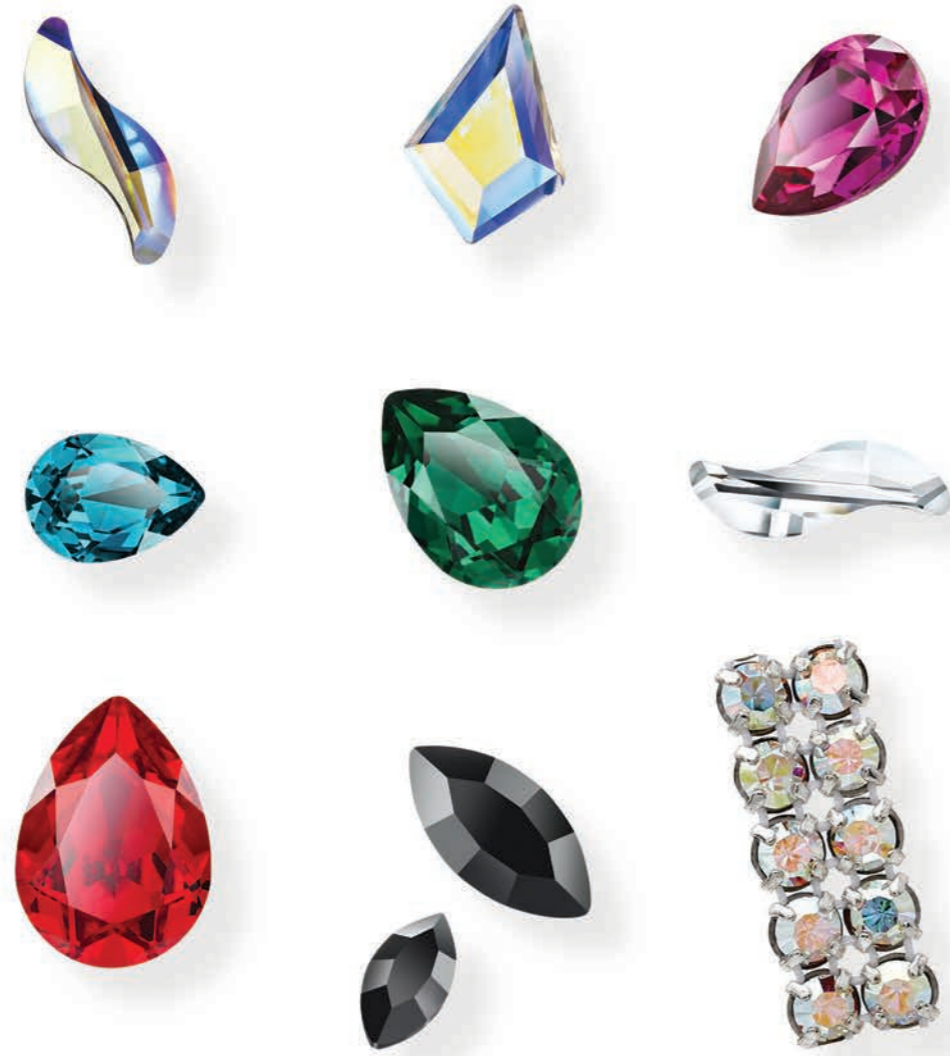
This trend's color palette reflects the dichotomy of contemporary consumption trends, blending dark neutrals with minimalist, tech-inspired pastels, like Lilac Ash.



CIRCUS ACT

This direction introduces a maximalist, exuberant world designed to cater to consumers seeking an escape from reality. Joyful and fantastical motifs, infused with chaotic and rebellious undertones, offer a vibrant antidote to the monotony of everyday life. Think bold contrasts and oversized, chunky embellishments that catch the eye and spark the imagination.





Wave MAXIMA FB Crystal AB | Kite MAXIMA FB Crystal AB | Baroque Pear MAXIMA Fuchsia

Baroque Pear MAXIMA Blue Zircon | Baroque Pear MAXIMA Emerald | Wave MAXIMA FB Crystal

Baroque Pear MAXIMA Light Siam | Navette MAXIMA FB Jet | Metal Banding with Chaton Roses MAXIMA Crystal AB





Vibrant color mash-ups set an optimistic tone, while the timeless combination of black and white remains essential for grounding these eclectic looks. Key prints include harlequin checkerboards, stripes, and whimsical, wonky typography.



Embrace the "more is more" mantra with crystal appliqués, creating a sense of exaggeration and inventiveness while celebrating the joys of excess.



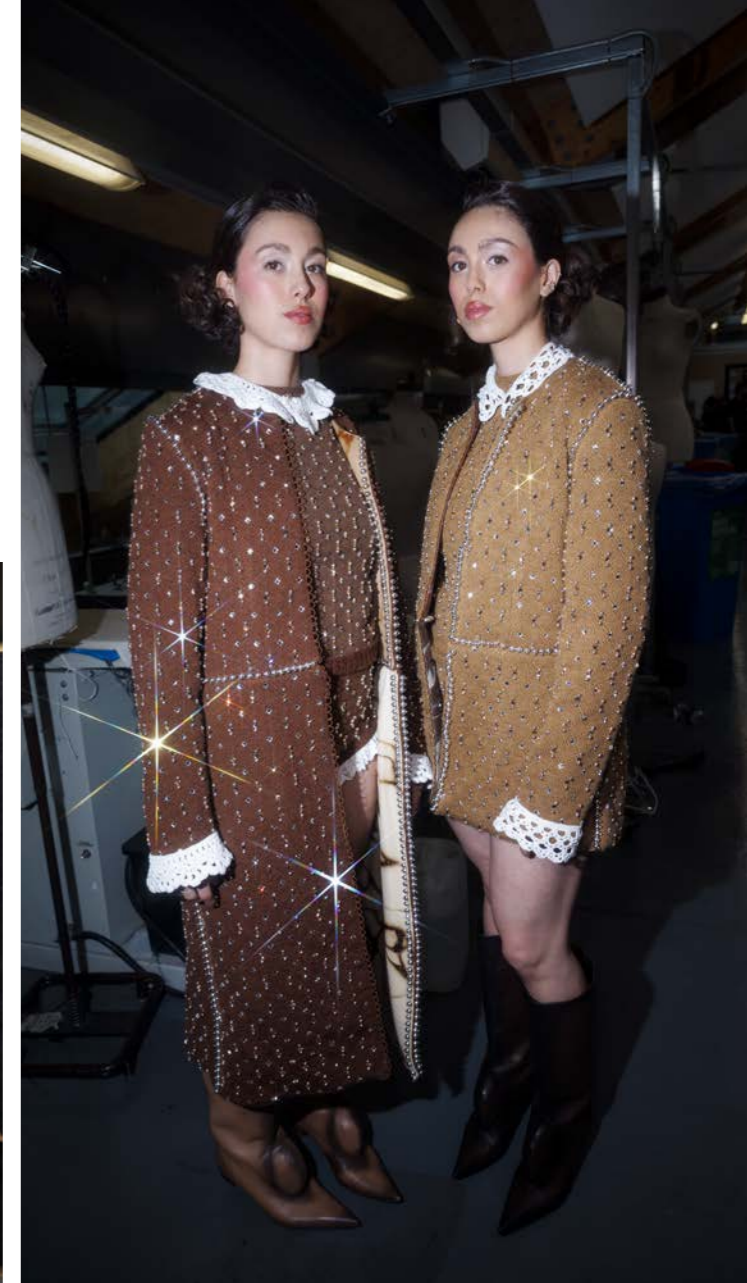
A second chance

TO SHINE

Preciosa partners with University of the Arts London's Central Saint Martins college to extend the lifecycle of thousands of deadstock crystals.

In May, more than 170 Central Saint Martins BA Fashion students presented their graduate collections, ceremoniously concluding weeks of sleepless nights and frantic finishing touches. For some, this involved hotfixing, gluing, sewing, and in one remarkable case, growing deadstock Preciosa crystals onto their garments.

Winner of the evening's prestigious 2024 L'Oréal Professionnel Award, BA knitwear



student Patrick Garvey showcased his innovative technique for fusing Preciosa Rondelle Beads to his garments, transforming their appearance in the process. "I essentially used the crystal beads I crocheted into the knitwear as seeds," he explained. "Their high silicon content enabled a chemical process I employed to cause the beads to morph and expand into organic structures resembling rock crystal. The variety of colors is exceptional."

Other students embraced more traditional methods, creatively incorporating deadstock crystals into their garments, ranging from all-over maximalist coverage to intricate bejeweled accents. "Working with Preciosa crystals was like painting with light," >



“Working with Preciosa crystals was like painting with light.”



remarked Huguette Tchiapi, a BA fashion menswear student who utilized large fancy stones for brooches and an eye-catching collar that underscored her monochromatic, draped tailoring.

“It’s exciting to see the next generation of fashion designers taking such an experimental approach with our portfolio,” said Preciosa sales manager and UAL alum, Jerguš Križák. “Our deadstock ‘RE/nventory’ initiative is designed to uplift and inspire emerging designers, providing access to materials that would typically be out of reach at this stage in their careers.” ■

PRECIOSA

CRYSTAL SHEET

Now available in a

**LARGER
SIZE**

Our versatile Crystal Sheet
now comes in size 45 x 30cm
in all colors for extended
crystal coverage.





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

