

MATONIA

SOLIMICA

RED CARPET READY

Any occasion is a special occasion if you add enough crystals.

Celebrating 75 Years of Sparkle

The Legacy of Preciosa

Designer Spotlight

Interview with Sensen Lii, founder
and creative director of Windowsen

PRECIOSA

PRECIOSA

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As I write this, Preciosa stands on the threshold of a major milestone – 75 years of crystal excellence, a journey that has witnessed decades of commitment, innovation and resilience. Our legacy is sculpted by the hands and hearts of our hundreds of dedicated people. As a tribute to the professionalism and passion of those who have built this company, eleven of our employees sparkle in this season's fashion editorial. Who better to roll out the red carpet for than the people who make Preciosa possible?

Even after 75 years, Preciosa's unwavering commitment to European production is at the core of our identity and product portfolio. Many producers claim "European quality" but very few can proudly state that their products are actually made in Europe. It is my sincere belief that upholding this highest standard of quality together with investment into innovation will pave the way forward in the face of unfavorable global economic conditions. As proof, this season we are bringing four brand-new items to market, including a highly anticipated flatback shape and a new color, Blue Cobalt, exquisitely showcased throughout the editorial on a custom couture gown by Windowsen, designed especially for the occasion.

Renewed vigor for innovation also extends to our fine jewelry stones portfolio. To unveil five radiant new colors for cubic zirconia, Preciosa tapped one of India's most preeminent jewelry designers and Preciosa ingredient branding partner, Emerald, who crafted a one-of-a-kind jewelry set for an exclusive pre-launch viewing for attendees of the India International Jewellery Show in Mumbai.

I invite you to read more about this and other exciting partnerships in this issue because we could not do it without you, our partners. Regardless of segment or market, Preciosa relies on our relationships to help our brilliant product reach its full potential. Here is to 75 years of sparkle and many more to come. Thank you for continuing to be a part of our journey.

Sincerely,

Jan Štiller
Sales & Marketing Director
Preciosa Components



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Featuring a dozen of Preciosa's own people and a custom couture gown by Windowsen, "Red Carpet Ready" is all about self-expression and statement-making shine.



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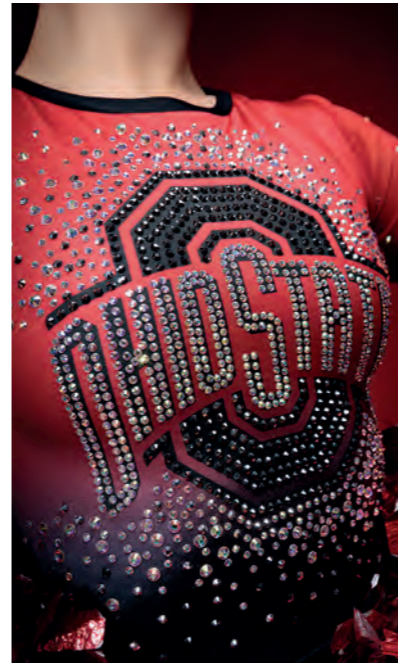
Designer Spotlight / Sensen Lii

Between moving his brand from Shanghai to Paris, creating dozens of customized looks for some of Asia and America's biggest pop stars, and designing two forthcoming collections, Windowsen's founder and creative director, Sensen Lii, is more in demand than ever.

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Crystals on the Catwalk / FW 2023, Resort 2024

From down under to the big apple, Preciosa crystals illuminated some of last season's brightest (and blingiest) collections.



A Second Chance to Shine / Tereza Rosalie Kladošová

With her joyful color palettes, original silhouettes and impeccable craftsmanship, Tereza Rosalie Kladošová's fashion star is on the rise.





where
the magic
happens

Crafting Brilliance: The People Behind the Sparkle

Reflected in every Preciosa crystal is the incredible skill, dedication, and technology it takes to bring each one to life. A perfect blend of centuries-old savoir-faire, state-of-the-art technology, and more than 100 unique professions coalesce to create a crystal components portfolio that sets the standard for sparkle throughout the world.

Material Selection:

The first step in the lifecycle of a crystal is the meticulous task of choosing the right materials. The chosen blend of silica-rich sand, soda, potash, and coloring and stabilizing agents achieves the signature brilliance the world has come to associate with highest-quality Preciosa crystals. This is a job not only for purchasing specialists, but also for chemists, laboratory technicians and of course batch mixers – the people who physically prepare the materials for the next step.

The Fiery Furnace:

Imagine a roaring furnace at a blistering 1,400°C within which the basic ingredients transform into molten magic – crystal glass. This stage is a testament to the balance between age-old alchemy and modern precision made possible by a dedicated team of glass melters, furnace operators and process technicians.

Shaping Wonders:

Here, the molten glass is molded into a variety of rough forms that will eventually become one of Preciosa's many precision-cut shapes. This art requires an understanding of not just the machines but also the different ways each glass mixture behaves. Preciosa's many glass shaping specialists and mold technicians are not merely workers, but true glass artisans.

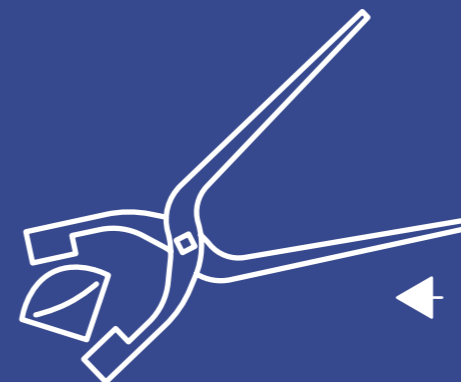
Cutting with Precision:

Did you know Preciosa employs more than 160 grinding machine operators? Their task is to wield the machinery that transforms rough glass into perfectly cut marvels. Their number may seem excessive, but precision is in Preciosa's DNA and this stage leaves little room for error.

Material
Selection



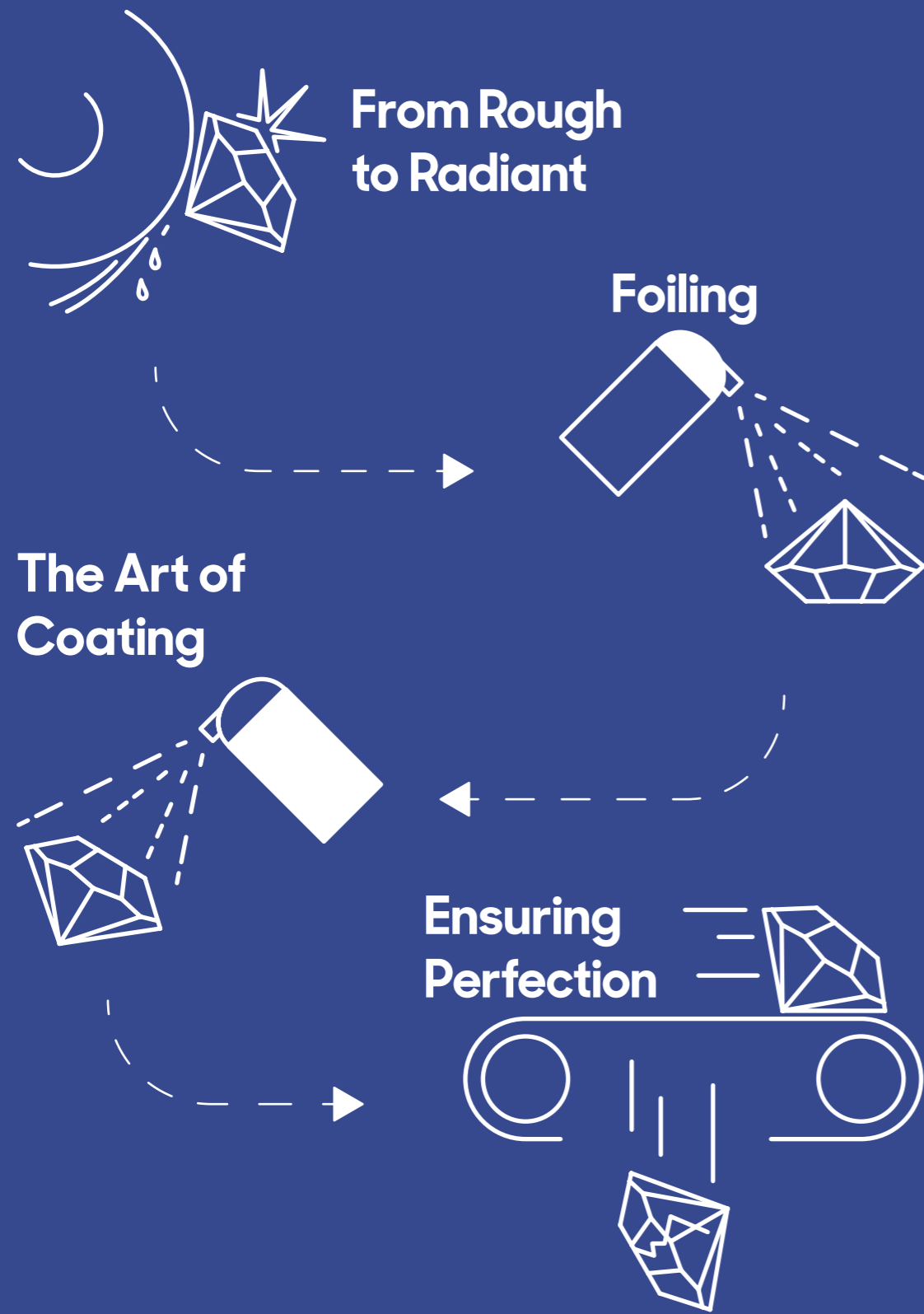
The Fiery
Furnace



Shaping
Wonders



Cutting with
Precision



From Rough to Radiant:

After cutting, Preciosa’s production planners send the stones to be polished. It is in this stage that the crystal begins to reveal its true potential, dancing with light and capturing imagination. Preciosa’s polishing technicians make sure of that!

Ensuring Perfection:

Quality is not just a buzzword for Preciosa; it is a way of life. A vast team of quality controllers together with a variety of machines ensure that every crystal that leaves our facility is nothing short of perfection.

Foiling:

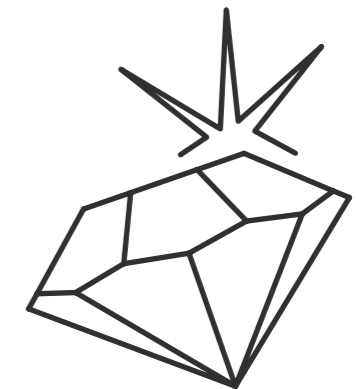
The application of a reflective coating on the underside of the crystal is a job for the foiling specialists. This extremely durable layer increases the stone’s brilliance by reflecting light back through the crystal. To enable such durability, Preciosa takes the extra step by employing its own nanotechnology chemists.

The Final Touch:

As the crystals prepare for their journey into the world, a dedicated team packages them with the same care and attention to detail the crystals receive from the beginning of the process. Then they are ready to be shipped worldwide.

The Art of Coating:

While not all crystals undergo this step, the ones that do are transformed. Crystals coated in iridescent Aurora Borealis, for instance, undergo a special process that creates an enchanting rainbow effect. Preciosa’s team of coating specialists turn colored and Crystal stones into artifacts of wonder.

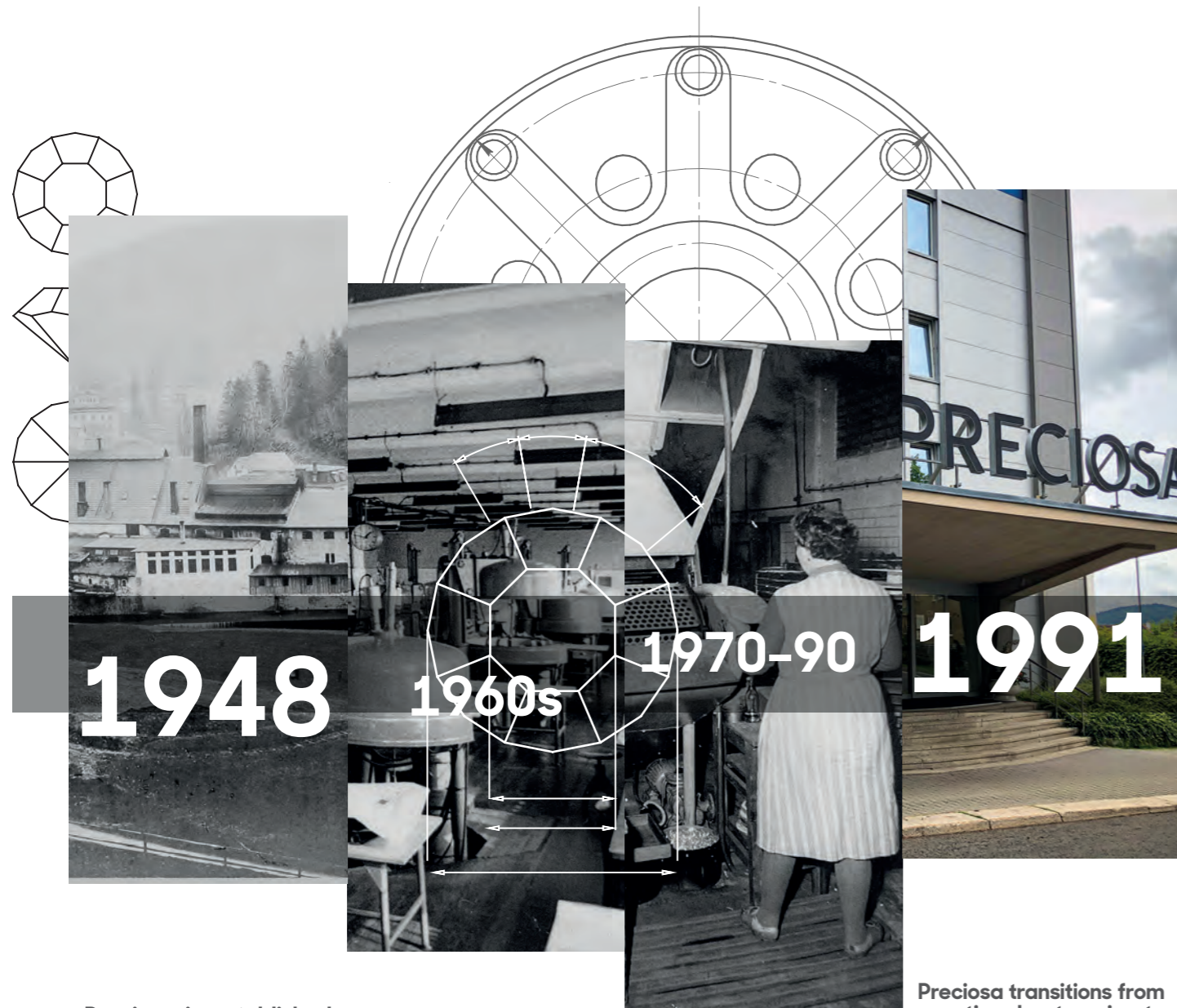


And these are only the positions that require interaction with the crystals. Supporting each of these men and women is a robust network of professionals, from maintenance teams ensuring the machinery runs like clockwork, to HR professionals making sure our talent thrives, and even cooks who fuel the workforce’s daily grind. It is astounding to realize that a single crystal is the product of such a vast and varied community.

In our world of fast fashion and instant gratification, our crystals remind us of the beauty of patience, skill, and quality. Preciosa crystals are not just decoration; they represent tradition, innovation, and an unwavering commitment to excellence. Behind every shimmer, reflected in every shine is an entire ecosystem of dedicated professionals and state-of-the-art technology working together to craft unsurpassed brilliance every single day.

CELEBRATING 75 YEARS OF SPARKLE:

The Legacy of Preciosa



1948

1960s

1970-90

1991

Preciosa is established when twenty-one of the region's most established glassworks join to create one supreme manufacturer of Bohemian crystal. By the end of the year Preciosa has 1,961 employees.

Preciosa makes significant advances in cutting technology, transitioning from the original cylindrical method to **flat grinding**, which enhances the optical-aesthetic properties of the crystals and sets Preciosa apart from competing manufacturers.

Chaton roses are created as a result of **advancements in flattening technology**. Originally done by hand, this process can now be automated.

Preciosa transitions from a national enterprise to a privately-owned company, paving the way for improvements in company operations and greater investment into technology and human resources.



1993

R&D

1994

1994-95

1996

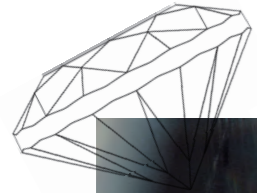
Preciosa establishes its **own research and development department**, which boasts 180 employees by the end of the decade.

Preciosa's first affiliate, Preciosa International (H.K.) Limited, is founded in Hong Kong to better service the Far East. A year later, Preciosa Gulf FZCO, is founded in Dubai to service Near and Middle Eastern markets.

Preciosa outfits one of its sites to **produce machinery** and one for **the production of tools** specifically for grinding and polishing crystals. Production begins in 1995.

Technological advancements in the **automation of cutting and polishing** revolutionize the production process.

Lead-Free



2002



Preciosa introduces its own **cubic zirconia** for fine jewelry production.

2010



Preciosa begins the transition to **lead-free crystal with its patented glass composition, UNI 14.**

Gold-based colors, such as Rose, Light Rose, Ruby and Fuchsia, are reintroduced without the inclusion of arsenic, a common coloring agent in glass production.

2013



Preciosa introduces its **signature lead-free round crystal, the Chaton MAXIMA**, setting the world-wide industry benchmark for lead-free brilliance.

Preciosa continues the gradual removal of lead from its portfolio, successfully reintroducing more lead-free colors such as Jonquil, Light Colorado Topaz and Light Peach.

2014



Established in 2009 by the Group's Lighting division, Preciosa affiliate **Dongguan Preciosa Trading Co., Ltd.** begins servicing Components customers in mainland China.

MAXIMA

Preciosa introduces its **signature lead-free round flatback crystal, the Chaton Rose MAXIMA.** Capable of reflecting up to 264 unique rays of light, this new version becomes the **shiniest faceted flatback crystal** available on the world-wide market.

2019



CADMIUM FREE



Preciosa introduces a **new round brilliant cut for cubic zirconia, called "The Alpha,"** achieving the most ideal ratio of brilliance, scintillation and fire ever achieved by round-cut cubic zirconia.

Preciosa introduces Red Velvet, the world's first cadmium-free "true" red color for chatons and chaton roses.

2020



Preciosa establishes an on-site **Application Center** that offers a range of customization and application services.

2022



Preciosa introduces the first commercially available color-changing crystal, **Mesmera.** Developed with the Czech Academy of Sciences, this mood-ring like shade contains trace amounts of a rare-earth metal extracted from recycled electromagnetic waste that causes the crystals to appear differently under different light wavelengths.



READY
RED
APPET
READY

RED
APPET

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Special Thanks
Windowsen
G. H. Mumm Champagne





Welcome to the Roaring Twenties.

Join us for an enchanted evening where the star of the show is the spellbinding brilliance of crystals. "Red Carpet Ready" unveils a spectacle where every crystal tells a story, every shimmer sings with laughter and every sparkle captures a moment. Inspired by the Roaring Twenty-Twenties, this season's fashion story is all about self-expression and statement-making shine. Featuring a dozen of Preciosa's own people and a custom couture gown by Windowsen, "Red Carpet Ready" invites you to dress up for the sake of it, because any occasion is a special occasion if you add enough sparkle.



Dress Haseeb Ahmed Bow Jan Smejkal















bathing suit Plove Tulle dress LVFD Crystallized dress Kolchagov Barba



Little black dress Zuzana Kubičková

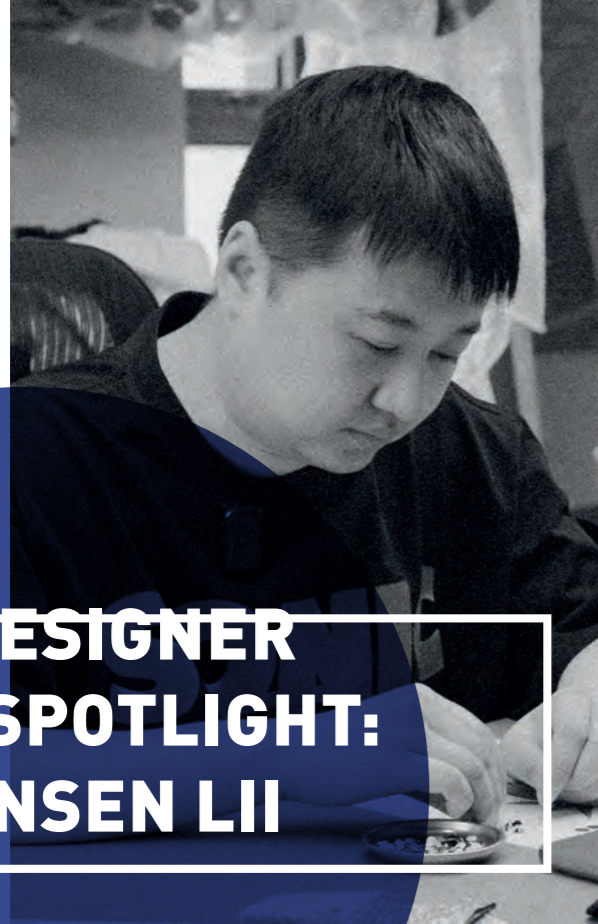






   @CrystalsByPreciosa

preciosacomponents.com/redcarpetready



DESIGNER SPOTLIGHT: SENSEN LII

Between moving his brand from Shanghai to Paris, creating dozens of customized looks for some of Asia and America's biggest pop stars, and designing two forthcoming collections, Windowsen's founder and creative director, Sensen Lii, somehow found time to create a couture, crystal embellished gown to showcase this season's most exciting innovation, Cobalt Blue. We caught up with Sensen over the summer to learn about what he's been up to and what we can expect from Windowsen in the future.

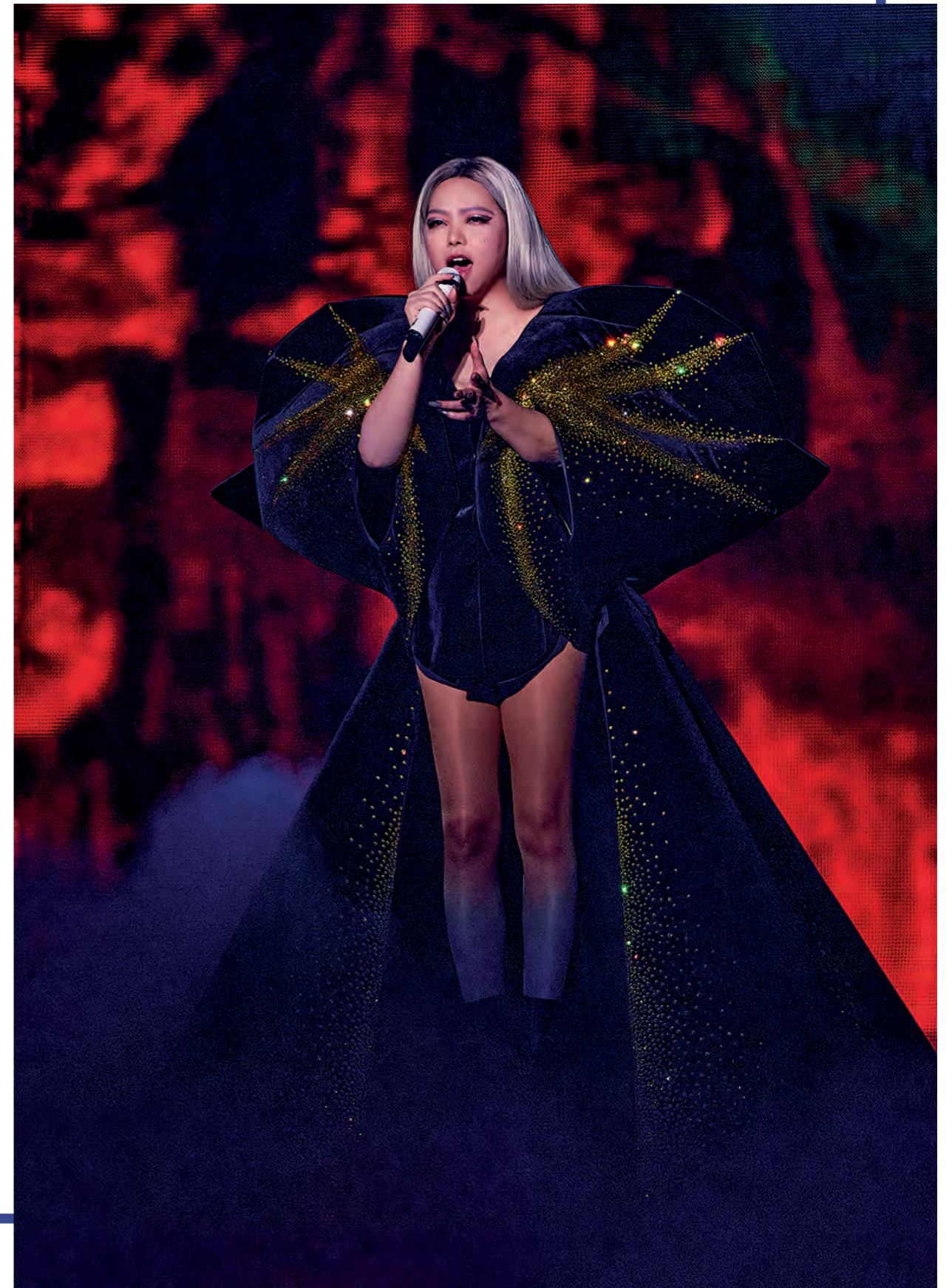
Photos courtesy of Windowsen

Can you talk about some of the projects you have worked on during the past year? We released only one collection last year – a two-part series entitled *The Reincarnation of MX. Ridiculous*, which featured highly exaggerated silhouettes embellished with lots of crystals. We also dedicated more time to exploring different collaborative projects. For example, at the end of 2022 we were invited to create several custom looks for *The Love of Couture* exhibition held at Hong Kong's K11 Musea, which celebrated six emerging East Asian designers. Since the beginning of this year, we have also worked with many performance artists, creating and customizing costumes for music videos and concert tours. So far, we have worked with Zheng Xiuwen, Zhang Huimein and Angela Chang, just to name a few.

What is it like seeing your designs on some of the world's biggest pop stars, like the ladies of BLACKPINK or Kim Petras? I feel very honored, of course. I am so happy that my work is being recognized by some of the most outstanding talent in the industry, and I hope opportunities for collaboration will continue.

Is it a fun process, creating custom looks for specific celebrities? Absolutely. Every artist is unique, so every project is a completely new and different experience. It is important to incorporate aspects of their look and personality into the overall concept, which can be an exciting challenge for me. The creative process for these special occasions is very interesting and provides me with a lot of inspiration for the future.

Do you have a recent favorite? Earlier this year we did a custom look for Taiwanese singer A-Mei (right), which was incredible to see lit up on stage. We hand-applied nearly 250,000 Preciosa crystals in different sizes of Citrine yellow to a black velvet dress to create a bursting gradient effect and it turned out so well. This piece has to be one of my favorites.



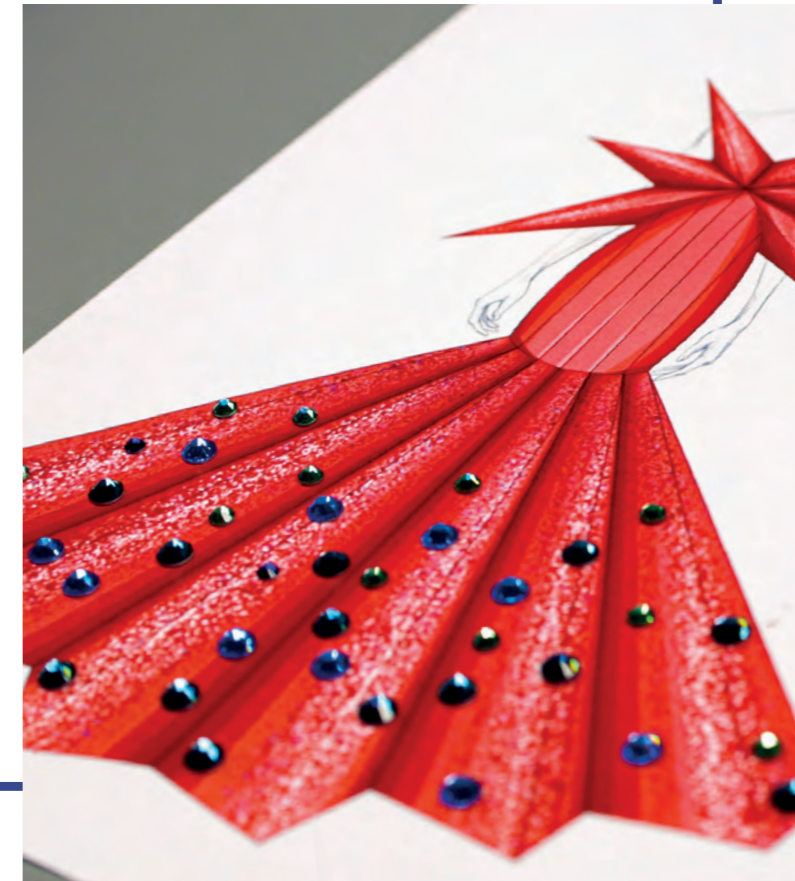
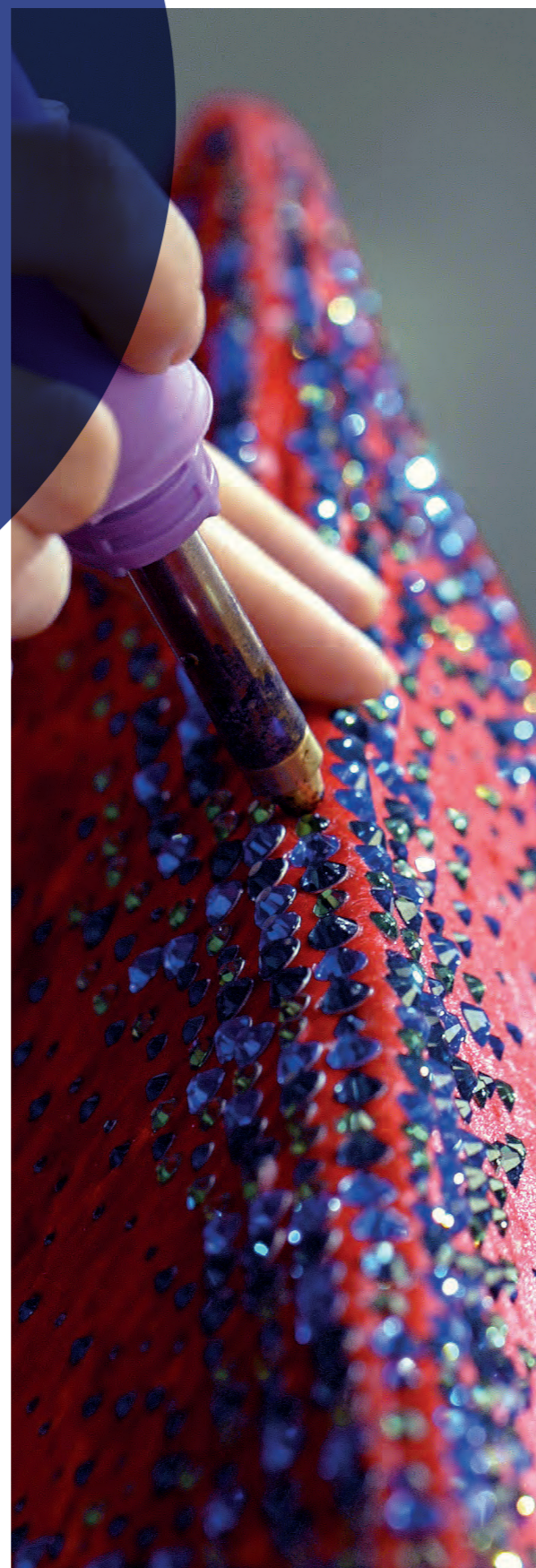
"The starting point of the inspiration for this piece is actually a concept of ice and fire, like a burning ice queen slowly emerging from the darkness."

Do you already know where/when your next collection will be? Can you give us any hints about what we can expect? We will present our next collection in October at Paris Fashion Week for the first time, which is incredibly exciting. The presentation will be completely unconventional so, naturally, I am really looking forward to it.

We understand you are planning to show at Couture Week in January as well. Which do you enjoy designing for more, couture or ready to wear? It really depends on my mood at any given moment. Recently, I am really enjoying making ready to wear. I have so many ideas I want to try.

Can you talk a little bit about the inspiration and design of the piece you created for our innovations campaign? Did you design around the new color, Cobalt Blue, or did you first create a design and add the crystals later? For me, it is a simultaneous process. I synthesize all the information at once, think about it together, and search for inspiration. When I saw Cobalt Blue for the first time, I immediately felt a sense of coldness and profound mystery, which was actually the opposite of my state of mind at the time. This really inspired me to create a sense of contrast. The starting point of the inspiration for this piece is actually a concept of ice and fire, like a burning ice queen slowly emerging from the darkness.

And last, but not least, what are Windowsen's immediate plans for the future? I hope to further expand the scope of the brand's activities, gradually move the brand to Paris, and become more active internationally. I also hope to have more opportunities to try new fields and make more interesting and inspiring designs. Just to keep living out and working with my fantasy.





Break a Sweat

No, really. The Preciosa crystals bedazzling your costume are not going anywhere. A lot of things can go wrong during dance season, but crystals fading or falling off should never be an issue.

As one of the most prestigious collegiate programs in the country, the Ohio State University dance team makes sure every move is executed perfectly, and this includes their costumes. For the annual 2023 UDA Nationals held every year in Orlando, Florida, the nine-time national champions partnered with Preciosa ingredient branding partner, The Line Up, to produce custom garments for their jazz and poms routines.

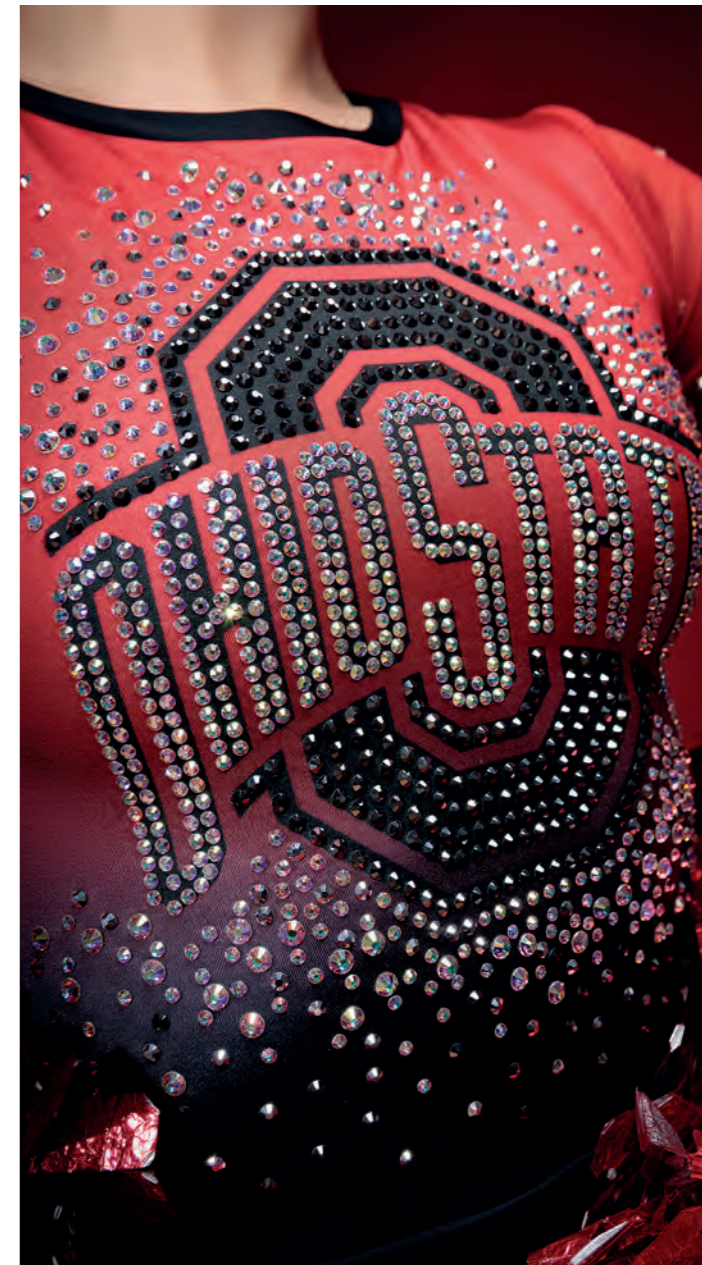
A go-to choice for America's professional and collegiate dance and cheer teams, Minnesota-based, women-led performance apparel producer, The Line Up, crafts custom and personalized garments that not only captivate audiences (and judges), but necessarily withstand the sweat-inducing workouts of their wearers.

"The Line Up is known for 'wowing' dancers, coaches and audiences by creating lifetime memories. We believe that building a costume of high quality instills confidence, ensuring the costume performs beyond expectations," says Deb Erickson owner of The Line Up. "We have used high-end, expensive crystals that separate from the foil. Memories erode and confidence wains when crystals fall off during and after a performance. Sweat, humidity and usage should not affect the foil, durability and the wear of a well-made garment. We were relentless in finding a solution that reflects our commitment to quality. We made the switch to Preciosa's MAXIMA line and have not had a single issue since."

Owing to its natural salt content, human sweat is corrosive and prolonged contact to the underside of the stone can sometimes cause the foiling to peel away and the crystal to fall off. To ensure this does not happen, all Preciosa crystals equipped with our patented gold and silver Dura-Foiling™ layer must be able to withstand a strenuous 24 hours atop a sponge soaked in synthetic sweat in a temperature-controlled chamber of 40°C.

"Our tests have been engineered to address the concerns and requests of some of the world's most reputable manufacturers of sports and activewear brands," explains Preciosa quality expert, Petra Patková. "Producers can be confident that our crystals not only look beautiful but will not fade or fall off after only a couple of wears or washes."

Together, the OSU dance team's poms and jazz costumes scintillate with more than 5,000 lead-free Preciosa crystals in an array of mesmerizing shapes and colors, sourced by The Line Up from their Preciosa Authorized Partner of choice, Rhinestones Unlimited.





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

The Preciosa Foundation: A Crystal-Clear Vision of Philanthropy

From health and education to environmental stewardship, Preciosa cares deeply about the welfare of the people and families who live in and around the region in which the Group operates. Since its foundation in 1993, the Preciosa Foundation has donated more than 12.5 million Euros to various causes and philanthropic organizations throughout North Bohemia to better the lives of our employees, their families and the residents of Crystal Valley.

In 2023 Preciosa celebrated the Foundation's 30th anniversary with a region-wide fundraiser for a young local resident, Natálie Pánková, who was born with a combination of severe disabilities. In just 15 weeks, the Foundation raised more than 16,000 Euros to help pay for life-improving medical procedures.

"Since the pandemic, when the foundation purchased several ventilators for two of the region's largest hospitals, healthcare has been the primary focus of our fundraising and philanthropic initiatives," says Andrea Kroupová, director of the Preciosa Foundation.

As it continues to harness the power of philanthropy, the Preciosa Foundation upholds its commitment to bringing about positive change. This powerful combination of purpose and philanthropy makes it one of the largest foundations in the country, leading by example in a crystal-clear vision for the betterment of society.



THINK PINK

INDIA INTERNATIONAL JEWELLERY SHOW ATTENDEES WERE TREATED TO AN EXCLUSIVE PREVIEW OF FIVE NEW PINK SHADES FOR PRECIOSA CUBIC ZIRCONIA, EXQUISITELY SHOWCASED IN A FOUR-PIECE JEWELRY SET PRODUCED BY INDIA'S PREEMINENT FINE JEWELRY MANUFACTURER IN A DAZZLING DISPLAY OF EUROPEAN DESIGN AND INDIAN CRAFTSMANSHIP.

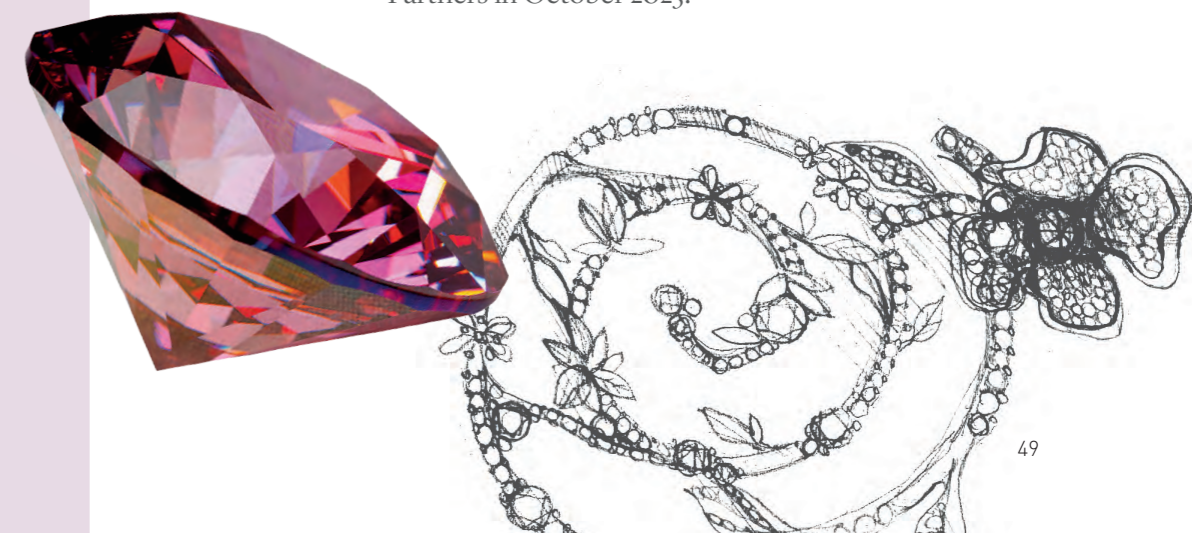


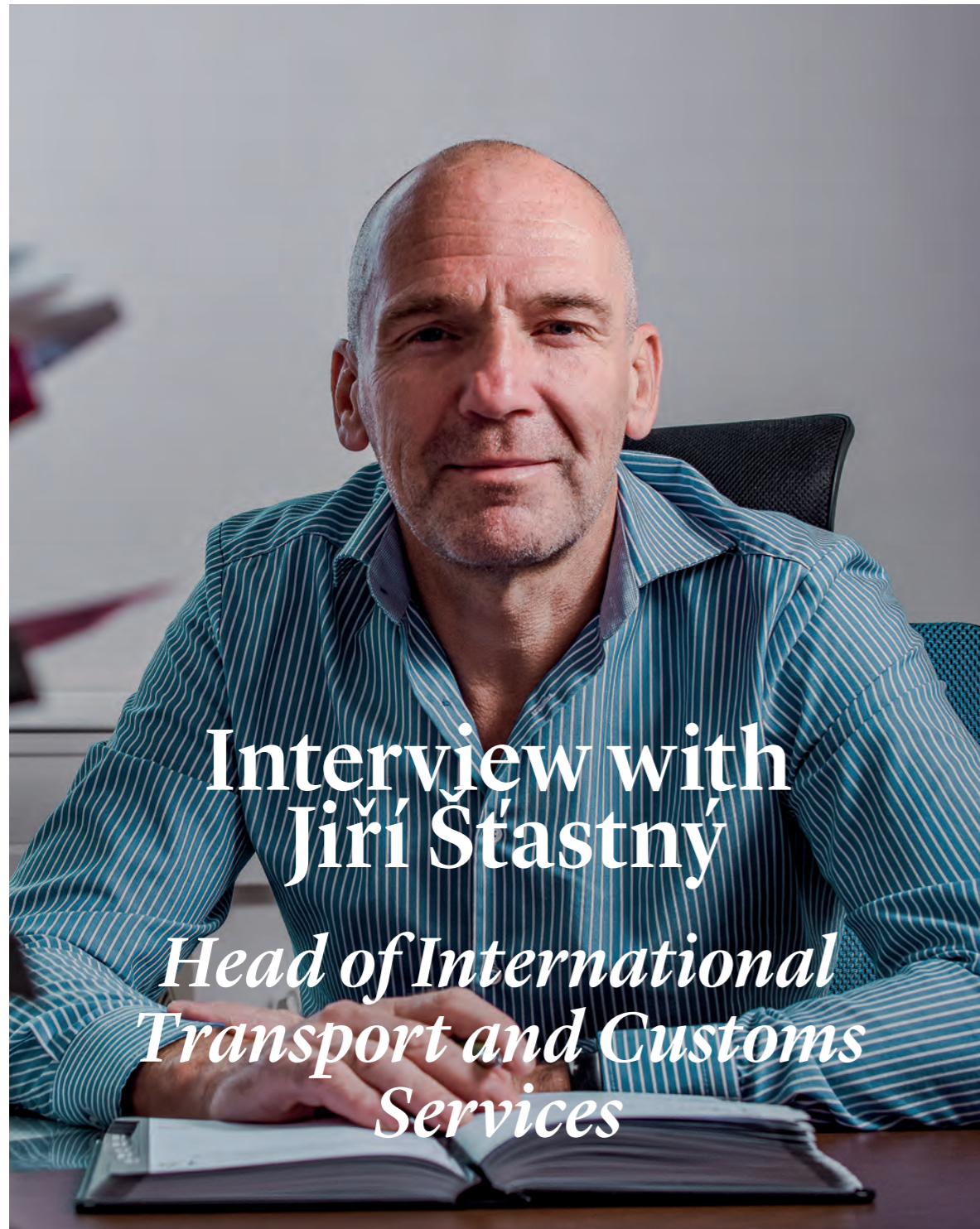
The first weekend in August brought with it characteristic heat and big news on the international fine jewelry manufacturing front, an industry heavily influenced by India, the global hub of jewelry production. At the 39th annual India International Jewellery Show in Mumbai, Preciosa and Emerald solidified their territory-exclusive ingredient branding partnership with a special prelaunch of five new Permanent Color Treated (PCT) shades for Preciosa cubic zirconia that will only become available to other Preciosa partners later this year.

"It was a true privilege and testament to the strength of our relationship to receive world-wide exclusive access to such an exciting range of innovations," said Mr. K. Srinivasan, Chairman and Managing Director of the Emerald Group. "We worked closely with Preciosa's own designers to harmonize Emerald's exceptional production capabilities with Preciosa's superior stone quality in a one-of-a-kind jewelry set that we believe is emblematic of modern jewelry making."

These radiant new colors mark the reintroduction of Preciosa's patented PCT technology, which opens up a range of exciting new possibilities in the coloration and durability of cubic zirconia. Developed according to the latest discoveries in material science, this innovative color application process creates a uniform, permanent colored layer across the stone's pavilion that is still resistant to cast-in-place production techniques.

From delicate Powder Pink to deliciously vibrant Strawberry Sorbet, each new shade exhibits flawless color consistency across Preciosa's range of perfectly polished round and fancy cuts, setting a new global standard of excellence and innovation appreciated by fine jewelers around the world. This resurgent palette of pinks will become available to Preciosa Authorized Partners in October 2023.





Interview with Jiří Štastný

Head of International Transport and Customs Services

For many people, navigating headache-inducing customs procedures sounds like a cruel and unusual form of torture. For Preciosa's head of international transport and customs services, it sounds like an exciting day at the office.

When Jiří started at Preciosa as a junior customs agent in 1996 he did most of his job on a typewriter and submitted physical paperwork. In the nearly thirty years since, Jiří has led the digitization of the entire Group's customs procedures, navigated major changes to international export after the Czech Republic joined the European Union in 2004 and successfully steered the company's worldwide shipping through a global pandemic. We got together with Jiří after the summer holidays to learn more about just what goes into shipping thousands of tons of glass to over 100 different countries around the world every single year.

Let's begin with the basics. Can you briefly describe your role and what type of export Preciosa does? Even though I work for Preciosa Components, my team and I oversee transport and customs services for the entire Group, including our Lighting division. The first thing to understand about what we do is that Preciosa mainly does what we call "direct export," meaning that the goods we ship—in our case, crystals—stay within the country to which they were exported. They are produced in one place and exported to another place, and that is it. The export/import process is completed in a single step. Mind you, this is an oversimplification; however, it is important to say that this type of export is in many ways easier than if, for example, we needed to export our crystals to another country to receive some sort of finishing treatment, from which they would be exported again to the customer. Even one more step in this process complicates the procedure quite a bit. The fact that Preciosa is a direct exporter also serves as proof that 100% of our production process takes place here.

"The first thing to understand about what we do is that Preciosa mainly does what we call "direct export," meaning that the goods we ship stay within the country to which they were exported, which also serves as proof that 100% of our production process takes place here."

To where and how are the crystals shipped? We are in touch with more than fifty forwarders, or transportation companies. When it comes to what we would call "couriers," we typically use one of three big-name companies. In addition to Europe, Preciosa also ships

to around a dozen regular destinations outside of the EU, like the USA, United Arab Emirates and China. Then come less frequently shipped-to destinations, like say Myanmar or Indonesia, which sometimes require us to use specific, highly specialized forwarders.

"Even for more distant destinations, like China, our efficiency is exceptional. If we dispatch crystals from Prague on a Friday, they are with our Dongguan affiliate by Tuesday. This same route, from Prague to Dongguan, may take up to two weeks for other companies."

Air transport accounts for about 90% of Preciosa's components export business. We also occasionally use sea transport, which is more common for the Group's other divisions, namely Vinolok and Lighting. We almost never ship by ground transport because it is too slow for our customers who require much faster delivery times. Within Europe, major cities can expect our goods by the next business day, while smaller towns receive them within two. Even for more distant destinations, like China, our efficiency is exceptional. If we dispatch crystals from Prague on a Friday, they are with our Dongguan affiliate by Tuesday. This is partly possible due to our long-term relationships with the transportation companies we use. This same route, from Prague to Dongguan, may take up to two weeks for other companies.

How many people are in your team? We are a small but effective team of four. It is crucial that everything, every process, every detail is entered correctly, otherwise we may incur additional fees and of course the dissatisfaction of important business partners. Transport and logistics is one of the most important functions of the company and I am very proud of what we are able to achieve such outstanding results with just a few talented people.

What is the biggest challenge in export? Customs procedures. The administration requirements vary from country to country. Sometimes the process is straightforward, and sometimes it is not. Myanmar, for example, has what is known as a "full customs procedure," which means you must show the goods in physical form (not just a description or an image) to the customs officer.

▶ Fortunately, these requirements are rare. Preciosa holds EUs Authorized Economic Operator (AEO) status, meaning we enjoy the benefits of simplified customs procedures and electronic customs clearance. This not only expedites the customs process for our customers but also underlines Preciosa's dedication to upholding the rigorous AEO standards centered on safety, security, adherence to customs protocols and impeccable record-keeping.

The most difficult countries to export to are Lebanon, Iran, certain African and south American countries, plus India and China, which are two very important markets. Our biggest advantage in China is our affiliations there; our Chinese colleagues are a tremendous help when it comes to communication and expediting customs clearance procedures.



"We always consider what is most economical for the customer. The goal is to negotiate better conditions for them than they could ever negotiate themselves."

What were the most significant changes brought on by Covid-19 and other geopolitical events?

Every year, our couriers present us with revised sales conditions for the new calendar year. Most often, these adjustments mean only marginal percentage hikes. Yet, in the face of unforeseen global events or natural disasters—be it the war in Ukraine or an unexpected volcanic eruption—these increments can become quite significant. This was precisely our reality at the beginning of 2023, when a 10% surge was announced. Such shifts are inherently unpredictable.

Shipping prices of air cargo are determined by the cost of fuel, a security sur-charge and air fare. In the past, air fare was always fixed for a given period, say up to a year, while the other two variables could change in real time according to worldwide events. Now, post-pandemic, fixed prices for air fare are not given for nearly as long – it is getting shorter and shorter, sometimes as short as one month. This means that a large part of my job now is the constant renegotiation of conditions from air cargo providers.



How do you approach these negotiations? What is your primary aim? We always consider what is most economical for the customer. The goal is to negotiate better conditions for them than they could ever negotiate themselves. And we are constantly checking this, both through automated processes and direct communication with our customers. Luckily for them, Preciosa is a long-term partner of many of these providers and we are a big customer. We ship a lot of

goods by both weight and volume, so the transport companies are usually willing to negotiate.

What do you enjoy most about your job? My team. And that I do not do the same thing every day. Transportation and customs services are like a puzzle - there is always one right answer, but each puzzle is different, so it can be both challenging and rewarding.

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**WITH HER
JOYFUL COLOR
PALETTES,
ORIGINAL
SILHOUETTES
AND IMPECCABLE
CRAFTSMANSHIP,
TEREZA ROSALIE
KLADOŠOVÁ'S
FASHION STAR
IS ON THE RISE.**

Prague-based designer Tereza Rosalie Kladošová is known for being meticulous. For her most recent collection, she took intricate detailing to a whole new level with hundreds of thousands of hand-applied Preciosa deadstock crystal beads.

"One of the centerpieces, a playful midi dress made entirely of Preciosa beads, took more than a month to complete and comprises exactly twenty-seven thousand, ▶



► two-hundred and fifty rondelle beads and seventy-three meters of thread," explains Tereza, who presented her collection in Paris earlier this year. "I was searching for an element of sustainability to drive the collection and it brings me great joy to give these crystals new life through structures that sparkle and shine with color."

Tereza is a recipient of Czech Grand Design's fashion designer of the year award. In 2017, she was a finalist for the International Woolmark Prize, and in 2021, she received a second nomination for Czech Grand Design's fashion designer of the year.



PRECIOSA
RE/INVENTORY



TO SHINE



TO SHINE

A SECOND CHANCE

A SECOND CHANCE

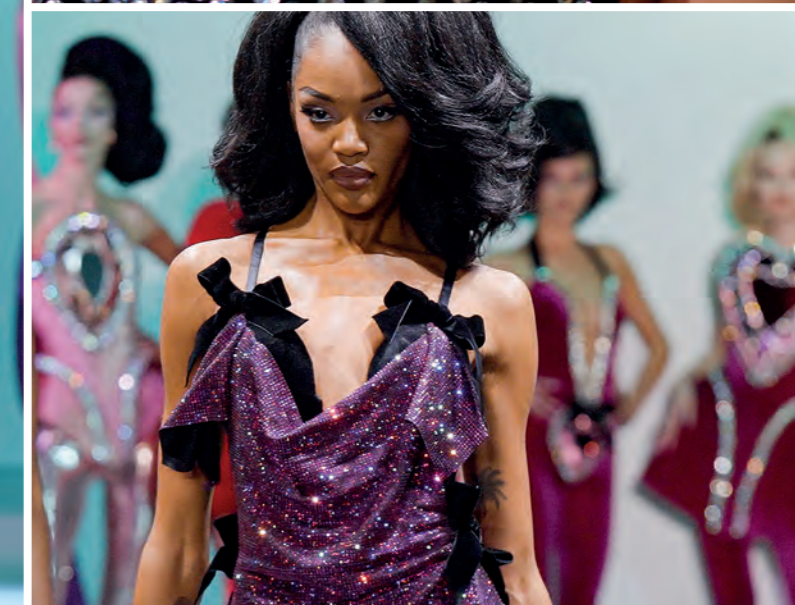
Crystals on the Catwalk



The Blonds FW 2023

New York Fashion Week

No strangers to over-the-top embellishment and Old Hollywood glamour, The Blonds referenced theatrical cult-classic *Valley of the Dolls* for their FW 2023 collection, serving up a cocktail of liquid sparkle and oversize jewels that epitomized the industry's continued appetite for jewellerification.



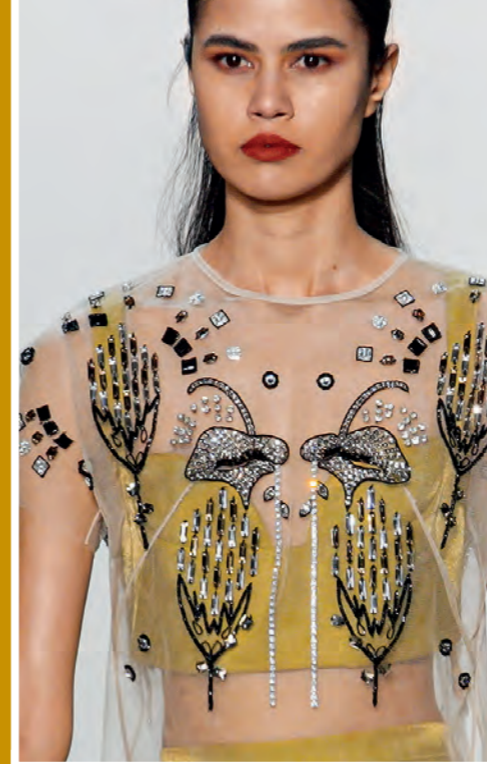


Caroline Reznik

RESORT 2024

Afterpay Australian Fashion Week

For her AAFW debut, emerging Australian designer Caroline Reznik tapped into the macabre and primal instincts of the human psyche, referencing a coherent fascination with subtle hedonism, exotic animalia and dark romantic sensibilities, to which delicate Preciosa crystals and beads added a touch of lightness.

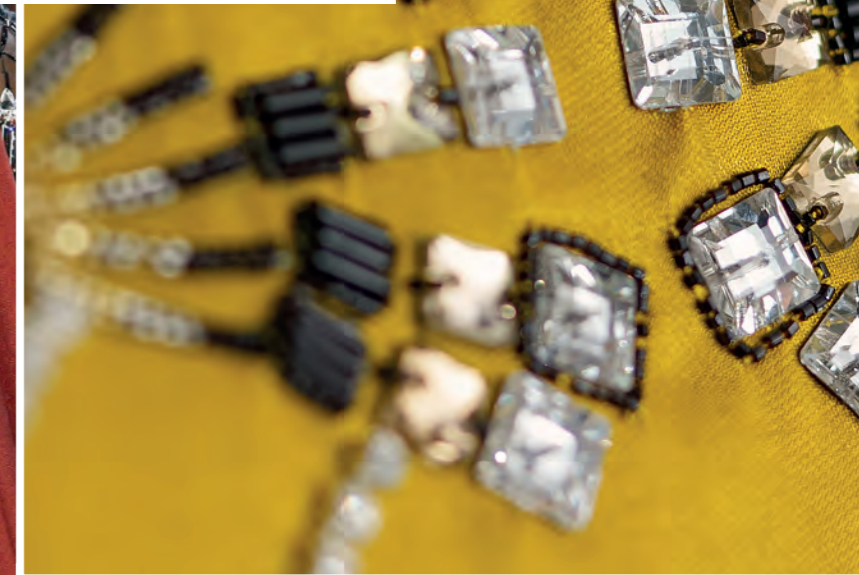
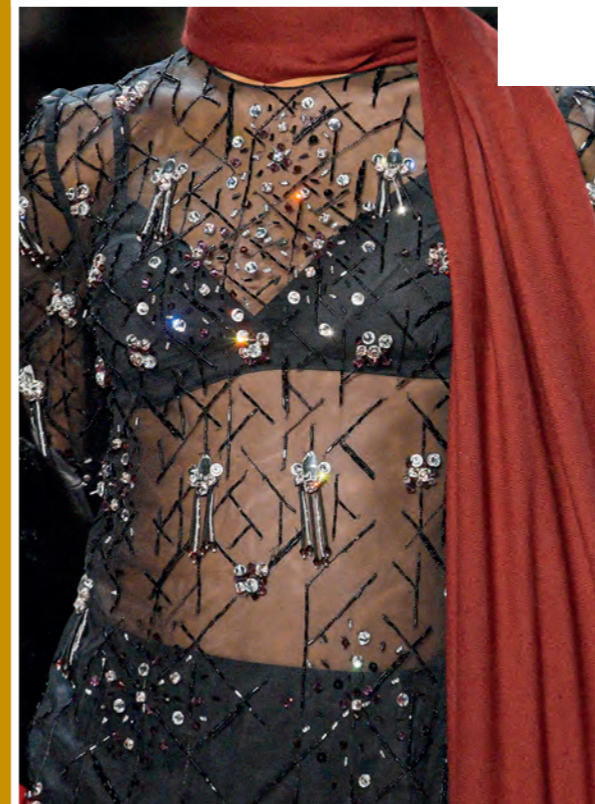


Bibhu Mohapatra

FW 2023

New York Fashion Week

New York-based designer Bibhu Mohapatra lets his luxurious materials speak for themselves. Clean, classic silhouettes were elevated with delicate Preciosa crystal embroidery in an enchanting showcase of sophistication and savoir-faire.





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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