

SWAROVSKI

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Launch Letter
Pre-season
Spring/Summer
2015



1 ORDERS/DELIVERY

1.1 LAUNCH DATE

The official launch date of the Pre-Season Spring/Summer 2015 Launch is November 4th, 2013.

1.2 ORDER PLACEMENT

We are currently building up stock of all innovations. Therefore, new items can be ordered as of now.

These samples will be dispatched according to availability. From calendar week 42 onwards, the lead time for samples will be two weeks after receipt of the order, according to our sampling process.

1.3 SAMPLES FOR LAUNCH EVENT

Please place a separate order for basic sample stock needed for launch events, fairs or other promotional activities. (Note "Launch Event" in the description field). You will then receive an immediate shipment before November 4th, 2013.

It is only possible to order 1 packing unit per innovation (per article) of the Pre-Season Spring/Summer 2015 innovations (November 2013).

There will be no preliminary order if there is no reference to "Launch Event" on the order sheet or in SAP!

As we need to ensure that each country receives a certain amount of articles, it is possible that we may not be able to ship the entire quantity requested at one time.

1.4 SHIPMENT

Please note that shipments for Crystal Elements and Forward Integrated Elements will be made from **January 8th, 2014** onwards (provided that the products are on stock).

1.5 ADDITIONAL INFORMATION

Technical drawings/Product information

For technical drawings (2D or 3D) or specific product information, please contact your local Application Coordinator Support (see SIA: Marketing/Application/Application Coordinator Network), who will provide all necessary data through the Application Information System (AIS).

2 NEW PRODUCTS

2.1 BEADS

2.1.1 BeCharmed Fortune Bead









New Article

Page 8

Article	BeCharmed Fortune Bead (art. 5929)
Size	14 mm
Available Colors/Effects	Crystal, 8 effects and 11 colors
Price Positioning	14 mm: Crystal: 4,640 EUR/1,440 pcs or 3.22 EUR/pc (C18)
Minimum Order Quantity (MOQ)	Standard program available in packing units of: <ul style="list-style-type: none">• 14 mm: 12 pcs
Description	<p>The BeCharmed Fortune Bead is a thinner version of the beloved BeCharmed Bead and features a fashion-forward angular helix cut. The effect is sleek, elegant, and contemporary – a brilliant bead for modern, understated looks for both men and women.</p> <p>This bead takes its name from the wheel of fortune, which expresses movement and agility, and features the on-trend combination of crystal and metal.</p>
Look	The sleek androgynous look created by its leaner profile and angular helix cut highlights a sophisticated urban style. Use the BeCharmed Fortune Bead to subtly enhance contemporary designs for both men and women.
Trend Relation	Classic, Glamour, Romantic
Segments	Fashion, Accessories, DIY
How to use	Its sleeker profile makes a subtle style statement. Use the BeCharmed Fortune Bead to create precious highlights in all kinds of designs when you don't want to be too flamboyant.
Why buy	The BeCharmed Fortune Bead is ideal for use in place of the Rondelle, or in combination with other BeCharmed products, when you require something brilliantly eye-catching, yet refined and understated.

2.1.2 BeCharmed Pavé

BeCharmed Pavé		Line Extension	Pages 8 & 9
Article	BeCharmed Pavé (art. 80101)		
	BeCharmed Pavé (art. 80201)		
	BeCharmed Pavé (art. 80301)		
Size	80101 14 mm 80201 15 mm 80301 10.5 mm		
Available Colors/Effects	80101: Crystal Lilac Shadow (001 LISH), Dark Moss Green (260), Montana (207), Smoked Topaz (220) 80201: Crystal Lilac Shadow (001 LISH), Dark Moss Green (260), Montana (207), Smoked Topaz (220) 80301: Montana (207), Smoked Topaz (220)		
Price Positioning	80101: Color: 5.03 EUR/pc (C18) 80201: Color: 5.31 EUR/pc (C18) 80301: Color: 3.54 EUR/pc (C18)		
Minimum Order Quantity (MOQ)	80101, 80201, 80301: 12 pcs		

2.1.3 BeCharmed Pavé Spikes

The new **Crystal BeCharmed Pavé Spikes** extends the BeCharmed concept and offers a lot of different design possibilities.

BeCharmed Pavé Spikes	New Article	Pages 10 & 15
Article	BeCharmed Pavé Spikes (art. 80401)	
	BeCharmed Pavé Spikes (art. 80901)	
Size	80401 16 mm	
	80901 11.5 mm	
Available Colors/Effects	7 effects and 1 color	
Price Positioning	80401: Color: 5.10 EUR/pc (C18)	
	80901: Color: 3.42 EUR/pc (C18)	
Minimum Order Quantity (MOQ)	80401, 80901: 12 pcs	
Description	The new BeCharmed Pavé Spikes adds a rebellious edge to glamorous looks with its delicate crystal spikes. Ideal for the haute couture meets punk trend currently sweeping the design world, it expresses an energetic confidence and strength and functions as an attention-grabbing, luxurious detail. It is easily combined with all types of rondelle, bead and pearl, comes in a range of colors, and looks great used in both male and female designs.	
Look	Imagination knows no bounds. Whether multicolored spring bracelets, playful summer designs, or BeCharmed Pavés combined with rondelles, beads, pearls, or beach finds from your last vacation, the BeCharmed look shouts pure individuality!	
Trend Relation	Classic, Glamour, Romantic	
Segments	DIY, Jewelry, Fashion Accessories	
How to use	Perfect necklaces, bracelets, key rings, and whole jewelry sets can be created using BeCharmed Pavés . The large hole means that coarser materials such as rubber, leather, or fabric can also be incorporated into the designs.	
Why buy	Whatever the desire, mood, season, or holiday – BeCharmed Pavés are a brilliant way to make a style statement! The ideal product for those who like to get creative.	



2.1.4 BeCharmed Pavé Cabochon

The new **Crystal BeCharmed Pavé Cabochon** extends the BeCharmed concept and offers a lot of different design possibilities.

BeCharmed Pavé Cabochon		New Article	Pages 11 & 12
Article	BeCharmed Pavé Cabochon (art. 80501)		
	BeCharmed Pavé Cabochon (art. 80601)		
Size	80501 15.5 mm 80601 10.5 mm		
Available Colors/Effects	Crystal, 6 effects Every color is available as Matt Finish.		
Price Positioning	80501: Crystal: 4.56 EUR/pc (C18) Color: 4.67 EUR/pc (C18) 80601: Crystal: 2.98 EUR/pc (C18) Color: 3.09 EUR/pc (C18)		
Minimum Order Quantity (MOQ)	80501, 80601: 12 pcs		
Description	The BeCharmed Pavé Cabochon gives a smooth and subtle look with its semi-matte sheen and softly rounded, berry-inspired shaping. Luscious and delicious looking, it is the female counterpart to the harder, edgier stud. Its range of colors makes it suited to a number of understated styles, from elegant urban camouflage to sweetly romantic, and its gleaming surface complements the trend for metallics. Combine it easily with all types of rondelle, bead and pearl.		
Look	The imagination knows no bounds. Whether multicolored spring bracelets, playful summer designs, or BeCharmed Pavés combined with rondelles, beads, pearls, or beach finds from your last vacation, the BeCharmed look shouts pure individuality!		
Trend Relation	Classic, Glamour, Romantic		
Segments	DIY, Jewelry, Fashion Accessories		
How to use	Perfect necklaces, bracelets, key rings, and whole jewelry sets can be created using BeCharmed Pavés . The large hole means that coarser materials such as rubber, leather, or fabric can also be incorporated into the designs.		
Why buy	Whatever the desire, mood, season, or holiday – BeCharmed Pavés are a brilliant way to make a style statement! The ideal product for those who like to get creative.		

2.1.5 BeCharmed Pavé Metallics

The new **Crystal BeCharmed Pavé Metallics** extends the BeCharmed concept and offers a lot of different design possibilities.

BeCharmed Pavé Metallics	New Article	Pages 13 & 14
Article	BeCharmed Pavé Metallics (art. 80701) BeCharmed Pavé Metallics (art. 80801)	 
Size	80701 9.5 mm 80801 9.5 mm	
Available Colors/Effects	7 colors Colors available as polished and brushed	
Price Positioning	80701: Color: 2.44 EUR/pc (C18) 80801: Color: 2.44 EUR/pc (C18)	
Minimum Order Quantity (MOQ)	80701, 80801: 12 pcs	
Description	With its ultra-cool industrial look and gleaming metal-like surface, the BeCharmed Pavé Metallics gives stand-out glamour to androgynous styles and streamlined sport couture. Easily combined with all types of rondelle, bead and pearl, it caters to the current trend for mixing metallic, and looks great used in both male and female urban camouflage designs.	
Look	The imagination knows no bounds. Whether multicolored spring bracelets, playful summer designs, or BeCharmed Pavés combined with rondelles, beads, pearls, or beach finds from your last vacation, the BeCharmed look shouts pure individuality!	
Trend Relation	Classic, Glamour, Romantic	
Segments	DIY, Jewelry, Fashion Accessories	
How to use	Perfect necklaces, bracelets, key rings, and whole jewelry sets can be created using BeCharmed Pavés . The large hole means that coarser materials such as rubber, leather, or fabric can also be incorporated into the designs.	
Why buy	Whatever the desire, mood, season, or holiday – BeCharmed Pavés are a brilliant way to make a style statement! The ideal product for those who like to get creative.	

2.1.6 BeCharmed Pavé Slim

The new **Crystal BeCharmed Pavé Slim** extends the BeCharmed concept and offers a lot of different design possibilities.

BeCharmed Pavé Slim	New Article	Pages 16 & 17
Article	BeCharmed Pavé Slim (art. 81101) BeCharmed Pavé Slim (art. 81201)	
Size	81101 13.5 mm (1028 pp 9) 81201 13 mm (4428 2 mm)	
Available Colors/Effects	81101: Crystal, 7 effects and 19 colors 81201: Crystal, 6 effects and 18 colors	
Price Positioning	81101: Crystal: 3.60 EUR/pc (C18) Color: 3.74 EUR/pc (C18) 81201: Crystal: 3.89 EUR/pc (C18) Color: 4.02 EUR/pc (C18)	
Minimum Order Quantity (MOQ)	81101, 81201: 12 pcs	
Description	<p>The BeCharmed Pavé Slim has a thinner profile than the BeCharmed Pavé and is offered in both forms, chatons and squares. Available in an array of dazzling colors, it's clear, graphic lines combined with its bright, sparkly character make it an incredibly versatile element with an appeal across a range of styles. From disco meets daylight to on-trend punk couture and classic elegance, its infinite adaptability is a feature that is becoming ever more important in today's design world.</p>	
Look	<p>Imagination knows no bounds. Whether multicolored spring bracelets, playful summer designs, or BeCharmed Pavés combined with rondelles, beads, pearls, or beach finds from your last vacation, the BeCharmed look shouts pure individuality!</p>	
Trend Relation	Classic, Glamour, Romantic	
Segments	DIY, Jewelry, Fashion Accessories	
How to use	<p>Perfect necklaces, bracelets, key rings, and whole jewelry sets can be created using BeCharmed Pavés. The large hole means that coarser materials such as rubber, leather, or fabric can also be incorporated into the designs.</p>	
Why buy	<p>Whatever the desire, mood, season, or holiday – BeCharmed Pavés are a brilliant way to make a style statement! The ideal product for those who like to get creative.</p>	

2.1.7 BeCharmed Pavé Stopper

The new **Crystal BeCharmed Pavé Stopper** extends the BeCharmed concept and offers a lot of different design possibilities.

BeCharmed Pavé Stopper

New Article

Page 18

Article BeCharmed Pavé Stopper (art. 81001)



Size 81001 13 mm

Available Colors/Effects Crystal, 6 effects and 18 colors

Price Positioning 81001: Crystal: 3.39 EUR/pc (C18)
Color: 3.50 EUR/pc (C18)

Minimum Order Quantity (MOQ) 81001: 12 pcs

Description The **BeCharmed Pavé Stopper** is a super-smart functional element used to secure cord and keep beads. Its hole is lined with a stretchy silicone rubber, which enhances its ability to hold beads in place and limit the movement of charms. Easily combined with all types of rondelle, bead and pearl, let your imagination run free and use it to create your own exciting styles.

Look The imagination knows no bounds. Whether multicolored spring bracelets, playful summer designs, or **BeCharmed Pavés** combined with rondelles, beads, pearls, or beach finds from your last vacation, the **BeCharmed** look shouts pure individuality!

Trend Relation Classic, Glamour, Romantic

Segments DIY, Jewelry, Fashion Accessories

How to use Perfect necklaces, bracelets, key rings, and whole jewelry sets can be created using **BeCharmed Pavés**. The large hole means that coarser materials such as rubber, leather, or fabric can also be incorporated into the designs.



Why buy Whatever the desire, mood, season, or holiday – **BeCharmed Pavés** are a brilliant way to make a style statement! The ideal product for those who like to get creative.

2.2 CUPCHAINS & FINDINGS

2.2.1 BeCharmed Rondelle

Line Extension

Page 21

Article	BeCharmed Rondelle 177510P2400H (10 mm)		
Size	Art. 1088 PP24		
Available Colors/Effects	Crystal, 4 effects and 20 colors Available in Gold, Silver, Gun Metal, Rhodium, Rose Gold and unplated.		
Price Positioning	177510P2400H: Crystal unplated: 0.40 EUR/pc (C18) Color plated: 0.61 EUR/pc (C18)		
Minimum Order Quantity (MOQ)	144 pcs/color & plating combination		
Description	Dazzling brilliance and unmatched functionality characterize the BeCharmed Rondelle . The successful and established BeCharmed concept has also been extended in the Swarovski assortment. The rondelle featuring the art. XIRIUS 1088 Chaton adds an exceptionally radiant touch to jewelry.		

2.2.2 BeCharmed Bracelet

Line Extension

Page 21

Article	BeCharmed Bracelet 80000 190mm H BeCharmed Bracelet 80000 203mm H		
Size	190 mm 203 mm		
Available Colors/Effects	Rhodium Plating		
Price Positioning	8.24 EUR/pc (C18)		
Minimum Order Quantity (MOQ)	6 pcs		
Description	Combine the stylish new Swarovski BeCharmed Bracelet with your personal choice of BeCharmed Pavés , beads, pearls and rondelles. It opens a huge range of style statements.		

3 FORWARD INTEGRATED SOLUTIONS

3.1 SYNTHETICS

3.1.1 Crystal Rocks

Line Extension

Page 20

Article Crystal Rocks (art. 72000 – 72999)

Size PP22

Available Colors/Effects

Color	Color of film	
	010 transparent	012 black
Crystal Peach Gold (M109)	✓	✓

Minimum Order Quantity (MOQ) Depending on the size of the motif

Description This exciting and sophisticated new effect for Crystal Rocks follows the rose gold trend and is the result of combining Light Peach & Crystal Metallic Light Gold. Peach Gold creates high glamour with a rock edge.

Segments Apparel & Accessories, Jewelry, Interior, New Segments

Why buy Used either for fashionable nude looks or theming Punk meets Glam Rock, Crystal Fine Rocks in Peach Gold draws attention and adds a touch of chaos to couture. It is available on both black and transparent film and comes as a Hotfix version.

Application & Usage Information Crystal Rocks can be applied by either using Hotfix technique or, if applied on solid materials, by using a suitable glue.

Indicated application parameters for Hotfix technique can be found in the Hotfix selector.

When applying Crystal Rocks onto a carrier material with a solid surface we recommend creating suitable cavities to protect the element from possible mechanical and chemical influences. We suggest using a depth of 2.6 mm for the cavity.

Washable at 40°, dry-cleaning (F, W) possible.

Article Crystal Fine Rocks (art. 74000 – 74999)

Size PP14

Available Colors/Effects

Color	Color of film	
	010 transparent	012 black
Crystal Peach Gold (M109)	✓	✓

Minimum Order Quantity (MOQ) Depending on the size of the motif

Description This exciting and sophisticated new effect for Crystal Fine Rocks follows the rose gold trend and is the result of combining Light Peach & Crystal Metallic Light Gold. Peach Gold creates high glamour with a rock edge.

Segments Apparel & Accessories, Jewelry, Interior, New Segments

Why buy Used either for fashionable nude looks or theming Punk meets Glam Rock, Crystal Fine Rocks in Peach Gold draws attention and adds a touch of chaos to couture. It is available on both black and transparent film and comes as a Hotfix version.

Application & Usage Information Crystal Fine Rocks can be applied either by using Hotfix technique or, if applied on solid materials, by using a suitable glue.

Indicated application parameters for Hotfix technique can be found in the Hotfix selector.

When applying Crystal Fine Rocks onto a carrier material with a solid surface we recommend creating suitable cavities to protect the element from possible mechanical and chemical influences. We suggest using a depth of 1.7 mm for the cavity.

Washable at 40°, dry-cleaning (F, W) possible.

Punk Couture

The resurgence of punk has steadily been increasing in the fashion and design world. This season it morphs into a more grown-up, glamorous version, which is reflected in the new Swarovski BeCharmed collection. The rise of the direction can be directly attributed to people's continuing dissatisfaction with the current worldwide situation.

There is a strong desire to reclaim independence, to speak out individually against injustice, and to go against the norm.

Ultimately the new punk is representative of a contemporary form of activism, current ideals of rule-breaking, and a DIY approach. (Stylus, May 2013)

Showcasing a distinctly rebellious attitude, the new punk conveys its original anti-establishment attitude with a modern twist, hinging itself on the idea of beauty and the merging of the polar opposite design directions, culminating in one stunning crystal design collaboration.

An apparent rebellion against the idea of being one thing or another, the two distinct design eras – the haphazard effect of punk blended with the dignified air of haute couture – have created a marriage of perfect crystal harmony, reflected in ornate, opulent, and hard-edged designs.

Welcome to our Pre-Launch Spring/Summer 2015 – “Punk Couture.”

