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SWAROVSKI



Sys.No. 5071150

INSPIRATIONS AND INNOVATIONS
PRE-SEASON
SPRING/SUMMER 2015



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."



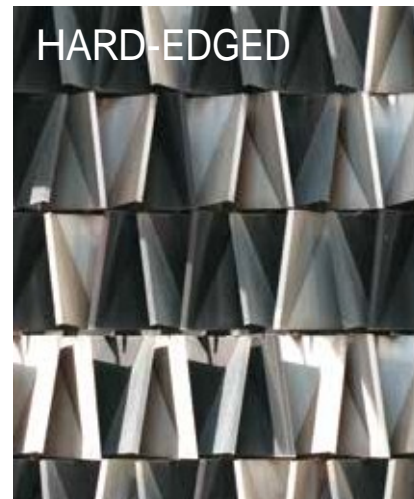
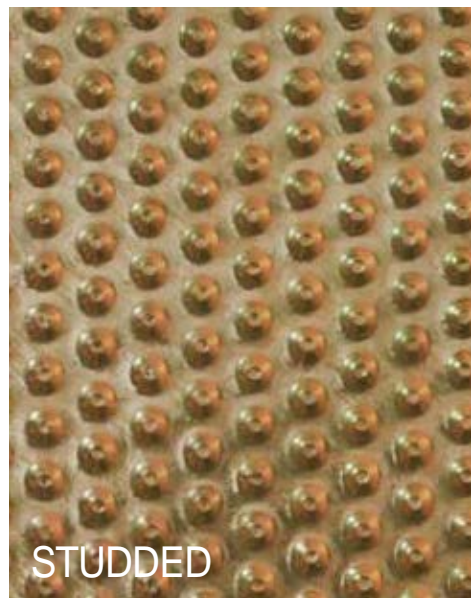
Punk was originally born from a dissatisfaction with contemporary developments – the mismanagement of funds, the lack of environmental concern, or the rising income gaps – all of which we are experiencing again today.

People still desire a change and are increasingly playing with signs and symbols that herald a new beginning – and fashion and designers are taking note. The focus on this anarchic slice of history is perfectly captured in the new range of BeCharmed Beads.

Spikes, metallics, chains, and studded designs are the main direction for meaningful expression and act as a reaction against the clean-cut consumer culture of the past few seasons.

Black, gray, silver, and other metallic hues perfectly reflect this rebellious design direction.

A beautiful blend of radiant crystal married with hard-edged metal is used to create opulent, modern designs and a luxurious blend of individual taste.



Expressing freedom, rebellion and individuality with a high-end luster the new collection of beautiful BeCharmed Beads is bang on-trend

The subtle radiance of the metallic shades combined with pure radiant crystal captures an international design movement taking the world by storm - the merging of punk and haute couture.





- 01 4137 001 REDM
- 02 4139 BBL
- 03 5890 001 815
- 04 5928 001
- 05 40 512 280 HEM
- 06 6128 280
- 07 6628 001 REDM
- 08 6670 207
- 09 6670 280
- 10 6673 001
- 11 80 301 215
- 12 80 401 001 BBL^{NEW!}
- 13 80 401 001 CAL^{NEW!}
- 14 80 401 001 MLGLD^{NEW!}
- 15 80 401 001 REDM^{NEW!}
- 16 80 401 001 SSHA^{NEW!}
- 17 80 401 280^{NEW!}
- 18 80 501 001^{NEW!}
- 19 80 501 001 CHR^{NEW!}
- 20 80 601 001 CHR^{NEW!}
- 21 80 601 001 MLGLD^{NEW!}
- 22 80 701 Black Polished^{NEW!}
- 23 80 701 Gun Metal Polished^{NEW!}
- 24 80 801 Bronze Polished^{NEW!}
- 25 80 801 Gun Metal Polished^{NEW!}
- 26 80 801 Silver Brushed^{NEW!}
- 27 80 901 001 MLGLD^{NEW!}
- 28 80 901 001 SSHA^{NEW!}
- 29 80 901 280^{NEW!}
- 30 81 101 001^{NEW!}

BECHARMED BEADS

**COMBINATION
POSSIBILITIES**

The new BeCharmed Beads offer endless design possibilities for creative minds – from punk-inspired

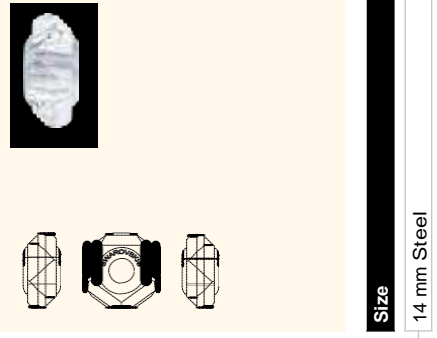
creations to exciting combinations of golden hues and modern metallic shades.



- 01 5890 001 296
- 02 40 512 001 GSHA
- 03 40 515 001
- 04 6028 001
- 05 6040 001 GSHA
- 06 6106 001 GSHA
- 07 6628 001
- 08 6656 001 SSHA
- 09 80 401 001 AB^{NEW!}
- 10 80 501 001 MATTFI^{NEW!}
- 11 80 501 001 AB^{NEW!}
- 12 80 501 001 AB MATTFI^{NEW!}
- 13 80 501 001 GSHA^{NEW!}
- 14 80 601 001^{NEW!}
- 15 80 601 001 AB MATTFI^{NEW!}
- 16 80 601 001 GSHA^{NEW!}
- 17 80 701 Bronze Brushed^{NEW!}
- 18 80 701 Copper Brushed^{NEW!}
- 19 80 701 Copper Polished^{NEW!}
- 20 80 701 Gold Brushed^{NEW!}
- 21 80 801 Copper Brushed^{NEW!}
- 22 80 801 Copper Polished^{NEW!}
- 23 80 801 Gold Polished^{NEW!}
- 24 81 201 001^{NEW!}
- 25 27 000 391

Beads

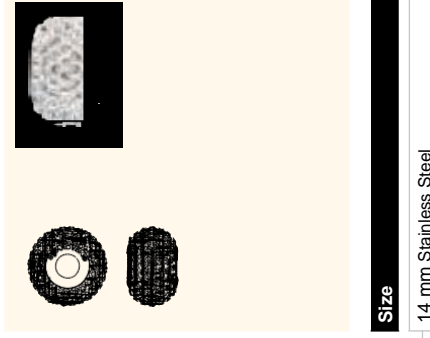
5929 Becharmed Fortune Bead



Size
14 mm Steel

- Color**
- crystal (001)
 - crystal aB (001 aB)
 - crystal astral Pink (001 aPi) crystal
 - Blue Shade (001 BISH) crystal
 - Bronze Shade (001 BrSh) crystal
 - Golden Shadow (001 GSha) crystal
 - lilac Shadow (001 liSh) crystal
 - Satin (001 Sat)
 - crystal Silver Shade (001 SSha)
 - Jet (280)
 - amethyst (204)
 - aquamarine (202)
 - Dark moss Green (260)
 - Denim Blue (266)
 - Fuchsia (502)
 - light rose (223)
 - light Smoked topaz (221)
 - light turquoise (263)
 - Peridot (214)
 - rose (209)

80 101 Becharmed Pavé



Size
14 mm Stainless Steel

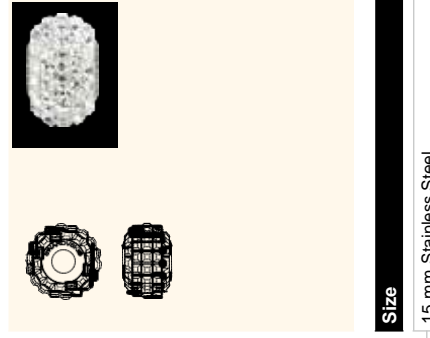
- Color**
- crystal lilac Shadow (001 liSh)
 - Burgundy (29)
 - Dark moss Green (260)
 - Shining Green (31)
 - montana (207)
 - navy Blue (17)
 - Smoked topaz (220)
 - umber (30)

New available colors



Beads

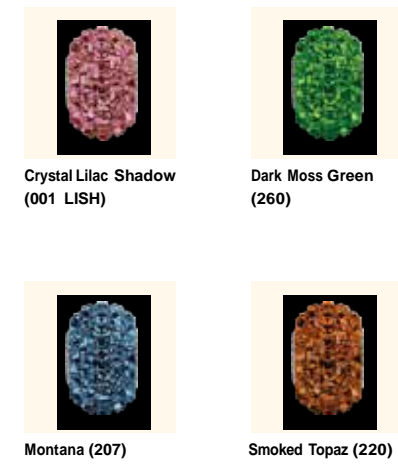
80 201 Becharmed Pavé



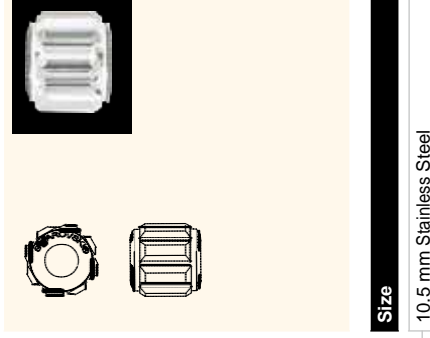
Size
15 mm Stainless Steel

- Color**
- crystal lilac Shadow (001 liSh)
 - Burgundy (29)
 - Dark moss Green (260)
 - Shining Green (31)
 - montana (207)
 - navy Blue (17)
 - Smoked topaz (220)
 - umber (30)

New available colors



80 301 Becharmed Pavé



Size
10.5 mm Stainless Steel

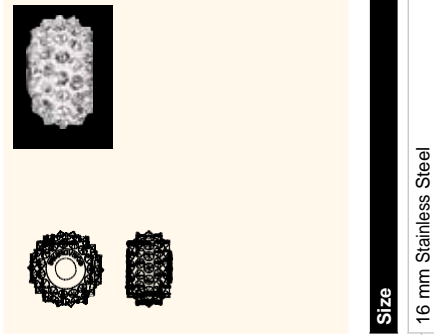
- Color**
- montana (207)
 - navy Blue (17)
 - Smoked topaz (220)
 - umber (30)

New available colors



Beads

80 401 BeCharmed Pavé Spikes



Size
16 mm Stainless Steel

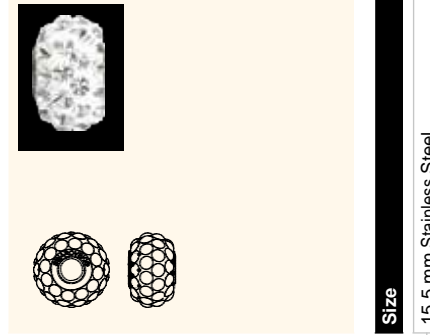
- Color**
- crystal aB (001 aB)
 - white (01)
 - crystal Bermuda Blue (001 BBI)
 - Dark Blue (15)
 - crystal comet argent light v (001 caV)
 - Silver (03)
 - crystal Golden Shadow (001 GSHA)
 - Pearl Silk (05)
 - crystal metallic light Gold (001 mlGLD)
 - metallic Gold (20)
 - crystal red magma (001 reDm)
 - red (21)
 - crystal Silver Shade (001 SSHA)
 - Grey (19)
 - Jet (280)
 - Black (02)

Available colors



Beads

80 501 BeCharmed Pavé Cabochon



Size
15.5 mm Stainless Steel

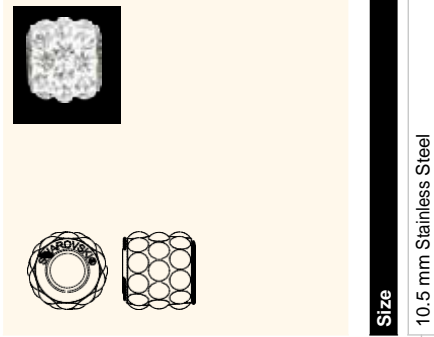
- Color**
- Crystal (001)
 - White (01)
 - Crystal Matt Finish (001 MATTFI)
 - White (01)
 - Crystal AB (001 AB)
 - White (01)
 - Crystal AB Matt Finish (001 AB MATTFI)
 - White (01)
 - Crystal Antique Pink (001 ANTP)
 - Antique Rose (22)
 - Crystal Antique Pink Matt Finish (001 ANTP MATTFI)
 - Antique Rose (22)
 - Crystal Chrom (001 CHRM)
 - Silver (03)
 - Crystal Chrom Matt Finish (001 CHRM MATTFI)
 - Silver (03)
 - Crystal Golden Shadow (001 GSHA)
 - Pearl Silk (05)
 - Crystal Golden Sh. Matt Finish (001 GSHA MATTFI)
 - Pearl Silk (05)
 - Crystal Metallic Light Gold (001 MLGLD)
 - Metallic Gold (20)
 - Crystal Met. L. Gold Matt Finish (001 MLGLD MATTFI)
 - Metallic Gold Matt (23)
 - Jet Hematite (280 HEM)
 - Black (02)
 - Jet Hematite Matt Finish (280 HEM MATTFI)
 - Black (02)

Available colors



Beads

80 601 BeCharmed Pavé Cabochon



Size
10.5 mm Stainless Steel

Color

- Crystal (001)
- White (01)
- Crystal Matt Finish (001 MATTFI)
- White (01)
- Crystal AB (001 AB)
- White (01)
- Crystal AB Matt Finish (001 AB MATTFI)
- White (01)
- Crystal Antique Pink (001 ANTP)
- Antique Rose (22)
- Crystal Antique Pink Matt Finish (001 ANTP MATTFI)
- Antique Rose (22)
- Crystal Chrom (001 CHRM)
- Silver (03)
- Crystal Chrom Matt Finish (001 CHRM MATTFI)
- Silver (03)
- Crystal Golden Shadow (001 GSHA)
- Pearl Silk (05)
- Crystal Golden Sh. Matt Finish (001 GSHA MATTFI)
- Pearl Silk (05)
- Crystal Metallic Light Gold (001 MLGLD)
- Metallic Gold (20)
- Crystal Met. L. Gold Matt Finish (001 MLGLD MATTFI)
- Metallic Gold Matt (23)
- Jet Hematite (280 HEM)
- Black (02)
- Jet Hematite Matt Finish (280 HEM MATTFI)
- Black (02)

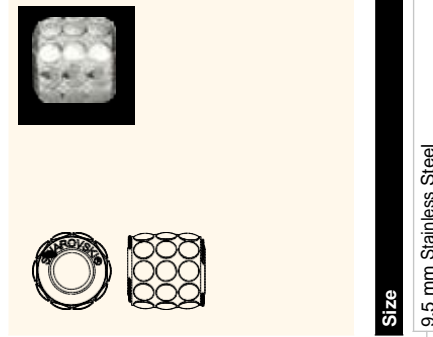
Available colors



- Crystal (001)
- Crystal Matt Finish (001 MATTFI)
- Crystal AB (001 AB)
- Crystal AB Matt Finish (001 AB MATTFI)
- Crystal Antique Pink (001 ANTP)
- Crystal Antique Pink Matt Finish (001 ANTP MATTFI)
- Crystal Chrom (001 CHRM)
- Crystal Chrom Matt Finish (001 CHRM MATTFI)
- Crystal Golden Shadow (001 GSHA)
- Crystal Golden Shadow Matt Finish (001 GSHA MATTFI)
- Crystal Metallic Light Gold (001 MLGLD)
- Crystal Metallic Light Gold Matt Finish (001 MLGLD MATTFI)
- Jet Hematite (280 HEM)
- Jet Hematite Matt Finish (280 HEM MATTFI)

Beads

80 701 BeCharmed Pavé Metallics



Size
9.5 mm Stainless Steel

Color

- Black Polished
- Black (02)
- Blue Brushed
- Luminous Blue (24)
- Bronze Brushed
- Bronze (28)
- Bronze Polished
- Bronze (28)
- Copper Brushed
- Copper (26)
- Copper Polished
- Copper (26)
- Gold Brushed
- Shining Gold (25)
- Gold Polished
- Shining Gold (25)
- Gun Metal Brushed
- Anthracite (27)
- Gun Metal Polished
- Anthracite (27)
- Silver Brushed
- Silver (03)
- Silver Polished
- Silver (03)

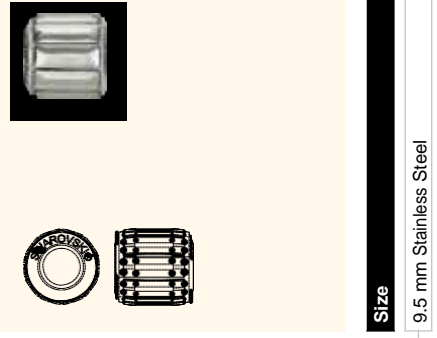
Available colors



- Black Polished
- Blue Brushed
- Bronze Brushed
- Bronze Polished
- Copper Brushed
- Copper Polished
- Gold Brushed
- Gold Polished
- Gun Metal Brushed
- Gun Metal Polished
- Silver Brushed
- Silver Polished

Beads

80 801 BeCharmed Pavé Metallics New!



Size
9.5 mm Stainless Steel

- Color**
- Black Polished
 - Black (02)
 - Blue Brushed
 - Luminous Blue (24)
 - Bronze Brushed
 - Bronze (28)
 - Bronze Polished
 - Bronze (28)
 - Copper Brushed
 - Copper (26)
 - Copper Polished
 - Copper (26)
 - Gold Brushed
 - Shining Gold (25)
 - Gold Polished
 - Shining Gold (25)
 - Gun Metal Brushed
 - Anthracite (27)
 - Gun Metal Polished
 - Anthracite (27)
 - Silver Brushed
 - Silver (03)
 - Silver Polished
 - Silver (03)

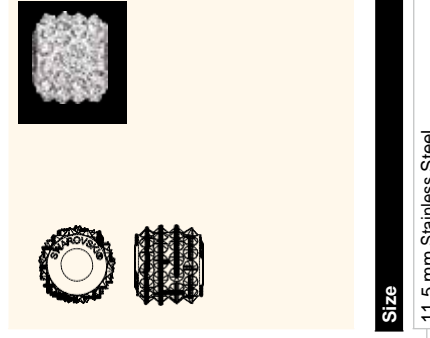
Available colors



- Black Polished
- Blue Brushed
- Bronze Brushed
- Bronze Polished
- Copper Brushed
- Copper Polished
- Gold Brushed
- Gold Polished
- Gun Metal Brushed
- Gun Metal Polished
- Silver Brushed
- Silver Polished

Beads

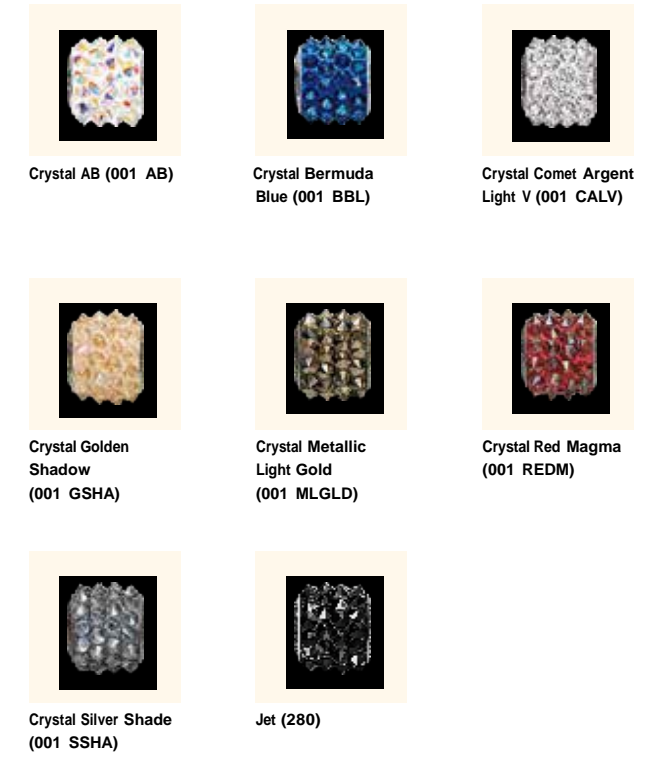
80 901 Becharmed Pavé Spikes New!



Size
11.5 mm Stainless Steel

- Color**
- crystal aB (001 aB)
 - white (01)
 - crystal Bermuda Blue (001 BBI)
 - Dark Blue (15)
 - crystal comet argent light v (001 caLv)
 - Silver (03)
 - crystal Golden Shadow (001 GSHa)
 - Pearl Silk (05)
 - crystal metallic light Gold (001 mIGID)
 - metallic Gold (20)
 - crystal red magma (001 reDm)
 - red (21)
 - crystal Silver Shade (001 SSHA)
 - Grey (19)
 - Jet (280)
 - Black (02)

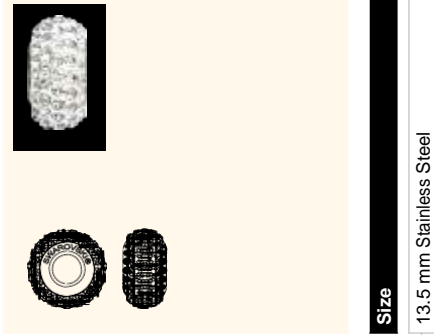
Available colors



- Crystal AB (001 AB)
- Crystal Bermuda Blue (001 BBL)
- Crystal Comet Argent Light V (001 CALV)
- Crystal Golden Shadow (001 GSHA)
- Crystal Metallic Light Gold (001 MLGLD)
- Crystal Red Magma (001 REDM)
- Crystal Silver Shade (001 SSHA)
- Jet (280)

Beads

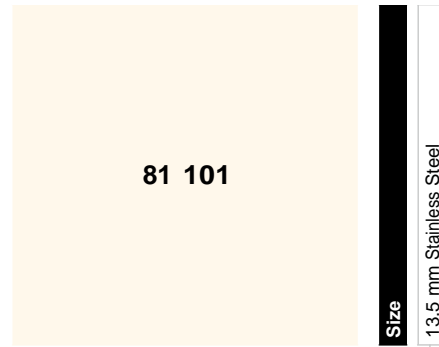
81 101 Becharmed Pavé Slim New!



Size
13.5 mm Stainless Steel

Color

- crystal (001)
- white (01)
- crystal aB (001 aB)
- white (01)
- crystal astral Pink (001 aPi)
- Shining curry (12)
- crystal Golden Shadow (001 GSha)
- Pearl Silk (05)
- crystal lilac Shadow (001 liSh)
- Burgundy (29)
- crystal luminous Green (001 lumG)
- Pearl Silk (05)
- crystal Silver night (001 Sini)
- Black (02)
- Jet (280)
- Black (02)
- Jet hematite (280 hem)
- Black (02)
- amethyst (204)
- Dark lila (09)
- aquamarine (202)
- light Blue (11)
- Black Diamond (215)
- Silver (03)
- Dark moss Green (260)
- Shining Green (31)



81 101

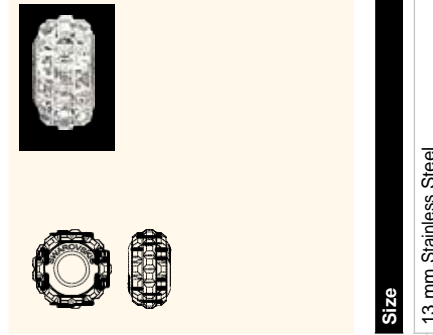
Size
13.5 mm Stainless Steel

Color

- emerald (205)
- Dark Green (13)
- indian Siam (327)
- Shining red (07)
- Jonquil (213)
- Gold (04)
- light amethyst (212)
- mauve (14)
- light rose (223)
- rose (06)
- light Sapphire (211)
- Sky Blue (18)
- montana (207)
- navy Blue (17)
- Peridot (214)
- light Green (10)
- rose (209)
- rose (06)
- Sapphire (206)
- Dark Blue (15)
- Siam (208)
- Dark red (16)
- Smoked topaz (220)
- umber (30)
- tanzanite (539)
- Purple (08)
- topaz (203)
- Shining curry (12)

Beads

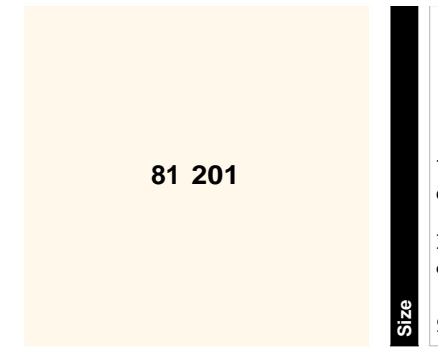
81 201 Becharmed Pavé Slim New!



Size
13 mm Stainless Steel

Color

- crystal (001)
- white (01)
- crystal aB (001 aB)
- white (01)
- crystal Golden Shadow (001 GSha)
- Pearl Silk (05)
- crystal lilac Shadow (001 liSh)
- Burgundy (29)
- crystal luminous Green (001 lumG)
- Pearl Silk (05)
- crystal Silver night (001 Sini)
- Black (02)
- Jet (280)
- Black (02)
- Jet hematite (280 hem)
- Black (02)
- amethyst (204)
- Dark lila (09)
- aquamarine (202)
- light Blue (11)
- Black Diamond (215)
- Silver (03)
- Dark moss Green (260)
- Shining Green (31)



81 201

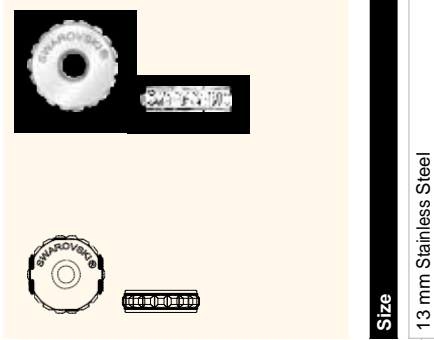
Size
13 mm Stainless Steel

Color

- emerald (205)
- Dark Green (13)
- light amethyst (212)
- mauve (14)
- light rose (223)
- rose (06)
- light Sapphire (211)
- Sky Blue (18)
- light Siam (227)
- Shining red (07)
- montana (207)
- navy Blue (17)
- Peridot (214)
- light Green (10)
- rose (209)
- rose (06)
- Sapphire (206)
- Dark Blue (15)
- Siam (208)
- Shining red (07)
- Smoked topaz (220)
- umber (30)
- tanzanite (539)
- Purple (08)
- topaz (203)
- Shining curry (12)

Beads

81 001 BeCharmed Pavé Stopper View



Size
13 mm Stainless Steel

Color

- crystal (001)
- white (01)
- crystal aB (001 aB)
- white (01)
- crystal Golden Shadow (001 GSha)
- Pearl Silk (05)
- crystal lilac Shadow (001 liSh)
- Burgundy (29)
- crystal luminous Green (001 lumG)
- Pearl Silk (05)
- crystal Silver night (001 Sini)
- Black (02)
- Jet (280)
- Black (02)
- Jet hematite (280 hem)
- Black (02)
- amethyst (204)
- Dark lila (09)
- aquamarine (202)
- light Blue (11)
- Black Diamond (215)
- Silver (03)
- Dark moss Green (260)
- Shining Green (31)



Size
13 mm Stainless Steel

Color

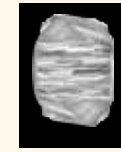
- emerald (205)
- Dark Green (13)
- light amethyst (212)
- mauve (14)
- light rose (223)
- rose (06)
- light Sapphire (211)
- Sky Blue (18)
- light Siam (227)
- Shining red (07)
- montana (207)
- navy Blue (17)
- Peridot (214)
- light Green (10)
- rose (209)
- rose (06)
- Sapphire (206)
- Dark Blue (15)
- Siam (208)
- Dark red (16)
- Smoked topaz (220)
- umber (30)
- tanzanite (539)
- Purple (08)
- topaz (203)
- Shining curry (12)

Beads

Further BeCharmed Assortment

BeCharmed Beads

5928



5948



80 101



80 201



80 301



See Pre-Season F/w 2014/15, page 17, 18, 19.

Crystal BeCharmed Pearl

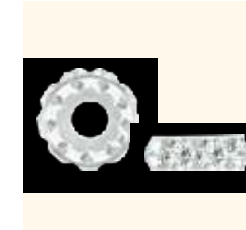
5890



See Pre-Season F/w 2014/15, page 19.

BeCharmed Rondelles

77 512



See Pre-Season F/w 2014/15, page 20.

Synthetics Hotfix

New Effect

Peach Gold (m109)*



Synthetics Hotfix

New Effect

Peach Gold (m109)*

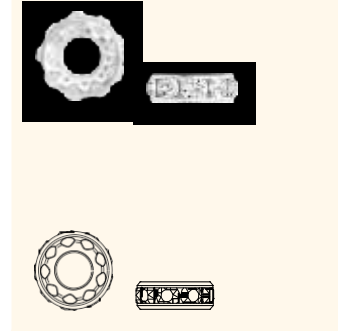


Crystal Rocks

Crystal Fine Rocks

cupchains & Findings

77 510 Becharmed rondelle



Size
10 mm (PP 24)

Color

- crystal F (001)
- crystal aB F (001 aB)
- crystal Golden Shadow F (001 GSha)
- crystal lilac Shadow (001 liSh)
- crystal Silver Shade F (001 SSha)
- Jet (280)

- amethyst F (204)
- aquamarine F (202)
- Black Diamond F (215)
- Dark moss Green F (260)
- emerald F (205)
- Jonquil F (213)
- Light amethyst F (212)
- Light colorado topaz F (246)
- Light rose F (223)
- Light Sapphire F (211)
- Light Siam F (227)
- montana F (207)
- Peridot F (214)
- rose F (209)
- Sapphire F (206)
- Siam F (208)
- Smoked topaz F (220)
- tanzanite F (539)
- topaz F (203)

80 000 Becharmed Bracelet



Size
190 mm
203 mm

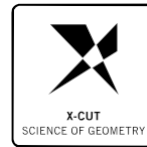
Color of Casing

H rhodium Plating*

why Swarovski

Swarovski is the premium brand for the finest Crystals. For more than 100 years, the company has been recognized for its pioneering spirit, its collaborations with designers, and its responsible behavior. In its continuous effort to strive for excellence and the highest standards of customer service, Swarovski has created a comprehensive product and service offering that delivers distinctive values to its customers.

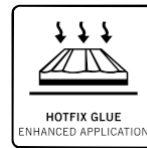
EXCELLENCE, THROUGH INNOVATION AND ORIGIN



X-cut
advanced optical measurement and high-precision manufacturing deliver premium cuts characterized by unmatched brilliance.



Platinum Pro
with its new advanced foiling technique, Swarovski has set a new standard in the lifespan of Crystals.



Hotfix Glue
the variable temperatures at which Hotfix glue can be activated enable the application of Crystals on a broad range of textiles.



Crystals – Made in Austria the combination of innovation with sustainability and respect for individual wellbeing means that quality is always assured.

PREMIUM, By SERVICE AND DESIGN



DeSiGn Service
throughout its global network of Design Centers, Swarovski offers exceptional service provided by the industry's best creative talent.



aPPLication Service
a comprehensive range of application services means customers benefit from the extensive experience of leading international experts, as well as internal specialists.



GloBal Service
Swarovski's Global Service network provides customers with dedicated personal assistance on a local level.



DeSiGner eDitionS
creative collaborations with top designers result in exclusive cuts and unique designs for Swarovski crystal.

COMPLIANCE, WITH INTEGRITY



aDvanceD crYStal
Swarovski's patented lead-free* formula has changed the DNA of crystal while still offering the same sparkle, dependability, and variety for which Swarovski is famous.

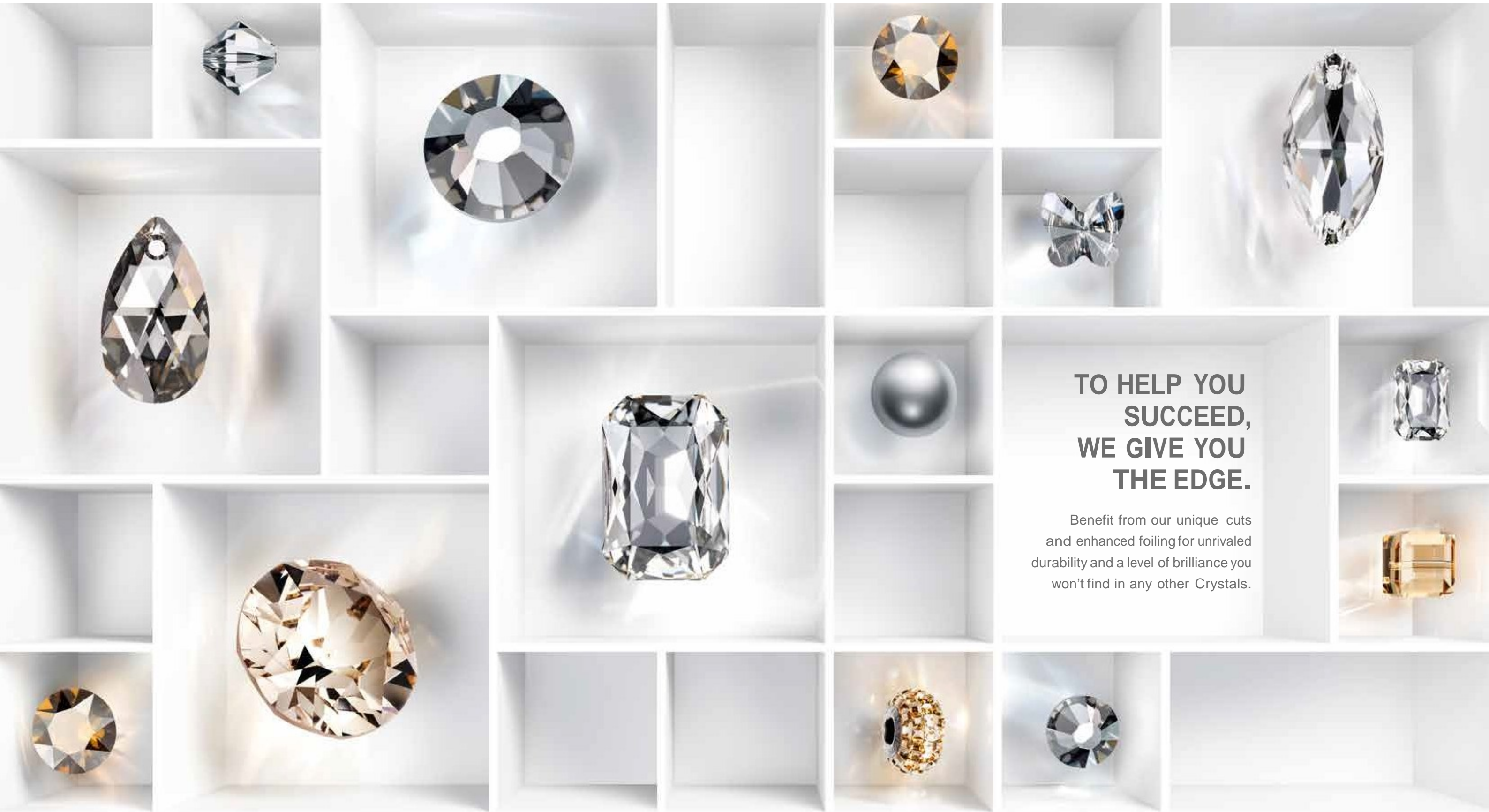
*crystal glass and all other materials containing 0.009 % lead or less.



oeko-teX
Oeko-Tex® Standard 100 class ii (direct contact with skin) certification creates confidence in chemical safety of textile applications.



clear
regular legal monitoring of chemical requirements and reasonable testing provide customers with the comfort of trust in Swarovski's products.



**TO HELP YOU
SUCCEED,
WE GIVE YOU
THE EDGE.**

Benefit from our unique cuts and enhanced foiling for unrivaled durability and a level of brilliance you won't find in any other Crystals.



General warning

Loose Crystals may present a small parts hazard to young children, particularly children under three years old. Depending on the size of the crystal and any attached material (such as glue, fabric, etc.), children may choke on, inhale, swallow, or insert the crystal into their noses. magnetic products with crystal applications pose a particular risk of serious intestinal injury if ingested. the application techniques as stated in the application manual do not guarantee that Crystals will not come loose. For each application, the manufacturer must determine whether the product meets the relevant requirements related to small parts hazards and assess any risk it may pose to small children. Failure to follow Swarovski's care instructions may result in damage to the crystal, which could pose a risk of laceration or other harm.

warning for Crystal Tattoos

crystal tattoos may be applied on healthy skin only. Do not adhere to eyes or on mucous membranes. crystal tattoos are not recommended for young children. Loose Crystals may present a small parts hazard to young children, particularly children under three years old. if a crystal comes loose, depending on the size of the crystal, children may choke on, inhale, swallow, or insert the crystal into their noses.

warning for Tableware

application of loose Crystals to tableware presents a potential risk of aspiration, choking, swallowing, or tooth damage should Crystals become loose. to reduce this risk, Crystals should never be applied to any surface of tableware likely to come in contact with food or the mouth, and Crystals should never be placed on any tableware intended for use by children. tableware with Crystals intended for decorative use only should be marked as such. to avoid dishwasher damage, tableware decorated with Crystals should be washed by hand. the application techniques or suggestions in this manual do not guarantee that Crystals will not come loose. For each application, the manufacturer must determine whether the product meets relevant requirements related to small parts hazards or use in food contact items and assess any risk it may pose to users. the use of Crystals (which may contain restricted substances deemed hazardous under local laws) and adhesives on tableware is subject to legal restrictions in specific countries. the customer is fully responsible to comply with these country-specific provisions and shall defend, indemnify, and hold Swarovski harmless from any and all third-party claims based on product liability or otherwise relating to uses of Swarovski products and waives all its own claims against Swarovski.

Notice for Application on Packaging

the use of crystal that may contain substances like lead, cadmium or hexavalent chromium, on packaging is subject to legal restrictions in specific countries, including but not limited in regard to the total content of substances based on the proportion between crystal mass to the remaining weight of packaging. the customer is fully responsible to comply with these country-specific provisions and to pass on this information to his customers.

Care Instructions

Failure to follow Swarovski's care instruction may result in damage to the Swarovski product, which could pose a risk of laceration or other harm. Please be informed that all conventional laundering processes (household washing machine as well as professional dry-cleaning) have a considerable mechanical influence onto the garment, which is based on the rotation of the washing drum. the essential requirement for a safety laundering process is that the Swarovski products are proper applied without restrictions regarding the adherence of the Swarovski products. the bigger the size of the used Swarovski product is and the more Swarovski products are applied next to each other, the more a risk of damage has to be taken into consideration. Swarovski products are made of or incorporate crystal and therefore must be handled with due care! Generally, to best protect the Swarovski products from breaking we recommend the use of a soft washing bag and to fill up the washing drum. turning inside out before washing and selection of a gentle washing program, plus the use of mild detergents are important prerequisites to safeguard the quality of our Swarovski products. our care instructions based on Din en iSo 3758 list up all Swarovski product groups as overview so that each used Swarovski product still needs to be judged in terms of its cleaning suitability for the intended purpose and finished product by the customer. Swarovski's recommendations are given according to the current state of our knowledge and Swarovski's determination of the qualification as textile application product. the customer is therefore fully responsible to determine the cleaning process applicable to the finished product, taking the Swarovski care instructions as well as those of third party materials into account. the variety of shape, cut, surface effect, size and application weight respectively amount of used Swarovski products are decisive for the determination of the suitable cleaning process. to be entirely safe customers respectively dry-cleaners usually take off Sew-on Stones, Buttons, etc. of bigger size before cleaning and re-apply them afterwards.

Unsuitable Applications

Crystals from Swarovski are intended for use in the fields of fashion, jewelry, accessories, textile products, and for interior décor. Due to their physical properties, Crystals from Swarovski are unsuitable for other uses (e.g. gluing onto teeth, using Crystals on or near mucous membranes, and other unsafe uses). the customer shall defend, indemnify and hold Swarovski harmless from any and all third-party claims based on product liability or otherwise relating to uses of Swarovski products purchased by the customer, and waives all its own claims.

Responsibility of User

any oral, written, or test-based advice that Swarovski provides regarding techniques for application of its products are recommendations based on Swarovski's current knowledge and the information provided by its suppliers. Such advice does not discharge the customer from carrying out its own tests of techniques it proposes to use and their suitability for the intended application. the application, use, and processing of these techniques and products are solely the user's responsibility.