

MATERIA

BOHEMICA

Inspirations
& Innovations
SS 2021

PRECIOSA

Note from the Director

This season we are bringing our colors to life with the addition of three new shades to our flatback palette: Pale Lilac, Shamrock and Smoked Amethyst. Entitled “With Flying Colors,” our Spring 2021 issue of *Materia Bohemica* explores some of our portfolio’s most in-demand hues and spotlights some of the more unique members of our colors and coatings family.

Put simply, this issue is about color. Explored and observed from nearly every angle by scientific minds like Sir Isaac Newton to those of legendary poets such as Johann Wolfgang von Goethe, many have contemplated how humans perceive and respond to colors. Can color really affect our behavior or elicit specific emotions? Why are different meanings attributed to the same color by different cultures? Does it apply to crystals? In this issue, we take a closer look.

One such mind from which we took much of our inspiration for this campaign was that of Claude Monet. His masterful juxtaposition of color breathed life into his work and helped define an entire genre of art. This season’s Impressionist-inspired palette of Pale Lilac, Shamrock and Smoked Amethyst is complimented by Crystal Sheet, now available with customized film. Together, they create a collection of novelties that feels both harmonious and uplifting, and perfect for warm weather months.

Looking toward the future, we’ve set the bar high for ourselves with last year’s establishment of the Preciosa Application Center and our renewed desire to provide you, our customers, with high-quality, on-trend products as quickly and efficiently as possible. We are also continuing to focus heavily on bringing products to market that are not only beautiful but also sustainable and environmentally friendly. Like every chaton, the ultimate goal we’ve laid out for ourselves is multi-faceted and a test we hope to pass with flying colors. I invite you now to take a ride on our crystal color wheel and enjoy the adventure that awaits you there.

Jan Štiller
Sales & Marketing Director



Jan Štiller

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SS 2021

FORECAST

Having moved beyond an aesthetic-only approach, we're entering a new decade of style that will be dictated by sensation and sentimentality. We're simultaneously looking back to our roots – exploring what connects us and makes us human – and ahead to a brighter, more responsible future. No longer taboo, unchecked emotion will usher in a new era of nouveau expressionism that will take aesthetic form in both the historical and the digital. Color too begins to take on new meaning as traditional associations are re-imagined by a new generation of voices and creatives. It's about how you feel, not how you look.



Send a maximalist message with a bold, artificial color palette inspired both by nature and the digital world. From alpine to tropical, variations on this theme explore the playful, campy nature of spring.

From left: Chaton Rose MAXIMA in **Padparadscha**; Chaton Rose MAXIMA in **Hyacinth**; Chaton Rose MAXIMA in **Sun, Sun AB**; Bead Rondell in **Matt Topaz**; Chaton Rose MAXIMA in **Light Topaz, Light Topaz AB**; Chaton Rose MAXIMA in **Shamrock, Shamrock AB**; Crystal Sheet with customized film; Chaton Rose VIVA 12 in **Indicolite AB**; Round Pearl MAXIMA in **Crystal Aqua Blue**; Pearshape 301 in **Aqua Bohemica**; Bead Rondell in **Matt Aquamarine**





For eveningwear, explore warm seductive hues with unexpected twists. As casual chic lives out it's heyday, look past the present and embrace experimental, technical designs that border on formal.

From left: Chaton Rose MAXIMA in **Chrysolite**, **Chrysolite AB**; Chaton Rose MAXIMA in **Chrysolite Opal**; Chaton MAXIMA in **Erinite**; Crystal Sheet with customized film; Chaton Rose VIVA 12 in **Gold Beryl**; Rhombus in **Crystal**; Slim Baguette MAXIMA in **Jet**; Chaton Rose MAXIMA in **Smoked Amethyst**, **Smoked Amethyst AB**; Chaton MAXIMA in **Capri Blue**

Take a queue from the Impressionists and embrace the calming effect of nature. Rift on historical prints and imagery but remix them with hyper-saturated accents or artificial trims.

From left: Chaton MAXIMA in **Deep Sea**; Chaton Rose MAXIMA in **Dark Indigo**; Chaton MAXIMA in **Burgundy**; Chaton Rose MAXIMA in **Light Burgundy**, **Light Burgundy AB**; Pearl Elliptic in **Pearl White**; Chaton Rose MAXIMA in **Pale Lilac**, **Pale Lilac AB**; Navette MAXIMA in **Jonquil**; Chaton Rose MAXIMA in **Jonquil AB**; Rondelle with Chatons MAXIMA in **Crystal** with **Rose Gold plating**; Chaton Rose VIVA 12 in **Topaz**, **Topaz AB**

CRYSTAL CONFIDENTIAL

Head of product and services Marek Kinazs takes us behind the scenes of our latest collection of novelties and reveals how they were brought to life.

Colors will always be one of fashion's main talking points, and it's not unusual for us to develop a new color in partnership with some of the industry's heavy hitters who want it for a specific look or season. Our distributors and retailers likewise take special interest in our color assortment and give us vital feedback when it comes to consumer demand.

The first of this season's new colors is Shamrock which, like many of our other shades, was originally developed as a customized production for a customer in Dubai. Shamrock was received so well there that we've decided to take it global. This fresh new hue meets all ecological standards and is of course lead-free. With a refractive index of more than 1,560, Shamrock is a particularly brilliant vivid shade of green.

Our second new color Smoked Amethyst is an outstanding imitation of the real gemstone. Unique to Preciosa, this "smoked" version of one of our classic best-sellers completes the Amethyst family and comprises several extra eco-friendly colorants in addition to the standard number of between eight and ten. In the same family is Pale Lilac, a soft, delicate hue and the final new color of this season.

On average, each color takes three to six months to create. We usually appoint one lead researcher who is responsible for the development and manages a team of up to five people whose sole job is to produce the desired result, after which the color undergoes rigorous testing.

The last of this season's novelties is our Crystal Sheet, now available with customizable film. Designed to provide even greater design possibilities, this addition to our made-to-order portfolio can include any image or pattern you can imagine. Remember! Anything is possible.



Marek Kinazs



Crystal Sheet in Crystal AB with customized film

Crystal Net Romper comprising Chaton Roses MAXIMA, size ss16 in Pale Lilac, Aqua Bohemica AB, Smoked Amethyst; size ss20 in Indian Pink, Shamrock, Citrine AB, and Peridot AB by Preciosa design lab.



With
Flying

Colors

Inspirations & Innovations **SS 2021**



Dress by Windowsen; Mouse Brooches comprising Cupchain, size ss12 in Crystal and Jet by Preciosa design lab.



Skirt with Crystal Transfers comprising Chaton Roses MAXIMA, size ss10 in Amethyst, Smoked Amethyst, Pale Lilac, Rose, Vintage Rose, Fuchsia, Light Siam, Sun, Hyacinth, Citrine, Light Topaz, Light Peach and Tanzanite by Preciosa design lab; Mules covered in Chaton Roses MAXIMA, size ss20 in Sun and Hyacinth by Preciosa design lab.



Suit by Zuzana Kubičková; **Handbags** with Crystal Transfers comprising Chaton Roses MAXIMA, sizes ss10, ss20 in Burgundy and Amethyst by Preciosa design lab; **Mules** covered in Chaton Roses MAXIMA, size ss20 in Smoked Amethyst, Light Amethyst, Pale Lilac, Tanzanite and Crystal by Preciosa design lab.



Mules covered in Chaton Roses MAXIMA, size ss20 in Sun and Hyacinth by Preciosa design lab; **Stockings** with Chaton Roses MAXIMA, size ss20 in Sun, Sun AB, Hyacinth, Shamrock and Shamrock AB by Preciosa design lab.



Brooch comprising Crystal Sheet with customized film and Chaton Roses MAXIMA, size ss34 in Smoked Amethyst AB, Pale Lilac; size ss20 in Light Peach AB and Aquamarine AB by Preciosa design lab.



Crystal Net **Top** comprising Chaton Roses MAXIMA, size ss16 in Pale Lilac AB, Gold Quartz AB, Blue Zircon AB; size ss20 in Tanzanite, Light Sapphire, Jonquil, and Chrysolite by Preciosa design lab; **Earrings** comprising Crystal Sheet with cut crystal film and Cupchain, size ss6.5 in Erinite by Preciosa design lab.



Pumps by Jorge Bischoff covered in Chaton Roses MAXIMA, size ss20 in Smoked Amethyst.



Dress by Windowsen; 3D-printed **Sunglasses** comprising Crystal Sheet with customized film and Chaton Roses MAXIMA, size ss6 in Shamrock by Preciosa design lab; **Mules** covered in Chaton Roses MAXIMA, size ss20 in Smoked Amethyst, Light Amethyst, Pale Lilac, Tanzanite and Crystal by Preciosa design lab and Onyx.



Handbag comprising Crystal Sheet with customized film designed by Preciosa design lab, produced by Elega.



Dress by THE BLONDS with Crystal Transfers comprising Chaton Roses MAXIMA, size ss30 in Emerald AB;
Mules comprising Chaton Roses MAXIMA, size ss20 in Dark Indigo, Sapphire, Light Sapphire and Crystal by
Preciosa design lab; Earrings comprising Crystal Sheet with customized film and Cupchain, size ss6 in Erinite
and Tanzanite by Preciosa design lab.



3D-printed Sunglasses comprising Crystal Sheet with customized film and Chaton Roses MAXIMA, size ss6 in Peridot, Shamrock and Indicolite by Preciosa design lab and Onyx.



Coat by Tereza Rosalie Kladošová; Handbag with Crystal Transfers comprising Chaton Roses MAXIMA, sizes ss10, ss20 in Dark Indigo by Preciosa design lab.

Crystals and Cashmere

A conversation with Washington D.C. based designer Qing Hua of ZYNNI Cashmere



Established in 2014, ZYNNI is a luxury cashmere and lifestyle brand. After graduating from the London College of Fashion with a major in knitwear design, Qing Hua moved to Washington D.C. where she founded ZYNNI.

Qing Hua

What is the meaning behind the name of your label, ZYNNI?

The etymology of “ZYNNI” comes from Zen. We are a knitwear brand, so we chose a name that somehow relates to the feeling of being wrapped in a soft, warm sweater, which can be calming and comforting, very Zen-like. Many people, including myself, live within the confines of a noisy, overcrowded city; what I intend to pursue through my creations is finding inner peace regardless of what disturbances are going on around you. The school of Zen precisely embodies my attitude toward life. The name ZYNNI is a more playful form of Zen, like the nickname for a little girl. Even as adults we still want to indulge in our childhood fantasies deep within our hearts.

“To modernize the functionality of cashmere is to upgrade and expand the range of cashmere products.”

Can you tell us a little about your training and brand strategy?

Although I live in America now, I trained at the London College of Fashion, where I pursued a degree in knitting. The school greatly emphasizes market research and practicality. On one hand, you must consider the aesthetic feeling and individual approach of each student. It was compulsory that we attend exhibitions, theater performances and keep ourselves in touch with different art forms. On the other hand, there was a lot of importance attributed to market research and analyzing success stories. I think that’s the primary difference between the London College of Fashion and the other well-known design school in London, Central Saint Martins, which is more focused on students’ personal style. I was trained to combine my vision with a business plan, which has greatly helped and influenced the way I position and operate my brand.

Can you talk about your experience as a Chinese designer establishing a brand on the U.S. market? Do you have any advice for aspiring foreign born designers?

It should be said that a career in fashion (for any

designer!) is not easy. In the past, I think Chinese designers struggled with reconciling their aesthetic cognition with Western taste; however, I think this is changing. As more foreign designers enter the market the barriers are breaking down. The goal is to create a mature, sustainable product that is of high quality while establishing some level of design or brand recognition. I truly believe that if the product is good enough it will transcend geographical and cultural borders.

Cashmere tends to be a fabric more geared toward functionalism and is often used by designers with a more minimalist aesthetic. How do you, through your designs, endeavor to balance its functional nature with high fashion?

That’s a good question. To modernize the functionality of cashmere is to upgrade and expand the range of cashmere products. A coexistence between function and fashion is always at the forefront of our efforts. We are also trying to change the stereotype that cashmere is only worn by old women or that it’s somehow stuffy and old fashioned. ZYNNI is about giving cashmere a new life.

At the same time, our designs are made only from the highest standard cashmere meaning that the raw fibers have a diameter of between 14 and 15um and a length of between 34 and 38mm. The finished cashmere is elaborately crafted using dozens of different processes by our team of experts. It is important that while endeavoring to make cashmere more fashionable, we don’t turn it into a kind of “fast fashion.” Cashmere should not be a fast-moving consumer good that is meant to be worn only for one season. I hope that our products reflect this sense of value and quality.

You have shown many times during New York Fashion Week. What motivated you to come back and show at Shanghai Fashion Week this season as well?

Firstly, I am Chinese, so it’s natural that I bring my brand home. Secondly, the Chinese market is developing incredibly fast – and it’s so huge and interesting! Any aspiring brand that wants to achieve long-term success would be very much mistaken to ignore it.

What are the main differences in Chinese and American consumer tastes?

Both markets love cashmere as a material, but there is a noticeable difference in style. In the U.S. our customer base is mainly comprised of VIP clients looking for custom pieces like celebrities, high-end buyers and personal stylists. They value the craft and purity of our materials and prefer classic cashmere styles. In China, the buyer's market is very young. They like design-y and distinctive styles and prefer lighter shades of pink.

"It is important that while endeavoring to make cashmere more fashionable, we don't turn it into a kind of 'fast fashion.' Cashmere should not be a fast-moving consumer good that is meant to be worn only for one season."

What's next for ZYNNI?

Our FW 2020 collection will be one that fully demonstrates my personal style. We have always defined ZYNNI as an international brand because our team members come from all over the world. Our inspiration and experience come from various cultures and our partners come from many different countries, including the Czech Republic. That said, I think the next show will also be a globally inspired one. I can already say that one series of looks will include Preciosa Nacre Pearls.



ZYNNI SS 2020



ZYNNI SS 2020

UNDERGARMENTS: THE LIFE OR DEATH ART OF PRECISION

Czech born lingerie designer Tereza Vu discovered her love for lacy undergarments during her studies at Central Saint Martins and has set up shop in her native capital as the new authority on barely-there fashion.



Tereza Vu SS 2020 campaign, photographed by Lucie Desmond.

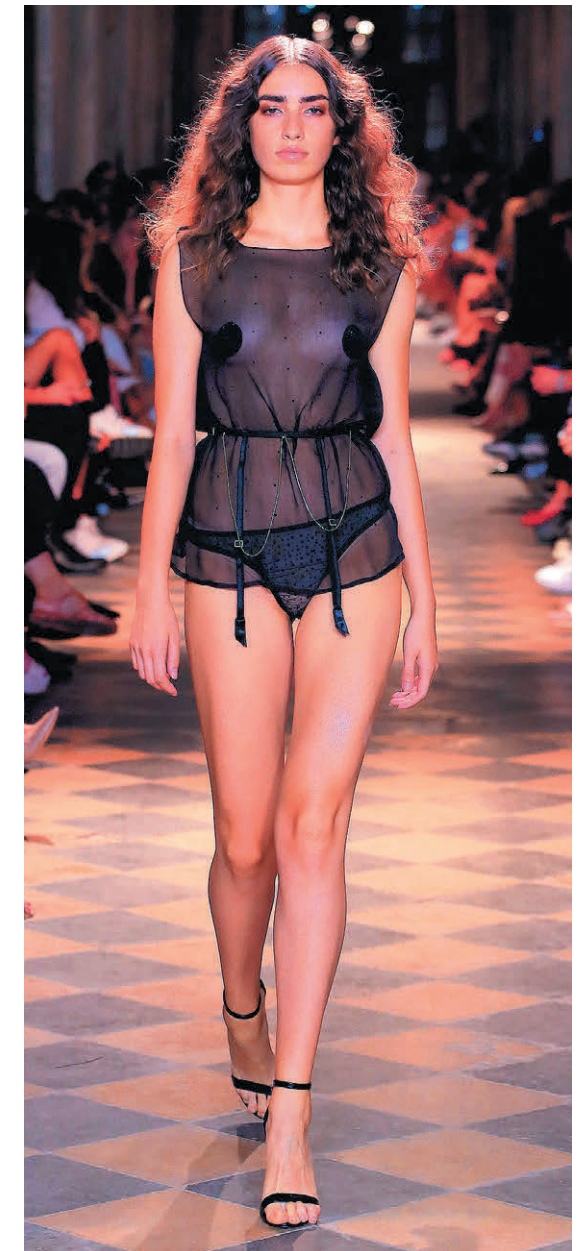
An eighteen-look collection by Prague based Central Saint Martins graduate Tereza Vu was the talk of the town last Mercedes-Benz Prague Fashion Week held in September 2019. The lingerie and intimates designer took inspiration from Lewis Carroll's *Alice's Adventures in Wonderland*, which tells the nonsensical tale of teenage Alice wandering throughout her surrealist subconscious. Certainly not the first to rift on this theme, Tereza – a known perfectionist – made it literally her own by sewing nearly the entire collection herself: “I frequently work with French lace and silk which can be very temperamental,” she says. “I have not had much luck finding seamstresses locally, partially I think because I require such a high standard. But you can't use the same stitch as you would for a car seat on lace!” she adds, jokingly.

“I frequently work with French lace and silk which can be very temperamental... there is no space for error.”

The fragility of her materials prevented Tereza from working with embellishments such as crystals in the past. “I love anything that sparkles. However, I was always worried that I would damage the fabric,” she explains. “I tried applying flatbacks one by one, all by hand, and it was simply too time consuming. Plus, this method caused problems while finalizing the garments; when I would sew the cuts together my needles would break because of misplaced stones. I also had issues controlling the heat – the whole thing was impossible,” she adds. “And when you're working with silk, lace and the finest silk chiffon, there is no space for error.”

But this has since changed.

After a chance meeting with one of Preciosa's in-house designers, Tereza made the hour-long journey from Prague to visit the Preciosa Application Center in North Bohemia. There, she was joined by our team of experts in a day-long



Tereza Vu SS 2020

endeavor to come up with a solution for applying crystals to her choice of fabrics. “These materials require extra special care,” explains Preciosa’s head of application and design, Irena Čížková. “We put an enormous amount of effort into determining the perfect temperature and time for applying the crystals by hotfix because any tiny mistake would damage the fabrics irreversibly.”

Having found a solution in the form of Preciosa’s Crystal Transfers, Tereza decided to apply all the stones for her SS 2020 collection onsite at Preciosa’s application center. “I have always loved soft and fragile materials on which every mistake can be easily seen,” says Tereza. “Using transfers is so quick and the result is impeccable.”

She adds: “When we first made corsets at school, I fell in love with lingerie. After my graduation in London, I went straight to a seminar about making undergarments,” she recalls. “In lingerie, precision is life or death. No part of the garment can bother the wearer anywhere; everything must be super neat and clean. I am so pleased to have been able to take my pieces to the next level with Preciosa’s support. My wildest dreams have become a reality!”

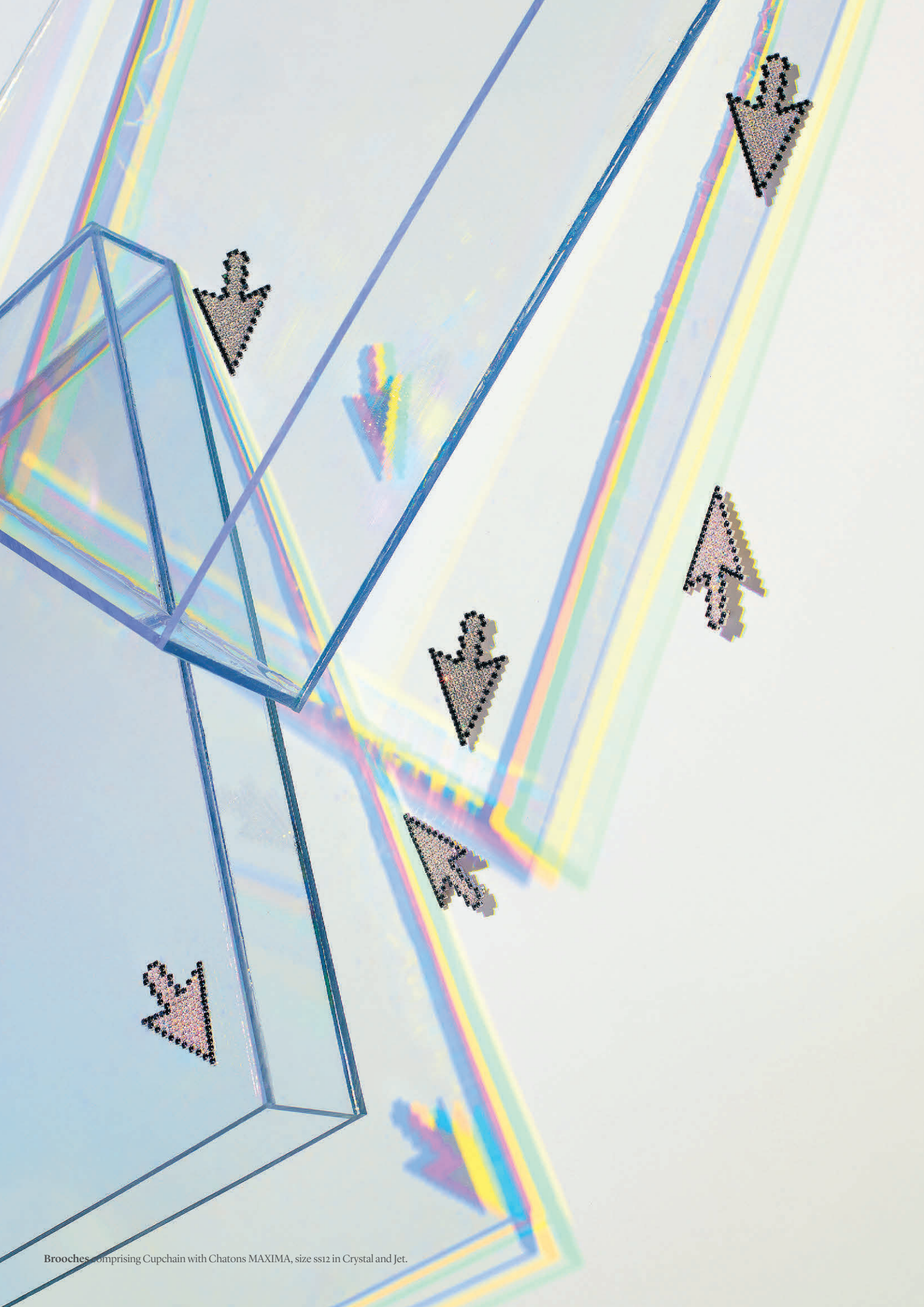
In addition to hotfix transfers, Tereza worked with Preciosa Cupchains to create a delicate crystal harnesses and several other luxurious embellishments throughout the collection. Together with renowned make-up artist Margita Skřenková, the designer also created several headpieces inspired by her heroine, Alice. Alas, the overwhelmingly positive reaction to her show has only encouraged Tereza to continue to toil with her finicky fabrics and perfect her crystal application methods. As *Vogue Czechoslovakia* quipped: “She knows what she wants and she knows how to do it.”



Tereza Vu SS 2020



Backstage at Tereza Vu SS 2020 photographed by Mojmir Bureš.

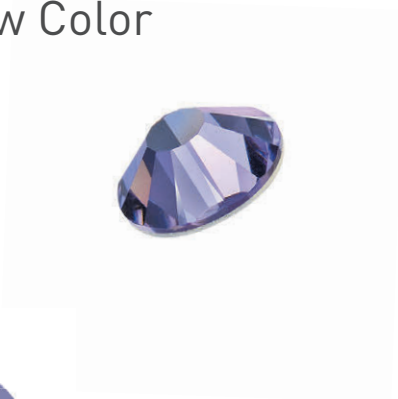
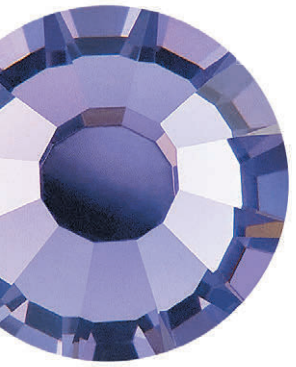


“

Color is my day—
long obsession, joy
and torment.

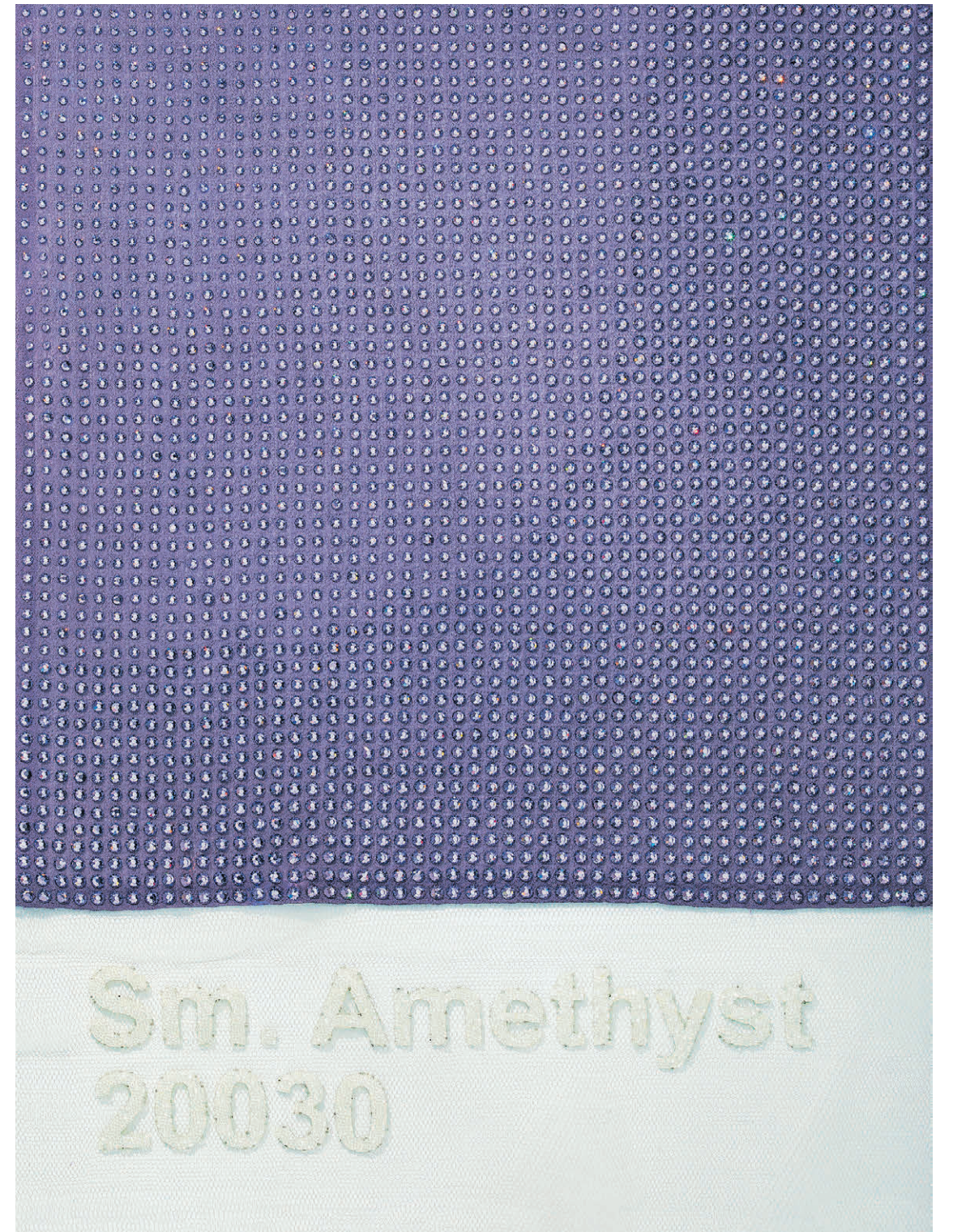
— *Claude Monet*

New Color

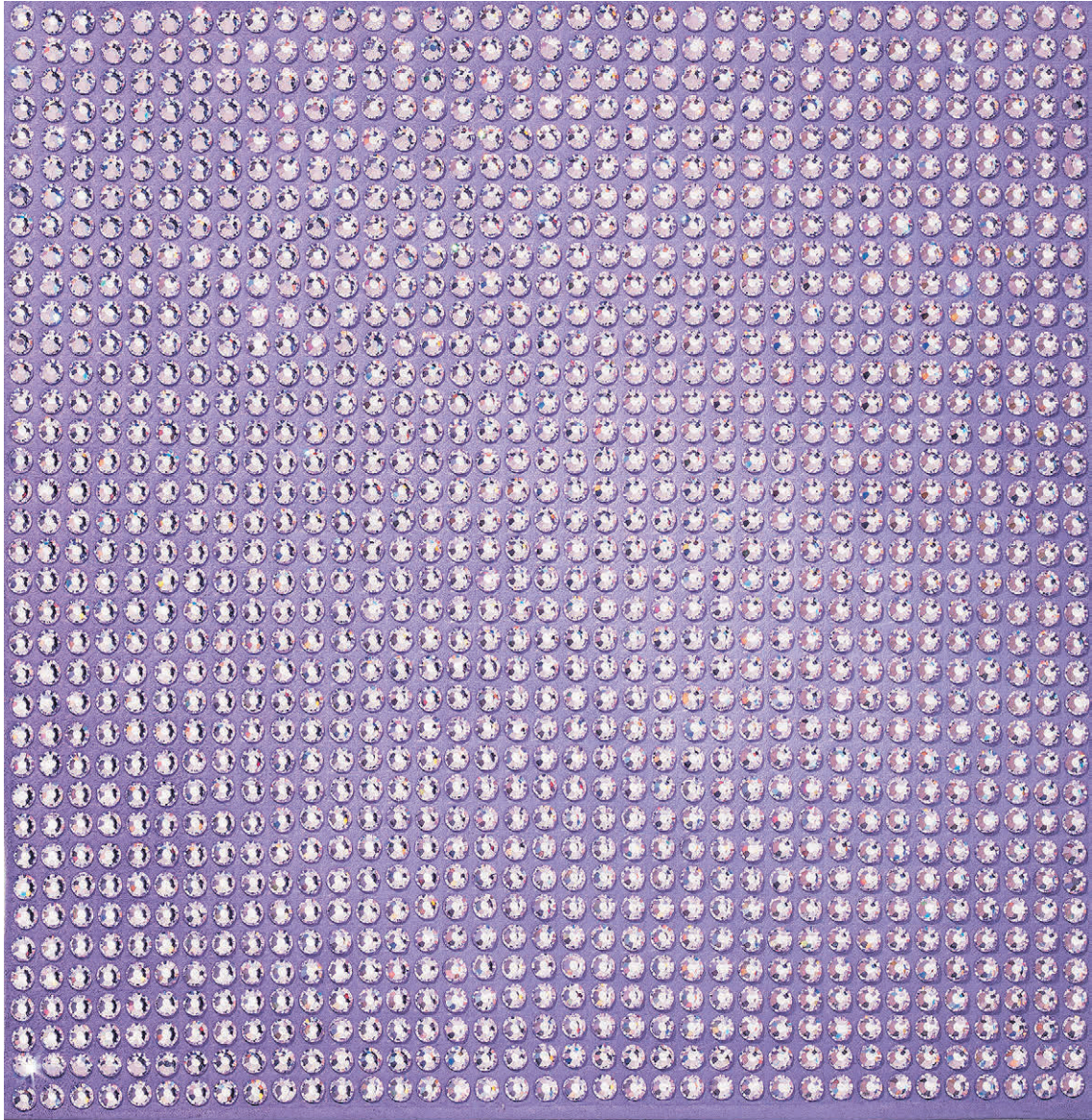


SMOKED AMETHYST

A more seductive version of its classic namesake, Smoked Amethyst is both opulent and modern. An alluring shade of dusty purple, this trending color is the ultimate elevated embellishment and a much-anticipated seasonal staple.



Crystal Transfer with Chaton Roses MAXIMA, sizes ss6, ss8, ss10, ss12 in Smoked Amethyst



Pale Lilac
70230

Crystal Transfer with Chaton Roses MAXIMA, size ss20 in Pale Lilac



PALE LILAC

Feeling pretty is always on trend. The delicate, pastel tone of Pale Lilac is both gentle and sophisticated and gives a feminine flair to every garment or accessory it enhances. As effortlessly luxurious as it is eye-catching, this new hue is a spring-time must-have.

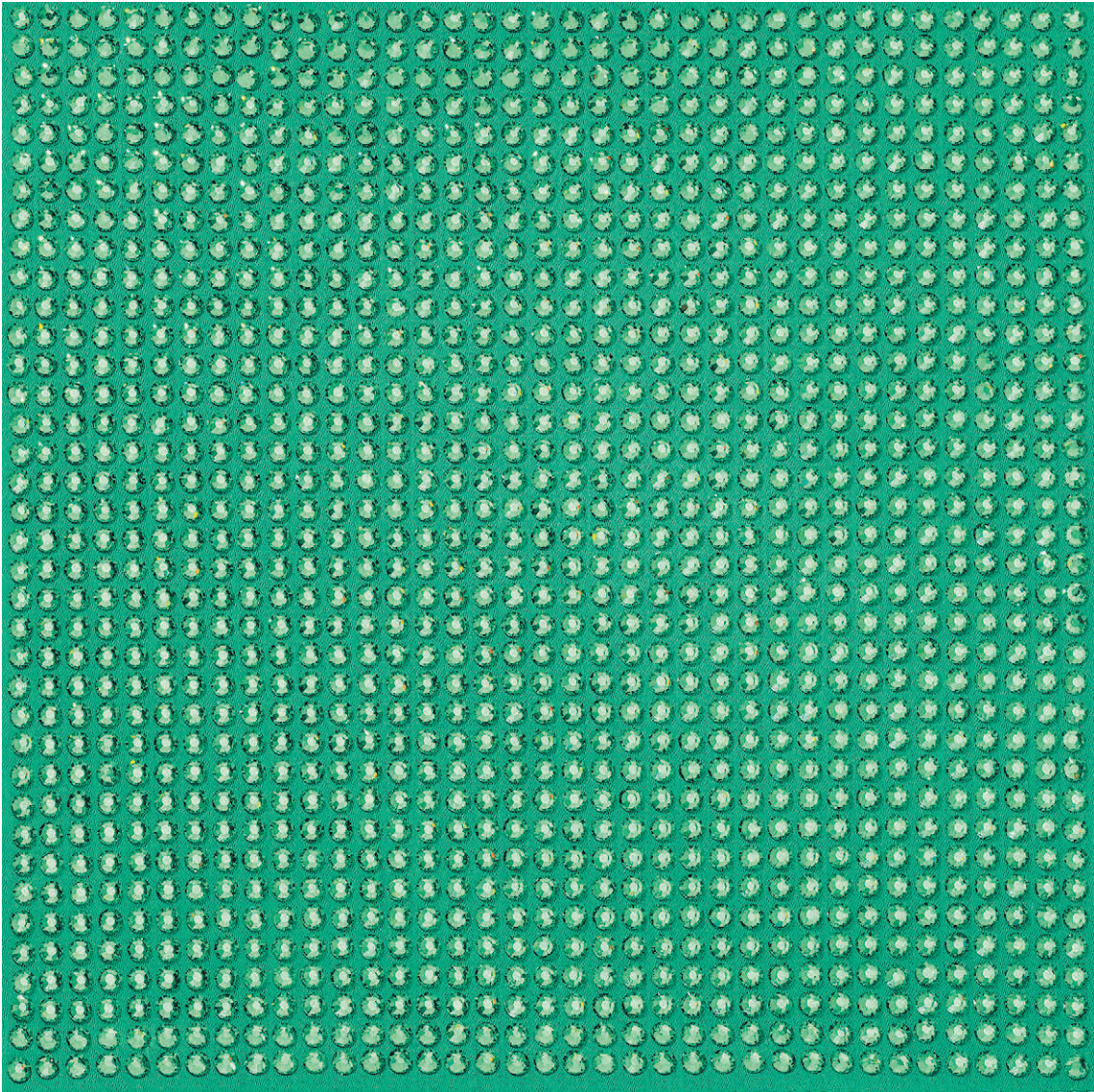


New Color



SHAMROCK

Nothing says warm weather-ready like donning a fresh, crisp shade of vivid green. Our new Shamrock is the essential “spring green” and provides the perfect pop of color to an otherwise pastel palette.

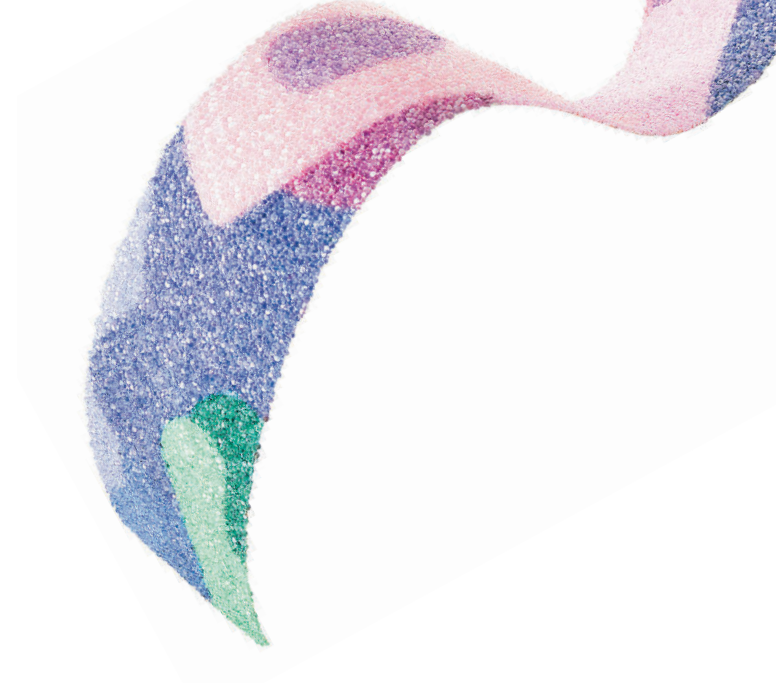


Crystal Transfer with Chaton Roses MAXIMA, size ss20 in Shamrock

New Product

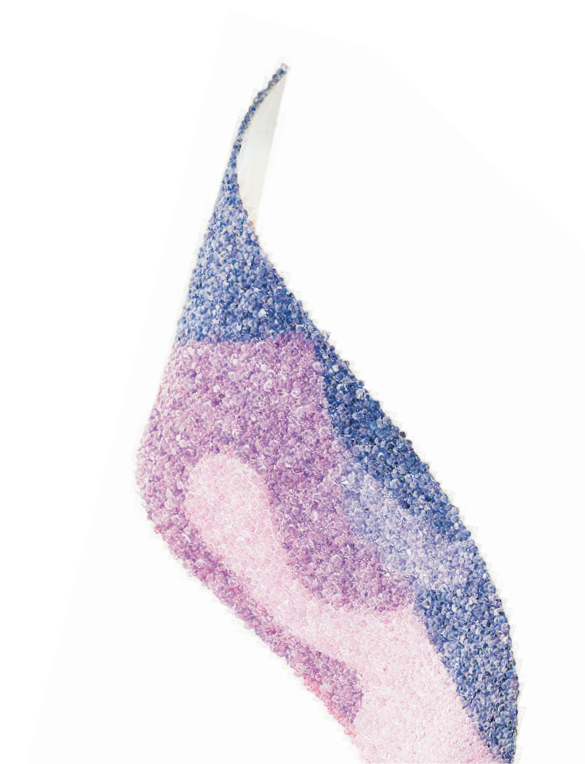


Crystal Sheet with customized film and Chaton Roses MAXIMA Pure, size ss10 in Crystal AB; Brooch comprising Cupchain with Chatons MAXIMA, size ss12 in Crystal a Jet



CRYSTAL SHEET with Customized Film

In addition to a choice of either Transparent or Black film, our made-to-order Crystal Sheet now comes with a third, customizable option. With a simple graphic file, we can tailor the film to replicate any design, image or motif that elegantly shines through a Crystal or Crystal AB overlay.





Watches comprising Crystal Sheet with customized film and Chatons MAXIMA, size ss3 in Peridot, Sapphire, Light Amethyst, Tanzanite, Light Rose, Rose, Vintage Rose, Chrysolite, Light Gold Quartz, Gold Quartz and Light Peach.



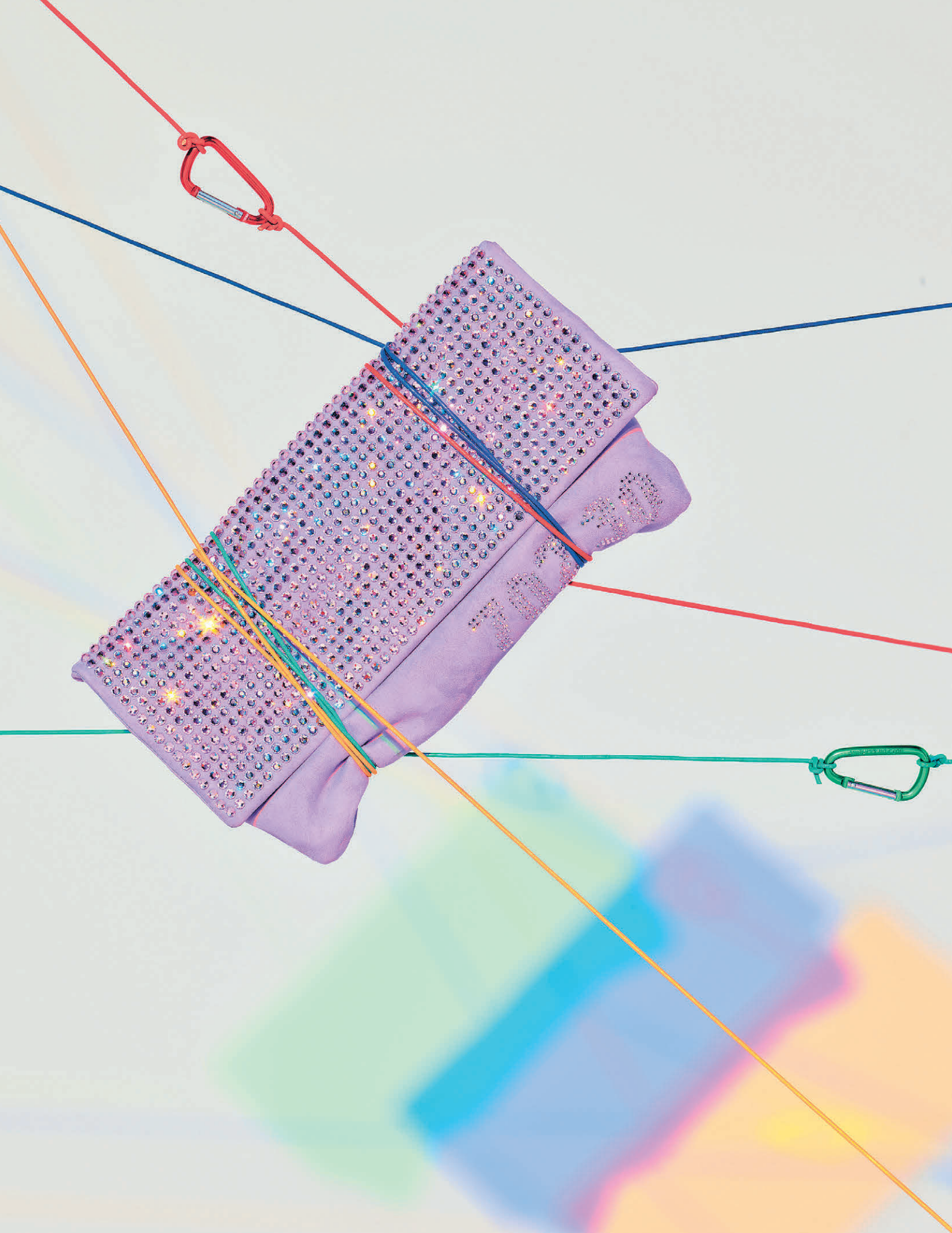
Mules covered in Chaton Roses MAXIMA, size ss20 in Smoked Amethyst, Light Amethyst, Pale Lilac, Tanzanite and Crystal.



Necklace comprising Crystal Sheet with customized film and Chaton Roses MAXIMA, sizes ss16, ss20, ss34 in Smoked Amethyst, Smoked Amethyst AB, Pale Lilac and Pale Lilac AB; Cupchain with Chatons MAXIMA, sizes ss4.5, ss8.5 in Crystal with Rose Gold plating; Cupchain with Chatons MAXIMA, size ss6.5 in Erinite and Tanzanite with Rhodium plating.



3D-printed **Sunglasses** comprising Crystal Sheet with customized film and Chaton Roses MAXIMA, size ss6 in Shamrock; **Earrings** comprising Crystal Sheet with customized film and Cupchain, size ss6 in Erinite and Tanzanite.



Handbag with Crystal Transfers comprising Chaton Roses MAXIMA, sizes ss10, ss20 in Pale Lilac.



Tulle Top with Crystal Transfer comprising Chaton Roses MAXIMA, size ss6 in Shamrock; size ss5 in Sapphire, Crystal and Jet; Crystal Sheet with customized film.

Brazil's Prince of Pumps

A conversation with Brazil's wildly popular footwear designer, the "prince of pumps," and the man behind this season's embellished high heels, Jorge Bischoff



Jorge Bischoff holding custom-made heel in Pale Lilac

How did you become one of the most successful footwear designers in Brazil?

Shoes have always been my life. I come from a region steeped in Brazilian footwear manufacturing tradition that dates back centuries. Even as a child, I remember accompanying my parents to work, who both held jobs within industry. I loved walking around the floor listening to the noise of the machines, playing with straps of leather, smelling the wood used to create the models for heels... it was a magical place.

I grew up this way and have worked in all areas of the industry, but I ultimately decided to follow my passion for design. Prior to launching my own label, I designed footwear collections for various brands which gave me a lot of valuable experience. In 2003, driven by my restless entrepreneurial spirit, I launched my own brand Jorge Bischoff to meet the market demand for footwear that combines unique design elements with elegance and comfort, and is also of impeccable quality. The shoes should be all these things but with a distinctly Brazilian flair. Today, Jorge Bischoff shoes are carried in retailers in more than 50 countries and we also operate an exclusive U.S. flagship in Miami. In Brazil alone we have an expanding franchise network of more than 80 stores.

"There are two main factors contributing to the region's success in this industry: our skilled labor force and investment in technology."

Can you talk a little more about the tradition of Brazilian shoe-making?

Southern Brazil is famous for its high-quality shoe production, which has been going on here for centuries. I am personally very proud of this tradition and I hope to strengthen Brazil's international recognition for its

craftsmanship and know-how with my own brand. It's important that we always present elegant and innovative products, both visually but also technically. There are two main factors contributing to the region's success in this industry: our skilled labor force and investment in technology.

For us, each shoe should be both fundamentally beautiful and comfortable, which is the constant challenge of any footwear designer. We must create pieces that are functional and seductive. It's not easy, but I hope that the name Jorge Bischoff has become synonymous with this balance.

What is your stylistic signature?

If I had to highlight one aspect of my designs that represents the brand, it would be high heels. Pumps embody all the beauty and sensuality of a woman's shoe. But not all heels are the same – each designer has his or her own variation. For me, the most important thing is elegance. Our collections are created for vibrant women in an ever-evolving world; therefore, our brand must evolve as well.

Speaking about the general market, versatility and diversity are the watchwords of the moment. Low heels, wide-shaped models and even sneakers are becoming increasingly successful, which is a trend that is mirroring the evolution of women's role in society. We strive to offer a broad mix of styles that maintains the essence of the brand but is also in line with clients' desires.

How do you imagine women feel while wearing your shoes?

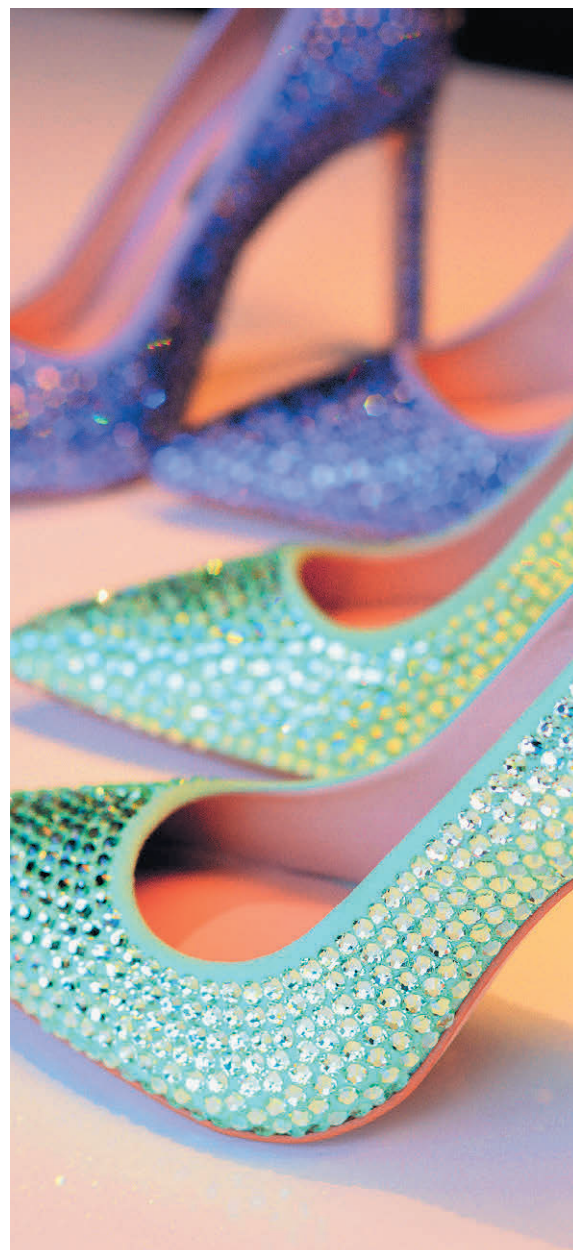
I always imagine a scene in which a woman is in front of a mirror; she might be wearing a basic outfit, but then puts on a nice pair of shoes and realizes their power of transformation. She has this moment of understanding that shoes make the entire look and can even reflect her soul! I want the women who wear my shoes to feel empowered, because they are.

How long does it take you to create a fully crystalized pair?

Our production method involves a lot of technology but also requires careful handling by the many craftsmen who contribute to the final product, which gives our shoes the essence of something that is hand-made. There are more than 100 processes involved and in the case of pumps, for example, the application of each crystal is done by hand so one pair usually takes between seven and ten days.

You selected one of our new colors, Smoked Amethyst, for a pair of shoes you created for our With Flying Colors campaign. How do you like it?

Smoked Amethyst is a seductive color, extremely feminine and, at the same time, one of boldest colors I've ever seen in crystal. The pair in this color brings a different luminosity, and even a certain boldness, which I think defines the final look. For the production we used one of our most iconic silhouettes and the result is very glamorous and feminine, very Jorge Bischoff.



Pumps by Jorge Bischoff in Chrysolite and Tanzanite



Bead 74

Our new Bead 74 derives its name from its 72 immaculately polished facets and 2 tables, and comes in both a semi and full-hole version. The Bead 74 is available in two sizes: 4.00mm and 5.00mm and in various colors of cubic zirconia, nanogems and synthetic aventurine. This product is lead-free and meets all European legislation regarding presences of harmful substances including cadmium and nickel.



Jewelry design reimagined

Expertly crafted in the heart of Europe with only the finest ingredients.

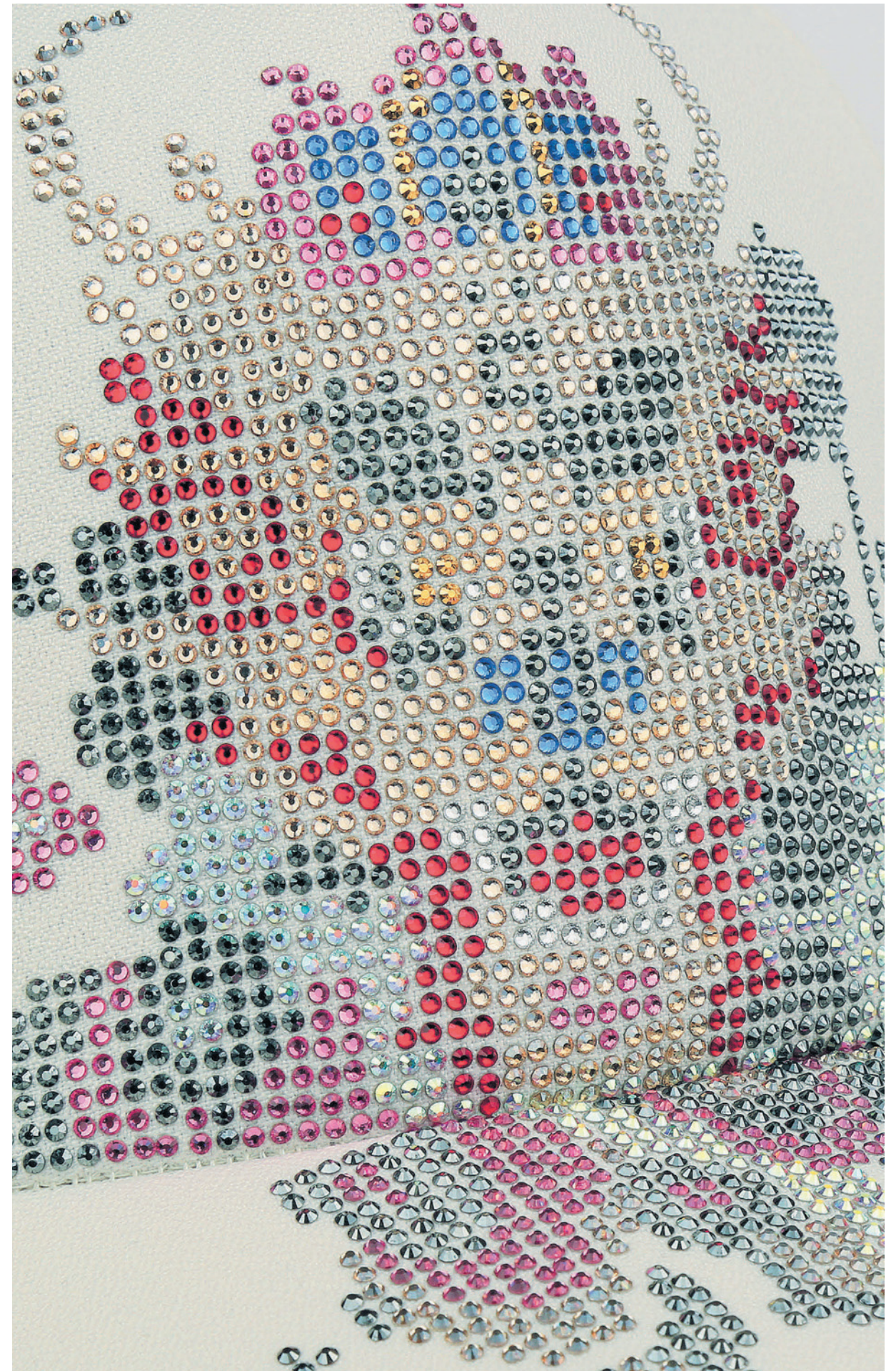
PRECIOSA

From China with Love

Chinoiserie is making a comeback. While it has never disappeared from the runway or the pages of glossy style magazines completely, its influence is certainly regaining traction across the international fashion scene and this time with a twist. From multinational brands to independent up-and-comers, designers are updating this three-hundred-year old trend in various ways, be it through the use of unconventional fabrics, reinterpretation of traditional symbols or (our personal favorite) crystal embellishment.

Popularized in Europe during the 17th century and closely associated with the Rococo style, the defining aesthetic of the time, "Chinoiserie" was the term given to the Western interpretation of Chinese and East Asian art and imagery. Seemingly overnight, the taste for this exciting and exotic trend by the European elite became insatiable. From the palace of Versailles to the tea houses of Moscow, the influence of Chinoiserie could be seen at every fashionable establishment of the day.

As a style, Chinoiserie is characterized by exuberant decoration, a focus on materials, and subject matter that reflects the popular idea of what colonial-era Europeans thought to be typical of contemporary Chinese culture. Today, as it pertains to fashion, Chinoiserie is used more loosely to denote the inclusion of traditional Chinese design elements within a piece or collection. Interestingly, many of the most avid fans of Chinoiserie are Chinese designers who, like their global counterparts, are reinterpreting an interpretation though on a more personal, "close-to-home" level.



The Qipao (or Cheongsam)

One of the most globally recognized traditional Chinese fashions is the Qipao with its iconic body-hugging, A-line silhouette. Originating in Manchuria, the contemporary version was popularized by aristocratic women in Shanghai during the beginning of the 20th century and is still frequently worn as a wedding dress. With delicate Chinese tailoring, sheer mesh detail and crystal butterfly motif, Chinese designer Jay Yang's interpretation of the Qipao simultaneously evokes the elegance and majesty of the ancient Eastern dynasties with the light-hearted charm and modernity of the West.



Chinese Mythology

As popular today as it was centuries, even millennia ago is traditional Chinese mythology, which served heavily as the visual inspiration for many of the most elaborate 17th century Chinoserie designs. Of its most beloved creatures and legends are dragons. First appearing in myths dating back 8,000 years, the Azure Dragon, also known as the "Blue Dragon" is God of the East and one of the Four Totems of Chinese culture. Traditionally, dragons comprise the body of a snake, the head of a Qilin and the tail of a carp with a long beard, horns and five claws on each paw. By placing this traditional ancient symbol on an accessory as modern and Western as a baseball cap, Chinese label Swofcare re-imagines the possibilities of Chinoserie.



Panda Bears

More synonymous with China than the Forbidden City, Kung Fu or even the Great Wall is truly its national treasure, the giant panda. Pandas were thought to be rare and noble creatures, and in the past often gifted by the Chinese government to other countries as a sign of goodwill. Symbolic of power, balance and strength and therefore closely associated with Tai Chi culture, panda bears are also undeniably cute. Often interpreted in a pop-y, cartoonish way, this ancient symbol is given a twenty-first century update that appeals to teenagers and young adults from all backgrounds and traditions.



X

PRECIOSA

High-end cosmetics skincare brand Genomer not only launched a new line of hydrating facial cleansers and creams with Preciosa crystal-encrusted packaging, but also chose to shoot the commercial in Preciosa's Prague flagship store. Genomer's parent company Dr.Ci:Labo, which was acquired by Johnson & Johnson in 2019, was founded in 1999 by Dr. Yoshinori Shrono and quickly became Japan's best-selling cosmetics skincare brand with a more-than 40% market share (as of 2015). The premium packaging design includes several Preciosa crystals, which are symbolic of the quality ingredients contained within each of Genomer's "derma" hydrating products.



Kylie's Dress to Impress

London based haute design duo Kolchagov Barba reflect on their iconic design for Miss Minogue's international Golden tour: a golden crystal-covered look now known as "the Kylie dress."



Photo by Andrew Whitton

"Once I step out onto the stage, I don't see the dress, only peoples' reaction to it and they love it! The way it shimmers is mesmerizing, and it adds so much to the magic of a show," confessed Kylie Minogue of her Preciosa-embellished dress after her record-breaking performance at Glastonbury Festival last summer. The show – a milestone in her career – was the highest attended Glastonbury performance ever (and this is not including the additional three million home viewers who tuned in to watch the live stream).

The custom look by Kolchagov Barba was indeed the most memorable of her most recent tour outfits and has since been dubbed by fans as "the Kylie dress." "Whether in the blazing sunshine at Glastonbury or twinkling in the spotlight of Kylie's indoor concerts, the thousands of Preciosa crystals sparkle up a storm," explains Frank Strachan, Miss Minogue's stylist. "Hearing an audible collective gasp from the audience as she enters the stage is a very special moment. The solid crystal stones give a modern glow which feels super cool and effortless yet incredibly glamorous as Kylie performs."

First worn on stage in September 2018, the golden crystal-covered "Kylie dress" quickly became the emblem of her aptly named Golden tour. "We wanted the tour and Kylie herself to be the inspiration behind the dress; something striking, iconic, vibrant, golden, yet elegant – just as we know Kylie to be," explained Emilio Barba of Kolchagov Barba. "It had to be a dress that demanded attention and reflected light and all of Kylie's dazzling energy back to her adoring fans."

Since then, no less than seven additional versions of the dress have been created: five more in Crystal Aurum, one in Crystal Aurora Borealis (AB) and one in a multicolored pattern for Glastonbury of Crystal Aurum, Crystal Monte Carlo and Crystal Starlight Gold. Each of them is embellished in 120,000 flatback chaton roses using a combination of hand application and crystal transfers. "It should be said that when you apply crystals by hand the final product has an overall different feel; however, the crystal transfers were a true blessing! They cut our production time by at least 35 or 40%."

Together with Kylie, the original dress toured around the world. "Our dress has been seen everywhere by millions of people, be it by those who attended her shows or those reading about it in magazines," adds Emilio Barba. "It's an amazing feeling and a further validation of what we do and a huge endorsement to our ethos: if you refuse to cut corners and use only the best materials and the best people, success is guaranteed. This was indeed a team effort!"



Photo by Gavin Bond Photography

Ten New York Minutes With...

David Blond of THE BLONDS



David and Phillippe Blond. Photo by Andreas Hofweber.

Let's start with your SS 2020 collection which was one of New York Fashion Week's must-see shows, (we know because we were there). Can you tell us a little bit about it?

We were so honored to be asked to partner with the hit Broadway musical Moulin Rouge! The show was celebrating the release of their official cast album, so we added this in to create the ultimate mash-up of fashion, music and theater! This was the first time in history an event like this was part of New York Fashion Week.

Would you agree it's fair to say that The Blonds have some-what of a cult following? How would you describe your fan base?

It is definitely the cult of BLOND! Fans of the brand share our obsession with all things glamorous. They are interested in standing out as individuals and they love sparkle of course.

"We strive to push the envelope when producing the shows and it has become more extreme each season, more like performance art or a concert."

Your catwalks are rarely only that. The Blonds' show is always more of an experience. How do the ideas for your shows come together? Can you elaborate on your creative process? Was there any show in particular that still stands out?

We strive to push the envelope when producing the shows and it has become more extreme each season, more like performance art or a concert. The runway is usually the only opportunity a designer has to communicate what they are saying with the collection and the place where they control that narrative.

What has been the most recent milestone or moment of growth for The Blonds?

The past several collaborations with Disney and

Moulin Rouge! have resulted in a lot of memorable moments recently. Also, our MAC Cosmetics collection came out in September 2018! That was a major full-circle moment for us, as both Phillippe and I used to work as MAC makeup artists. These moments have not only been the catalyst for creative growth, but our business has been greatly impacted by the exposure and helped garner future collaborations.

When it comes to A-list performers, there are not many you haven't dressed. Who and/or what look was most exciting for you?

Every client is exciting in his or her own way, and each has an individual sense of style or vision that we get to realize with each project. We are so lucky that we have gotten to work with so many amazing, inspiring and empowering artists and clients over the years. The most exciting part of what we do is seeing the client feeling amazing in a custom look and bringing it to life.

Who are your muses?

We are inspired by so many things and people. Art, film, music, animation, etc... We are particularly influenced by Old Hollywood as well as the films of Pedro Almodóvar. Some of our forever muses are icons like Marilyn Monroe, Beyoncé (our first client), and Madonna.

Most of your designs are worn on stage or on the red carpet, but many are worn on both. Is there a line between costume and couture? Is it only a matter of styling or is this something you consider during the creative process?

The line is blurring as fashion becomes more global and as people become educated their tastes evolve. Styling is key to communicating what you want to say with a look. But our first rule is not to limit yourself with it. The modern way of dressing is about doing things your own way and expressing yourself, not simply following a trend.

It goes without saying that crystals are a big part of your aesthetic. Is there a specific product, color or application that you have been excited about lately?

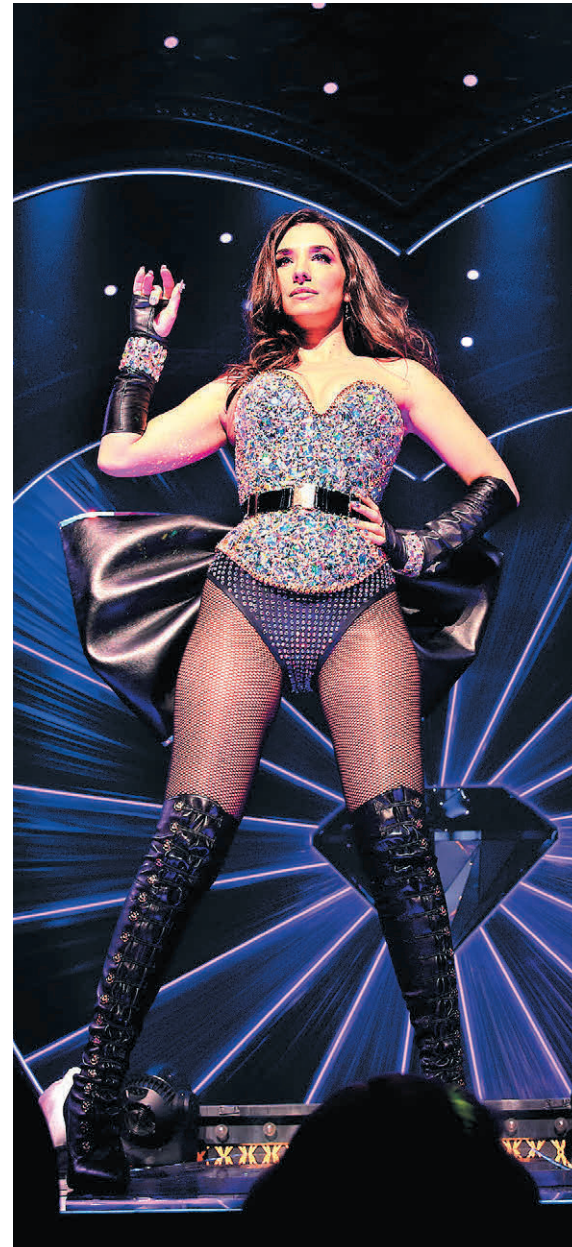
We love using the myriad of products that Preciosa offers and experimenting with different techniques and unusual ways of incorporating our favorite materials. Each season we look forward to the latest innovations because this affects a lot of what we create.

When was your first big break? Do you have any advice for aspiring designers, especially those trying to “make it” in New York?

Our first break came when we met Patricia Field, like so many other creatives, she has inspired and encouraged us throughout our career. When starting a design career, it is important to stay true to yourself and never give up on your dreams!

What’s next for The Blonds?

We are currently preparing for our upcoming New York Fashion Week show and have many other exciting new projects in the works that we cannot wait to share!



The Blonds SS 2020. Photo by BFA.

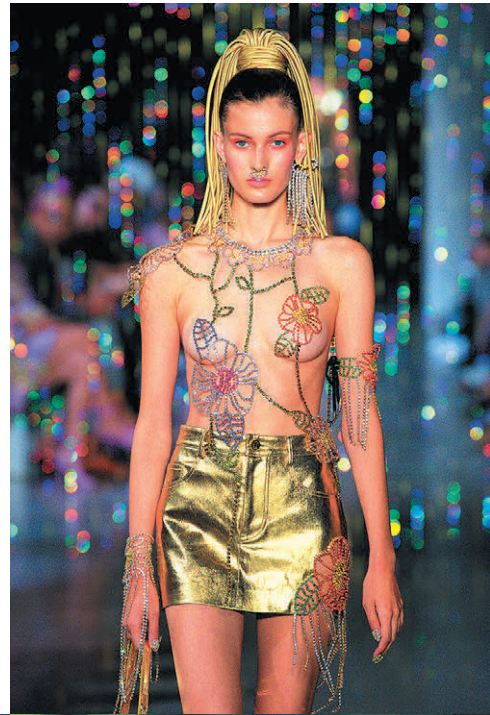
THE BLONDS is a luxury apparel brand based in New York City, co-founded by designer Phillippe Blond and creative director David Blond in 2007. The Blonds are best known for creating collections that are glamorously over the top with a rebellious twist that cater to the entertainment industry.



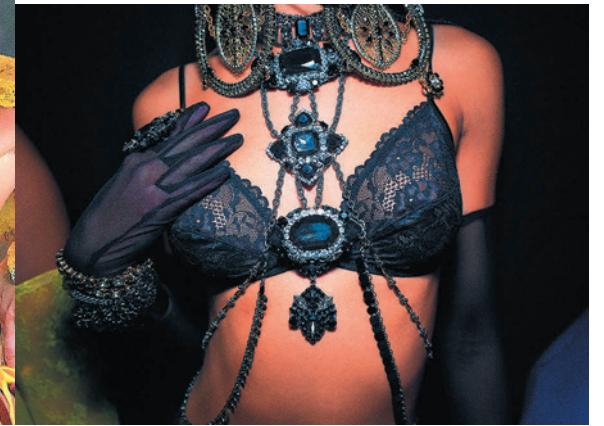
Backstage at The Blonds SS 2020. Photo by BFA.

The Fashion Week Edit

SS 2020



New York Fashion Week: SAVAGE x FENTY
Custom accessories and jewelry design by *a-morir* and Vicki Sarge; custom head wear by Stephen Jones Millinery.
Photos c/o SAVAGE x FENTY



Shanghai Fashion Week: W.RONG
Photos c/o W.RONG

New York Fashion Week: AREA
Photos by Mitchell Sams

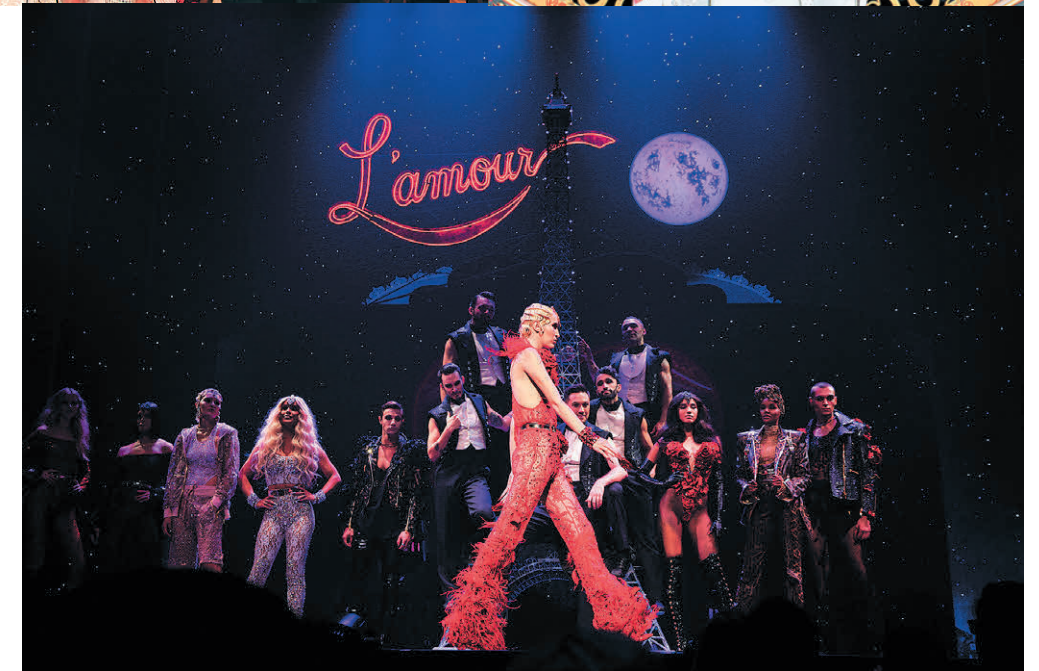




New York Fashion Week: THE BLONDS
Photos by BFA



New York Fashion Week: THE BLONDS
Photos by BFA



New York Fashion Week:
CHRISTIAN COWAN
Photos by BFA



New York Fashion Week:
CHRISTIAN COWAN
Photos by BFA





Mercedes-Benz Prague Fashion Week: TEREZA VU
Photos c/o Tereza Vu



Mercedes-Benz Prague Fashion Week: JAN ČERNÝ
Photos by Daniela Pílná, Polograph



Mercedes-Benz Prague Fashion Week: LUKÁŠ KRŇÁČ
Photos by Guillaume Roujas





Preciosa AW 2020 presentation at Lineapelle in Milan, Italy.



Preciosa AW 2020 launch events held in Guangzhou, Shanghai and Xiamen, China.

Scenes from AW 2020:

"Metamorphosis"



Preciosa AW 2020 launch event and cocktail party held in Florence, Italy.





Custom Preciosa trophies for GQ Portugal's Men of the Year Awards

Preciosa Joins GQ Portugal for Third Consecutive Year to Award the Best of 2019

GQ Portugal held their annual Men of the Year Awards on Saturday 30th November 2019 in a ceremony that recognizes talent, hard work and creativity in various industries from fashion to science.

The star-studded event took place last year for the first time at Lisbon's Tivoli Theater in front of a crowd comprising A-list celebrities, journalists and influencers. Special guest Elie Fahed, a Lebanese filmmaker, also presented two shorts, "Life in 2 Minutes" and "The Fear of Fear." For the third year running, Preciosa had the pleasure of providing the trophies for GQ's winners, each hand-made from Bohemian crystal.

Length of time it takes to create a single trophy: From start to finish, the entire production process takes about three weeks (15 working days).

Number of individual crystals per trophy: 5,600

Total amount of raw material needed to produce a single trophy: Each trophy includes 2.15kg of semi-finished glass plates and approximately 100g of Jet-colored crystals.

Description of the production process: The letters "G" and "Q" are cut using a water-beam from semi-finished glass plates, which are then sanded and sprayed with black paint. Afterwards, they are fired and ground, the crystals are glued-on by hand, one-by-one. Once this is finished the letters are attached to the pedestal, polished and packed for shipping.



Super model Taylor Hill holds her Preciosa crystal GQ Portugal Men of the Year trophy at the 2019 ceremony. Photo ©/o GQ Portugal.

2019 Winners

Art: José Guimarães

Literature: Afonso Reis Cabral

Sports: Ângelo Girão

Science: Hugo Messias

Gourmet: Miguel Guedes de Sousa

Music: Dino Santiago

Portuguese Fashion Designer: Alves/Conçalves

Communication: Daniel Oliveira

Male Model of the Year: Rachide Embaló

Female Model of the Year: Maria Miguel

International Male Model: Sean O'pry

International Female Model: Taylor Hill

Dance: Marcelino Sambe

"Revelação": Pedro Teixeira da Mota

National Hero: José Manuel In-Úba



Sean O'Pry holds his Preciosa crystal GQ Portugal 2019 Men of the Year trophy at last year's ceremony where he took home the award for "International Male Model." Photo ©/o GQ Portugal.



Crystals Cover West End

Photo by Johan Persson

“& Juliet”

“What if Juliet didn’t kill herself?” asks William Shakespeare’s wife Anne at the beginning of the new West End musical “& Juliet.” Soaring with some of the biggest pop hits from the past 30 years and punctuated with Preciosa crystal embroidered costumes by Tony Award winner Paloma Faith, the show premiered at the Shaftesbury Theatre in London’s West End in November 2019 to much critical acclaim.



Costume design and sketch c/o Paloma Faith

“Kinky Boots”

With costume design by multiple Tony Award-winning designer Gregg Barnes, the cheeky musical “Kinky Boots” hit the Adelphi Theatre stage in September 2015. The sensational spectacle with lyrics and music by Cyndi Lauper is covered head to toe (or heel!) in exquisite Preciosa crystals. The West End production of “Kinky Boots” is now on tour after completing 1,400 performances at the Adelphi Theater, Preciosa crystal-covered costumes included!



Regal FAERIE

FOR NAILS

Fit for a queen.

Made from Preciosa Cubic Zirconia, our new Regal Faerie for nails in "Ice Queen" is nothing short of manicure royalty.



Regal Faerie in "Ice Queen"

PRECIOSA

Dispatches from Design Lab

A conversation with Preciosa's head of application and design Irena Čížková



Irena Čížková

You were appointed as head of the Preciosa Application Center quickly after its foundation last autumn. Can you describe your role?

My position has a little bit to do with everything: sales, design, technology and application. I receive and then delegate and oversee the production of requests for new projects and custom designs for our customers from all over the world. Once the process begins it's up to me to ensure that the deadline is met and that any changes or input from the sales and marketing teams is considered. It's really about facilitating teamwork.

"Instead of a designer receiving the loose stones and hotfixing them individually to a garment, we can help them design and prepare the motif as a transfer, which turns it into a one-step process for them."

What exactly do you do?

In short, made-to-order or "semi-finished" products. So, for example, instead of a designer receiving the loose stones and hotfixing them individually to a garment, we can help them design and prepare the motif as a transfer, which turns it into a one-step process for them. It's quite common for us to receive an image of a pattern from a designer or customer saying that they would like a transfer or net or mesh that looks like it; it's then up to our experienced designers to turn that image into a digital scaled render using points to represent each stone. It may sound easy, but some designs are quite complicated and really require a certain know-how. But it's also part of the fun. We genuinely enjoy the projects that challenge our design and application ability. It's what we're here for.

Can you apply crystals on any material?

Naturally, some materials are more difficult to work with than others. Designers and brands regularly send us samples of material, or even in some cases finished garments, on which we apply the stones ourselves. For commercial pieces, we need to put them through a series of tests to make sure the application method is sound. This can involve



Watch strap made from Crystal Sheet with customized film in Crystal.

machine washing, UV light and extreme heat exposure and stretch tests, just to name a few. As a rule, highly absorbent textiles are easier – it's just a matter of setting the correct temperature during the adhesive process. Non-absorbent textiles tend to be trickier and often require a consultation with our R&D team. And don't forget that for as well as the stone holds, it must also look good. The visual aspect is key.

Are you currently working on any specific challenges?

Yes, actually! We are working on developing an application for silicone. Traditionally, silicone is an applicator's nightmare, but I can see we are getting closer to finding a solution every day.

How long does it take to create a single transfer?

This entirely depends on the specifications and whether the design is provided to us from the beginning or whether we need to assist with the design process. A plain panel of a single color takes a lot less time to create than a panel containing an intricate bandana motif, for example. The deadlines are all pre-agreed with the customer but in extreme cases we can produce and ship a batch of transfers in as little as three days. However, typically we ask for at least a two-week lead time.

From which fashion segment do you receive most of your requests?

The textile market is without a doubt the largest segment. Not far behind are shoes and handbags, in which we work a lot with suede. Recently, we've noticed an increased demand for fashion jewelry and eyewear. The possibilities are truly endless – it's just a matter of discovering and then optimizing the processes.

Can you talk about the demand for this kind of service?

Many of our customers are showing greater interest in sending us the finished material so that the

application is done here, in-house. It's better for them since we have the machines and know-how and we can guarantee an extremely high standard. In this way, we are evolving from just a mere producer of loose crystals to a crystal applicator as well – it's becoming more full service. We are also beginning to receive requests from customers to procure the textile for them in addition to applying the stones, which is why we are rapidly yet meticulously expanding our network of suppliers.

What is your favorite part about your job?

I love that I work with people who I consider to be absolute professionals and who are genuinely interested in their work. It's so exciting to see the stones pass through so many sets of hands to end up on the runway in New York or in a shop window in Shanghai. It gives me a sense of pride.

What is your favorite product?

I fell in love with our new Crystal Sheet with customized film which we are launching this season. It's just so impressive to see the endless possibilities it gives you with all the colors, shapes and patterns – and it's so easy to apply! It looks beautiful on textile, accessories and timepieces and I can imagine it used for electronics and interior design as well. My second favorite product would be our flatback Chaton Roses without foiling, which we call Pure. This means that the color and texture of whatever the stone is applied to shines through. The stone's transparency allows light to pass through it in a different way and it's simply mesmerizing.



Eyeglasses embellished with Crystal Sheet in Jet/Jet Hematite



Watch strap made from Crystal Sheet in Crystal AB.

"Jane Doe" UNICEF Doll

by Zuzana Kubíčková

Jane Doe, a Preciosa-embellished doll created by fashion designer Zuzana Kubíčková for UNICEF's famous charity event, "Adopt a Doll and Save a Child," was purchased at auction for 45,000 Czech crowns, the proceeds of which equate to vaccinations for 75 children in Africa. Covered in Preciosa crystals and decorated with Zuzana Kubíčková's signature delicately embroidered tulle, the "faceless" doll was inspired by the numerous supporters, patrons and sponsors that help support charitable causes silently and without recognition.

"Zuzana's idea to create an 'anonymous' doll by calling her Jane Doe couldn't have suited her any more perfectly as the buyer too elected to remain anonymous," adds Aleš Foltýnek of UNICEF Czech Republic.

Jane Doe, together with other dolls by famous Czech artists, including fashion designer and the patron of the event Liběna Rochová, legendary hockey player and UNICEF ambassador Patrik Eliáš, opera singer Štefan Margita, photographers Jan Saudek and Robert Vano, and YouTube personality and vlogger Karel Kovář together raised more than 1 million crowns. All proceeds will go toward UNICEF's immunization projects for the 30 million infants around the world who are not vaccinated.

Preciosa has participated in UNICEF's Adopt a Doll and Save a Child initiative for three consecutive years, having made our debut in 2017 with "Celeste," Preciosa's first doll designed by long-time partner, fashion designer Bibhu Mohapatra.



"Jane Doe" by Zuzana Kubickova, embroidered with Preciosa crystals for UNICEF's 2019 "Adopt a Doll" initiative.



Responsibility to Our Region Our Community, Our People

To demonstrate our undying gratitude and appreciation for our region, its people and the natural resources it provides, we actively seek out ways in which we can give back to both the environment and our community. For more than twenty years, the Preciosa Foundation has contributed to numerous non-profit initiatives across the Bohemian region and throughout the Czech Republic. We focus our efforts on seven core areas. At the regional level, we support the

Fund for Health and Disease Prevention, the Environmental Fund, the Fund for Arts and Culture and the Fund for Exercise and Sports. At the national level, we contribute through our Fund for Research and Development, the Education Fund and lastly, the Fund for Social and Humanitarian Aid. The Preciosa Foundation has to date contributed more than USD 8 million to these organizations.

Bohemian *crafted* since 1548

We offer more than 36,000 premium crystals, zirconia and nanogems in various shapes, sizes, colours and coatings to an extensive portfolio of luxury goods, fashion and jewelry designers, distributors, and producers across six continents.

Crafted from sand

Our unique crystal chandeliers and lighting projects adorn luxury hotels, royal palaces, private residences and yachts all over the globe. We follow the legacy of the highest quality Bohemian Crystal in combination with 21st century cutting-edge technologies and our glassmakers' craftsmanship. We shape centuries of dreams into light.

All about *beads*

We send traditional Czech beads and seed beads to all four corners of the earth. They are used in luxury jewelry designs and decorative embroidery, and also play an integral part in national costumes and traditional accessories. Our technically perfect beads, which are full of color and playfulness, are admired by professionals and non-professionals alike. They add a bit of magic to everything they touch.

Crystal beauty

Our crystal jewelry and décor delight those who love beauty all around the world. Luxurious jewelry and sought after fashion accessories are created in the cradle of the world's glass jewelry industry. We begin with the centuries old tradition of Bohemian cut crystal, enriching it with our craftsmanship and skills and the latest technologies. We represent the essence of fine and elegant beauty.

The *crystal crown* on your packaging

Vinolok is the most elegant and creative closure for wines, spirits, water, and oils. Vinolok is made from pure Bohemian glass, so there is absolutely no impact on aroma or flavor. Despite being completely leak proof, the unique properties of the Vinolok closure still allow the wine to breathe and develop slowly. The Vinolok glass closure establishes the look of a premium brand.





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