

MATERIA

BOHEMICA



PRECIOSA

PRECIOSA



Published by
Preciosa, a.s.

Director
Jan Stiller

Editor-in-Chief
Eva Švihovská

Features Editors
Colleen Klei
Michal Stastný
Florence Li

Creative Direction
Tereza Šikulová

Creative Contribution
Sona Dermeková
Preciosa Design Lab

Graphic Designers
Lukáš Kačák
Petra Veselá Matysčáková

As we ready these pages for print, I am struck by how recently it feels that I was addressing you, our readers, in the previous issue. What a difference six months makes. Following one of the most universally trying years in our company's history, Preciosa finds itself busier than ever as we scale up our production to meet renewed demand. With the luxury goods industry reporting record-breaking sales and a new growth strategy that includes hiring two hundred additional employees, I am pleased to say that Preciosa is looking expectantly toward the future.

A buzzword of late, the "future" seems to be the reality in which most of us, both professionally and personally, are currently living. *Next month, next week, next year* is all we can think about. However, we are not so much wishing time away as we are hoping that the proverbial "good times" will return, which is why this issue's inspirational fashion story is titled Nostalgia for the Future. The slightly decadent imagery is a lighthearted take on an all too human condition to which I think we can all relate: simultaneously longing for the past while feverishly dreaming about the future.

In this issue you will also hear from Windowsen's founder and designer, Sensen Lii, about why he sees so much potential in China for independent fashion designers. As is the case with Windowsen, many of the partnerships you will read about in this issue are with young and independent designers who value sustainability, which says a lot about the direction Preciosa intends to take. More often we are partnering with brands based on shared values rather than on name alone.

Last but certainly not least, I am pleased to introduce our latest crystal innovations, which include two new sparkling shades, Denim Blue and Biarritz, and a rather spectacular flatback shape, the Spike Cone. I warmly welcome you to explore their many uses in the following pages.

Sincerely,


Jan Stiller
Sales & Marketing Director
Preciosa Components



CONTENTS

6

Inspirational Fashion Story / Nostalgia for the Future

When contemporary feels
out of touch and reality
feels a little too real...



28

Crystal Innovations / AW 2022

Discover our sparkling novelties
and latest range extensions.



38

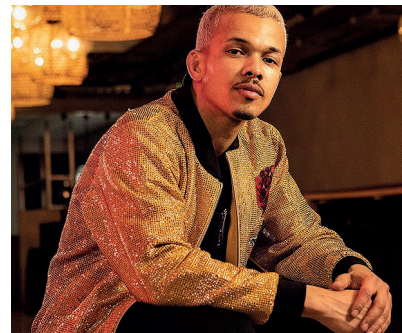
Inspiration / AW 2022

Trends and color palettes
to inspire creative use of
our crystal innovations

42

Shine Responsibly / Citing Our Sources

Excerpts from Preciosa's
sustainability strategy. In
this issue, we look at our
stringent sourcing procedure
of conflict-free minerals.



44

As Seen On / Eurovision and Canzone Segreta

Memorable Preciosa embellished
moments from the last half year

46

Interview / Sensen Lii

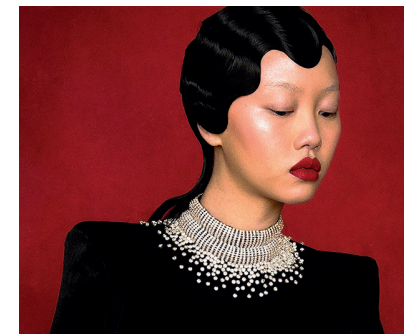
Meet Windowsen's Sensen Lii, the
designer who Vogue said "wants
you to dress like a hot alien."



48

Designer Spotlight / Miss Sohee

Miss Sohee's AW 2021 couture
collection is a Preciosa encrusted,
seaside-inspired dream.



50

Crystals on the Catwalk / AW 2021

Highlights from last
season's fashion weeks

56

Where the Magic Happens / "Les Petites Mains" of Preciosa

Meet our teams of highly
specialized glass cutters and
machine setters, who work in
perfect harmony to begin the life
cycle of every Preciosa crystal.

Nostalgia for the Future

When contemporary feels out of touch and reality feels a little too real, we are left in a kind of no man's land, caught between longing for a simpler time and dreaming about a more inspiring future. Maybe this is why we have become so adept at aesthetic time travel. We bring the past forward through time to hold impossible conversations and invent established tradition. We fill our lives with simple anachronistic pleasures that have nothing to do with convenience. We recycle hackneyed stereotypes and imagine that time flows backwards and not the other way around, all in attempt to alter our collective path forward. At its core, nostalgia is a filter. Perhaps we've finally figured out a way to hack the system so as not to need one in the future. Photographed by Michaela Karásek

Photography
Michaela Karásek Čejková

Concept
Marek Cpin

Styling
Patrik Florián

Make-Up & Hair
Filip Kuneš

Model
Vilma Konopásková (Pure Model Management)

Additional Cast
Cala, the Sloughi greyhound



Dress, necklaces, earrings Preciosa Design Lab, Preciosa embellished gloves Zuzana Kubičková; Opposite page: Dog collar and leash Preciosa Design Lab





Tote bag Preciosa Design Lab; Opposite page: Gown XX, Stockings Preciosa Design Lab, Shoes Shoedaism by Karin Onderková





Preciosa embellished wig Filip Kuneš, Choker Preciosa Design Lab; Opposite page: Catsuit, ring, handbag Preciosa Design Lab





Bra Linda Zabilková for Preciosa, Necklace, eye mask, bows, pillow Preciosa Design Lab

Every dog



has his day





Have *Y*our cake



and eat it too

Headband, hair piece, gloves, cake toppers (brooches) Preciosa Design Lab, Gown **XX**; Opposite page: Headband, earrings Preciosa Design Lab



Lust for life

Leg warmers, brooch Preciosa Design Lab, Top **XX**, Undergarments Linda Zabilková for Preciosa



Shoes Vasky for Preciosa, Dog collars Preciosa Design Lab; Opposite page: Scarf, veil Preciosa Design Lab, Coat, Preciosa embellished gloves
Zuzana Kubičková



Caplet, choker (dog collar) Preciosa Design Lab, Skirt **XX**; Opposite page: Caplet Preciosa Design Lab, Blouse **XX**





Beyond your wildest dreams

Sweater dress **XX**, Glasses, head piece **preciosa Design Lab**

IN



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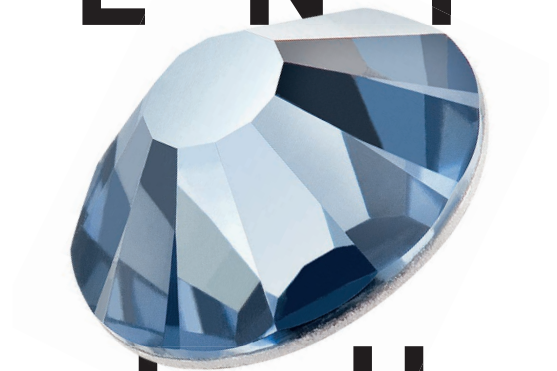
AW

20

22

D E N I M

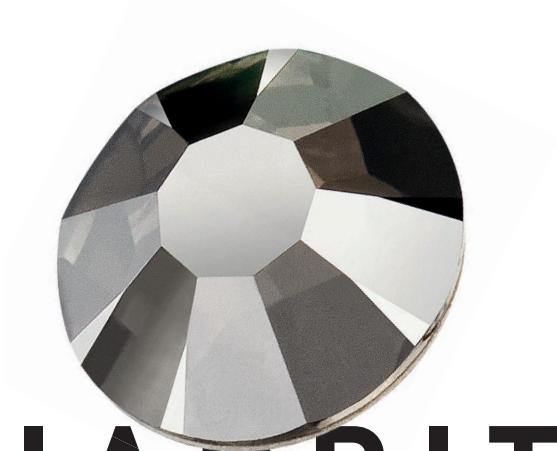
B L U E



New Color for Chaton Roses MAXIMA

Denim Blue is available in all sizes of Chaton Roses MAXIMA in both hotfix and no-hotfix versions.

BIARRITZ



New Coating for Chaton Roses MAXIMA

Crystal Biarritz is available in all sizes of Chaton Roses MAXIMA in both hotfix and no-hotfix versions.



S P I K E

C O N E



New Flatback Shape

Spike Cone MAXIMA FB is available in Crystal, Crystal AB, Light Peach and Black Diamond. This shape comes in a single size, ss29, and is suitable only for hotfix application.



NAVETTE



New Size 3 x 1.5mm

Navette MAXIMA size 3x1.5mm is available in Crystal and with AB coating.

BAROQUE PEAR



New Size 3 x 2mm

Baroque Pear MAXIMA size 3x2mm is available in Crystal and with AB coating.

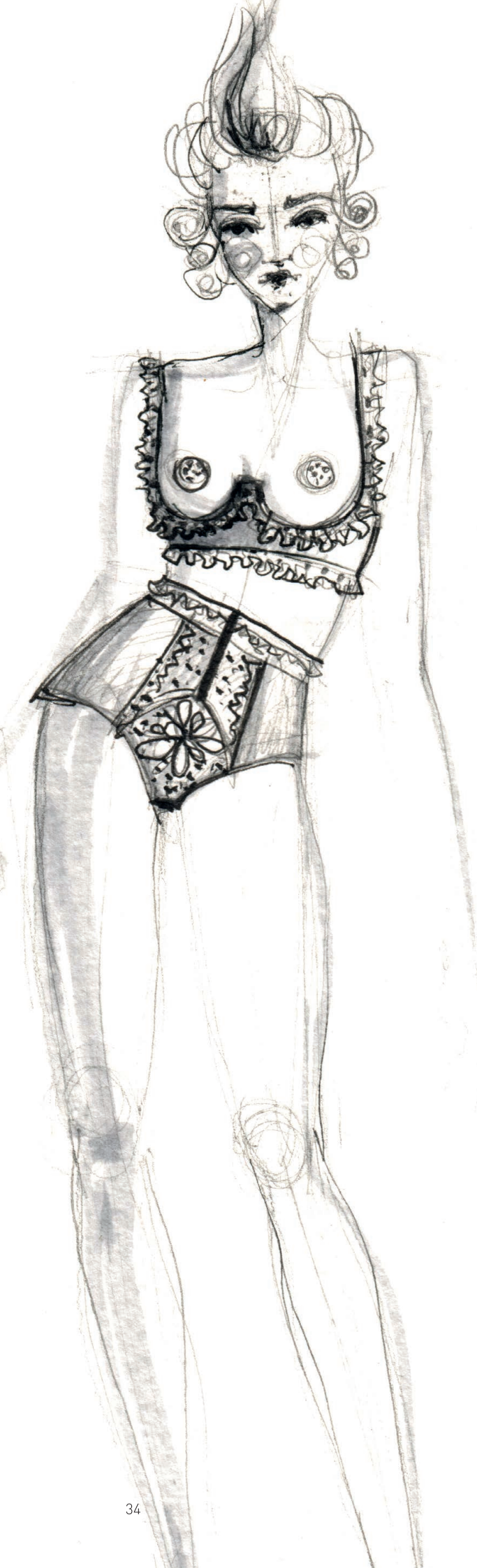
PEAR FB



New Size 6 x 3.6mm

Pear FB size 6x3.6mm is available in Crystal and with AB coating in both hotfix and no-hotfix versions.





Linda Zabilková

PRECIOSA

Undergarments Design for “Nostalgia for the Future” Inspirational Fashion Story

Linda Zabilková, a recent winner of Bata’s international Young Designers Challenge, is no stranger to the world of crystal. Long before her acceptance to study fashion design at Prague’s prestigious Academy of Arts, Architecture and Design, Ms. Zabilková toyed with the ins and outs of crystal embellishment while creating custom pieces for local burlesque and cabaret performers.

“Crystals are fundamental to my work and my vision as a creative,” she says. “They add a whole new depth and dimension to my garments; I see embellishment as a true form of self-expression.”

Zabilková, who was tapped by Preciosa’s creative team to design the lingerie for our latest inspirational fashion story, created a capsule collection of delicate undergarments inspired by the materials themselves, like silk and lace, and the designer’s love of all things ornamental. Each piece was meticulously hand-embellished by Zabilková and the experts at Preciosa’s Application Center.

“Touring the production sites during my visit and witnessing first-hand the beauty that is created in our little country fills me with such pride and joy,” adds Zabilková. “Designers don’t often get to see the technology and the people behind the production of their materials, so this was a very unusual and enriching experience for me, and something that I hope reflects in the pieces I created.”





Footwear Design for “Nostalgia for the Future” Inspirational Fashion Story

Preciosa’s latest flatback innovation, the Spike Cone, began as an exclusive production for a European footwear brand. Now, after several years, Preciosa is making this show-stopping stone available to the wider market. And who better to kick off its global launch than made-to-order Czech footwear producer, Vasky?

Based in the Czech city of Zlín, famous for its shoemaking tradition, Vasky is a small-scale operation committed to ethical sourcing and production. Each pair of Vasky shoes passes through the hands of up to twelve craftsmen who specialize in different aspects of the shoemaking process.

“We use only locally sourced materials of the highest quality,” says Vasky’s founder, Václav Staněk. “Quality and craftsmanship are the cornerstones of our brand DNA, which is why collaborating with like-minded companies like Preciosa is such a good fit for us.”

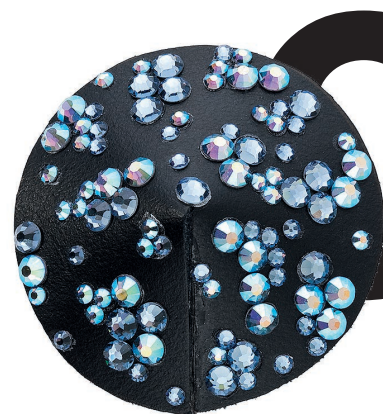
For Preciosa’s latest inspirational fashion story, Vasky created three pairs of slip-on sneakers, each meticulously embellished with hundreds of Spike Cones, which so appealed to Vasky’s design team that they plan to extend the use of these crystals beyond “Nostalgia for the Future.”

“Crystals are synonymous with perfection and purity, and are the perfect complement to our minimalist designs,” says Vasky’s head designer, Martin Brna. “Preciosa crystals allow us to create simple yet exceptional shoes that are a contemporary homage to our shared Czech heritage.”

“Quality and craftsmanship are the cornerstones of our brand DNA, which is why collaborating with like-minded companies like Preciosa is such a good fit for us.”



A fragment of a blue and white ceramic tile. The design features a dense pattern of interlocking circles, resembling a stylized floral or geometric motif, rendered in blue ink on a light background. In the upper right corner, there is a small, detailed illustration of a traditional Chinese building with a tiled roof. The fragment is irregularly shaped with a rough, brownish edge.



arranging juxtaposition

Mix and match to your heart's content, especially when it comes to color blocking and geometric patterns. Sleek shapes, like the **Spike Cone**, offer a sense of refinement that perfectly offsets bold use of primary colors.

Chaton MAXIMA in Erinite, Navette MAXIMA **Light Topaz**, Pear FB **Crystal**, Crystal Sheet with **customized film**, Chaton Rose MAXIMA **Red Velvet**, Spike Cone MAXIMA **Black Diamond**, Square MAXIMA **Montana**





Organic Luxe

Craft themes and renewed interest in one-of-a-kind pieces translate into everyday decadence. Tactile and antique materials paired with cool tones like **Denim Blue** achieve an effortless “haute vintage” vibe.

Baroque Pear MAXIMA **Crystal**, Chaton Rose MAXIMA **Denim Blue**, Chaton Rose MAXIMA **Padparadscha**, Spike Cone MAXIMA **Light Peach**, Chaton MAXIMA **Burgundy**, Navette MAXIMA **Crystal**



2K Revival

A perfect blend of psychedelic iridescents and retrofuturism, the early 2000’s are back in a bold new way. Tap into the essence of girl power by mixing hyper feminine pinks with the fierce metallic shine of **Biarritz**.

Spike Cone MAXIMA **Crystal AB**, Plastic Banding **Dark Pink**, Rondelle Bead **Jet AB**, Chaton MAXIMA **Fuchsia**, Chaton Rose MAXIMA **Crystal Biarritz**, Chaton Rose MAXIMA **Crystal Neon Pink**, Crystal Sheet with **customized film**



EXCERPTS FROM PRECIOSA'S SUSTAINABILITY STRATEGY

Citing Our Sources

Preciosa is deeply committed to the integrity of our products. When we say “made with only the finest, locally sourced raw ingredients,” we mean that 80% of the materials we use in the production of our crystals and fine jewelry stones are sourced right here in the Czech Republic, with an additional 10% coming from elsewhere in the European Union. The remaining 10% of imported materials come only from trusted suppliers who have been carefully vetted through multiple onsite visits.

Preciosa's guarantee that our products contain only materials that are sourced in compliance with all international human and environmental rights legislation also extends to the minerals and metals used to color our glass. Gold, especially, is crucial to the production of many shades of crystal. However, the mining and sale of gold and other minerals and metals such as tin, tungsten and tantalum is often used to finance armed groups, fuel forced labor and support corruption in politically unstable regions.

This is why our mineral and metal suppliers undergo a rigorous screening process and are required to provide legal documentation proving that their goods do not originate from areas in conflict. We are also prepared to provide proper documentation and a signed declaration to customers who require this certification for resale or use of Preciosa crystals and fine jewelry stones in their finished goods.

To read more about Preciosa's transparent supply chain and sustainability strategy, download our latest report, The Sustainable World of Preciosa, available on our web site.

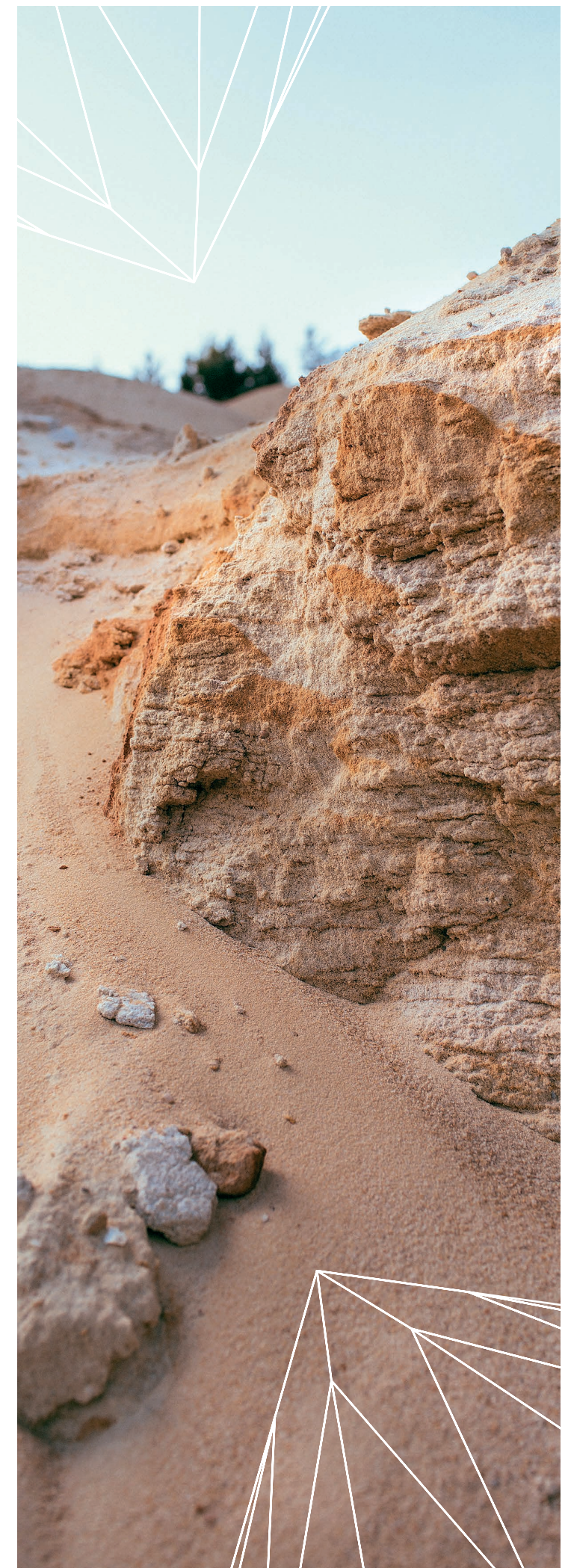


Did you *know*?

...that our Aurum coating is made with real gold? Or that trace amounts of gold and silver are what achieve the exact shades of our pink colors, much like a mere pinch of salt can transform a meal. Some colors, like Limecicle and Erinite, include oxides of rarer elements like erbium, neodymium, praseodymium and cerium.



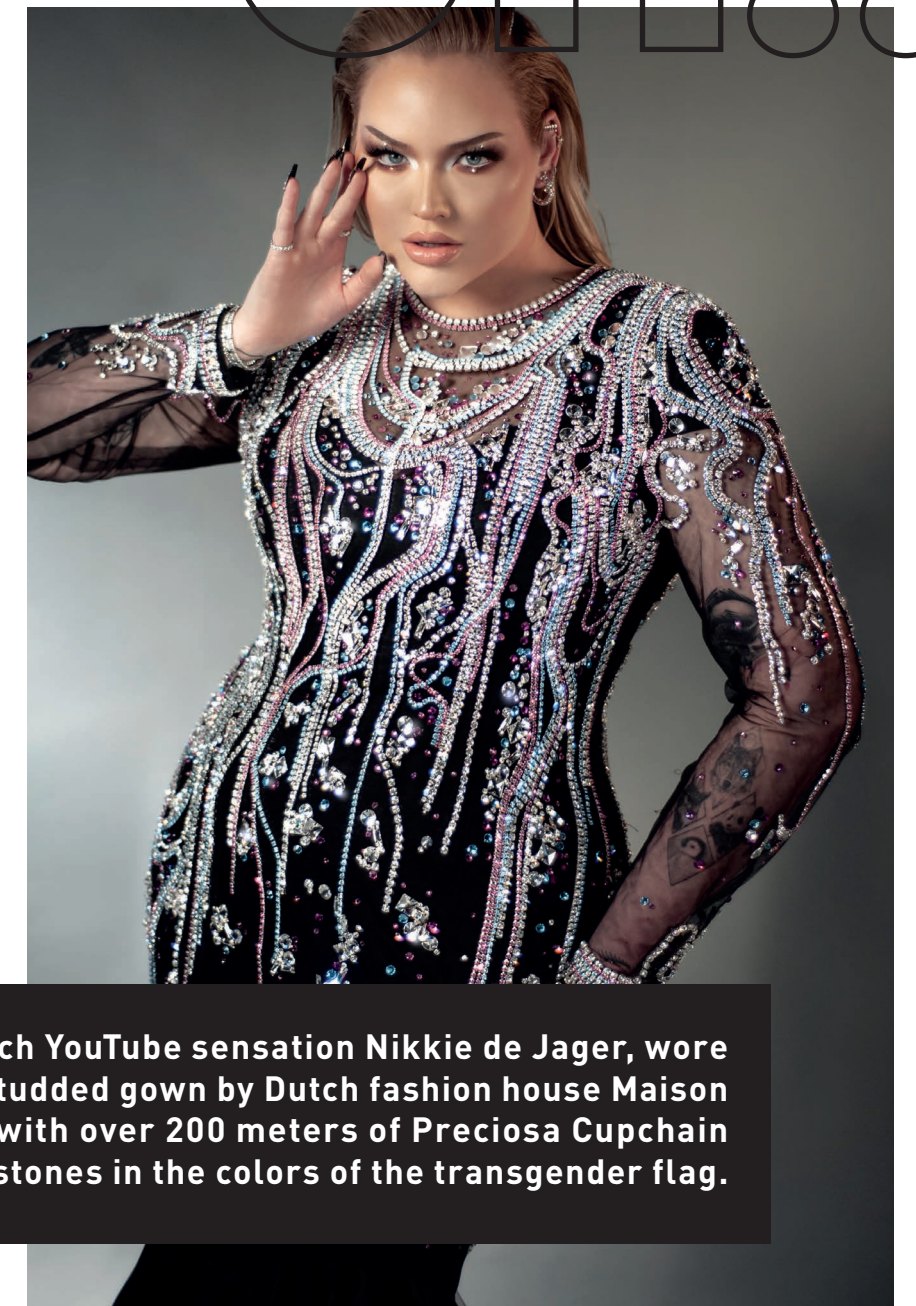
80% of the materials we use in the production of our crystals and fine jewelry stones are sourced right here in the Czech Republic.





Representing the Czech Republic, Benny Cristo took the stage in a custom crystal-covered look that contained more than 100,000 Chaton Roses MAXIMA by Czech designer Jiří Kalfař.

As Seen on



Eurovision host, Dutch YouTube sensation Nikkie de Jager, wore an opulent crystal-studded gown by Dutch fashion house Maison the Faux decorated with over 200 meters of Preciosa Cupchain and various sew-on stones in the colors of the transgender flag.



A behind-the-scenes look at the making of a Preciosa embellished suit for beloved Italian TV personality and presenter Simona Ventura, for her appearance on the popular television program Canzone Segreta.



AS SEEN ON

Canzone Segreta

Ms. Ventura's custom pantsuit sparkled with more than 180,000 Preciosa crystals individually applied in Italy by Preciosa application partner Goretti.

Meet Windowsen's Sensen Lii, the designer who Vogue said "wants you to dress like a hot alien."

Named after Microsoft's operating system, merged with the designer's name, Windowsen is the visionary brainchild of Sensen Lii, who founded the brand in 2018 after graduating from Antwerp's Royal Academy of Fine Arts. Lii's mind-bending constructions and eye-popping color palettes (think ballgowns for extraterrestrials) have garnered him widespread international acclaim, especially following the debut of his AW 2021 couture collection titled "Barbie with the Chinese Zodiac."

From a recent collaboration with Nike to the alien-chic ensembles in Doja Cat's "Need to Know" video, Windowsen's otherworldly aesthetic has crash landed just in time for a fashion renaissance. The earthling behind it all, Sensen Lii, sat down with us back in March, during Preciosa's innovations launch event in Shanghai, to answer a few of our most pressing questions.

Preciosa: Hi Sensen. What do you think of our latest crystal innovations? Which is your favorite.

Sensen Lii: I'd have to say your new color, Limecicle. It's just so vibrant. I don't think I've seen anything like it before.

Preciosa: You studied fashion at the prestigious Royal Academy of Fine Arts in Antwerp, whose alumni include Raf Simmons, Demna Gvasalia and of course the Antwerp Six. What did that experience instill within you as a designer?

Sensen Lii: Studying in Antwerp allowed me to slowly establish my own process and strengthened my ability to withstand pressure. It also gave me a network. There, I met so many outstanding foreign artists and photographers, and worked on many cross-border collaborations, which eventually led me to Preciosa.



Sensen Lii; photo c/o Windowsen

Preciosa: What brought you back to China?

Sensen Lii: I get asked this a lot. People always want to know why I left Antwerp. My answer is always because I was done studying. I think it's natural to want to return to your home country. If I'm being completely honest, I would say I escaped Antwerp. As you already mentioned, Antwerp carries with it a certain cachet because of the fashion legends it has produced. The pressure of studying there is intense. Not to mention that I'm familiar with the industry in China, I have better supply chain access and I am close to our production team. I think it's really an exciting time to be here; I see a lot of opportunity for people within the Chinese fashion industry to help and inspire each other. I think I always knew I would start my brand here.

Preciosa: What excites you most about the direction of China's domestic fashion industry?

Sensen Lii: In recent years, the local industry has begun to develop extremely fast. Suddenly it seems that people here have acquired a higher degree of acceptance; they're more open and able to understand unconventional design. Young



Windowsen AW 2021 RTW; photos c/o Windowsen

and independent designers are beginning to find their voices and they're getting a lot of support from taste-makers, fans and from fellow designers. I see a lot of hope and possibility.

Preciosa: You are planning to use crystals for Windowsen's next collection. Can you give us any hints about what we can expect?

Sensen Lii: I really want to fuse the sporty aspects of our brand with the delicacy of the crystals. My hope is to redefine streetstyle in a contemporary context. Anyone who follows Windowsen knows that our constructions are very complicated, and our colors are very bright. I'm excited to explore all the different shades of sparkle, as well as some of Preciosa's more special products, like your made-to-order crystal appliqués. Everything will be over-the-top of course. I don't think you'll be disappointed.



Miss Sohee Couture AW 2021

Miss Sohee's AW 2021 Couture Collection is a Sparkling, Seaside-Inspired Dream

At only 25, the London-based fashion designer and illustrator Sohee Park is quickly establishing herself as the next-generation couturier. Park, who founded her eponymous label Miss Sohee in 2019 after graduating from Central Saint Martins, recently graced Instagram feeds with an exquisite 13-piece Preciosa embellished collection inspired by the designer's childhood summers spent with her grandmother near the sea in South Korea.

Made mostly from sustainable materials, the collection is a thoughtful homage to the natural

beauty of the ocean and the "Haenyeo" or "sea women," which refers to the old women who harvest shellfish off the coast of Jeju island using a traditional Korean diving method.

The pièce de résistance, which took five people and several months to create, is a shimmery white capelet made from Acabana plant fabric molded into the shape of a shell. This stunning headpiece is embroidered with thousands of meticulously hand applied Preciosa crystals meant to resemble scattered sand and pebbles.

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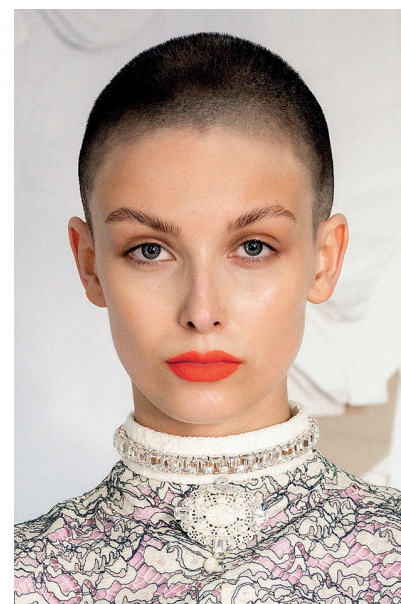


Photos Jenny Brough c/o Miss Sohee

CRYSTALS ON THE CATWALK

Zuzana Kubičková AW 2021

For her first presentation in her new atelier, Czech fashion darling Zuzana Kubičková enlisted the help of Preciosa's in-house design team to create a series of handcrafted Preciosa crystal brooches and chokers to accent an otherwise minimalist collection of tailored, simple cuts.



Photos Artur Koff c/o Zuzana Kubičková



Lukáš Krnáč AW 2021

Inspired by the legendary television shows *Dallas* and *Dynasty*, and cult classic *Thelma and Louise*, Lukáš Krnáč debuted a Preciosa crystal-embellished collection of bold silhouettes with a subtle, yet unmistakable Western cowgirl flair.



Photos Petr Vágner c/o Lukáš Krnáč

CRYSTALS ON THE CATWALK



Photos Prince and Jacob c/o The Blonds

TheBlonds Swim 2021

Known for their maximalist approach to embellishment, New York-based design duo The Blonds opened their first Miami Swim Week with an unapologetically sexy swimwear collection covered in hundreds of thousands of Preciosa crystals, complete with Preciosa crystal Cupchain wigs.



Baja East AW 2021

Departing slightly from his signature beach-babe chic, Baja East's founder and creative director Scott Studenberg tapped *RuPaul's Drag Race* alumni Gottmik and Symone to model a more refined collection of luxury loungewear elevated with subtle Preciosa crystal accents.



Photos Nio Vardan c/o Baja East



"Les Petites Mains" of Preciosa

H4

L4

H

To fans and followers of haute couture, the phrase conjures up images of white gloves, pristine smocks, miniscule needles and the hushed murmurs of a busy atelier putting the finishing, painstaking touches on this season's collection. In English, "the small hands" refer to the highly skilled, highly respected seamstresses, embroiderers, lace makers and the many other (usually) women who bring the couture fantasies of Paris' fashion houses to life.

At Preciosa, however, our petites mains don't wear white gloves. Somewhat less glamorous, clad in royal blue work attire, these men and women spend their days practicing a very different kind of magic; they make the crystals. Our glass cutters and machine setters are where it all begins for the crystal-covered confections that emerge from Europe's oldest and most iconic fashion houses. And

like many traditional petites mains, Preciosa's glassmakers often inherit their skillset and knowledge from their parents and grandparents before them.

"We work in teams of three, consisting of two cutters and one setter," explains Petr Svárovský, a master glass polisher who has worked for Preciosa for more than thirty years. "The cutters, who handle the glass cutting machines, are required to check and record the quality of their work every thirty minutes."

This is where the setter comes in. If either cutter detects even the slightest defect, he or she immediately calls for the team's appointed setter, whose sole responsibility is to ensure that the machine is adjusted to the exact settings for the most precise result.

"The job of the setter is extremely technical and requires

H2

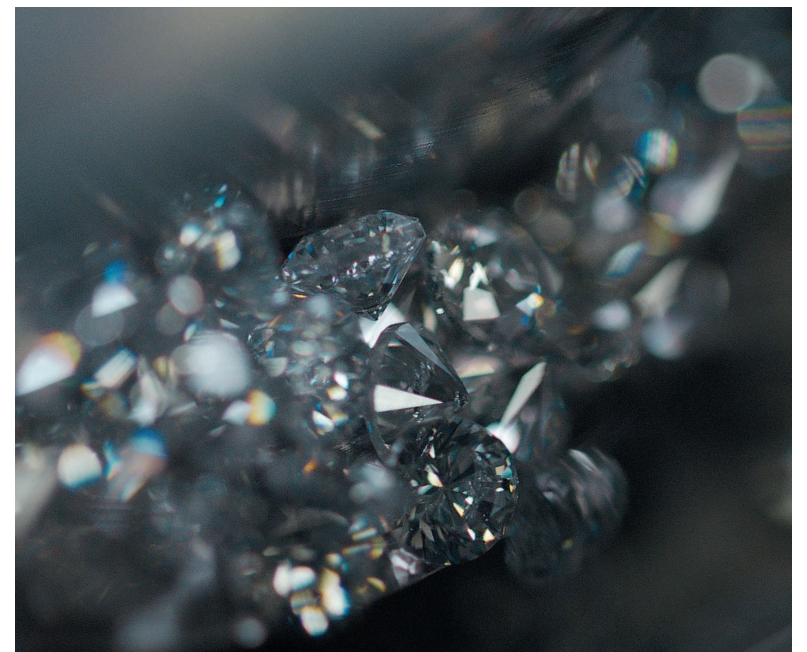
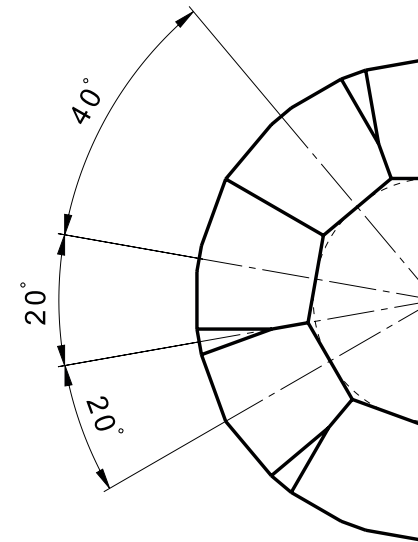
a high level of expertise and knowledge of the product itself," says Mr. Svárovský. "For example, cutting the same product in a different color often requires a completely different machine setting; each of our more than fifty shades must be handled uniquely because of their varying properties and hardness."

Preciosa's many machines can be adjusted so that they can cut many different shapes, sizes and hardness levels, from multi-faceted fancy stones to our brilliant Chaton Rose MAXIMA. However, this flexibility most certainly does not extend to the men and women who operate them.

"Mastering the art of cutting a tiny flatback stone requires a completely different skillset than cutting a crystal statuette," explains Mr. Svárovský. "Our teams are so highly specialized that moving them to a different site or asking them to work on a different machine is tricky business."

"This can't be taught in school," he adds. "It takes a long time to become a master glass cutter or an experienced machine setter, which is why many of our people often stay with Preciosa for decades; their level of expertise simply can't be achieved in a matter of weeks or months."

While cutters and setters are only a fraction of the many dozens of people and hundreds of hours of work behind every Preciosa crystal, it is the expert touch of their petites mains that spark the magic.





MATERIA BOHEMICA

Revisited

Introduced in February 2017, this biannual publication—then simply called “the trend book”—began as a platform to showcase new products, provide real life inspiration for how to use them and update our business partners on Preciosa’s recent successes. And while it still does all those things, Materia Bohemica has evolved into something a little more refined.

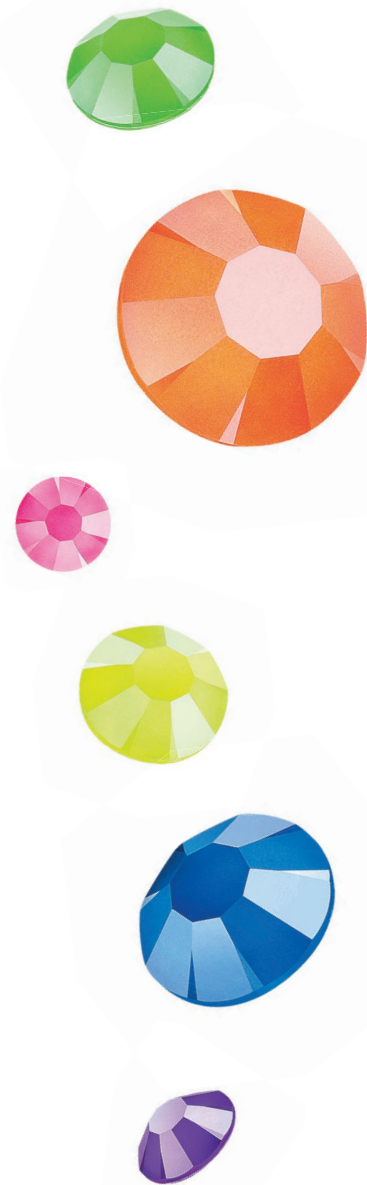
The name, Materia Bohemica, is a play on “materia prima” or “first matter.” In alchemy, materia prima is the starting material required for the alchemical performance and the creation of the philosopher’s stone. Fundamentally speaking, alchemy is the attempt to purify or perfect certain materials. Are we not also alchemists, using water

and fire to turn sand into crystal?

Materia Bohemica is a celebration of our craft. More than a just a campaign or a product launch, we are expanding the scope of the publication to bring you interviews and opinion pieces from some of the fashion industry’s up-and-coming voices. We’ll take you behind the scenes and introduce you to the people who bring our crystals to life. We’ll use the pages to inform, inspire and engage in meaningful dialogue as we find our voice in a much-changed, post-pandemic marketplace.

From now on, Materia Bohemica is not only for industry professionals, but for everyone who loves crystal, whether they work with it nor not.

Come alive with
Preciosa® Crystal Neons



New Effect
for Chaton Roses MAXIMA

Preciosa Crystal Neons come in six show-stopping colors:
Pink, Orange, Yellow, Green, Blue and Violet that glow under UV light.

Preciosa neon effects are available for Chaton Roses MAXIMA
in sizes ss10 – ss30 and are suitable only for no-hotfix application.

Introducing
Crystal Neons



The Preciosa Group

A global leader in luxury goods manufactured from crystal, the Preciosa Group stands upon centuries of glassmaking tradition and innovation. From the world's smallest faceted flatback stone to our cutting-edge, bespoke lighting installations, Preciosa looks to our own unique heritage to draw inspiration for the future of responsibly crafted Bohemian crystal. Together, the Group operates regional offices across Europe, North America and Asia and melts 40 tons of glass every day.

Headquarters

Opletalova 3197/17
46601 Jablonec nad Nisou
Czech Republic

Prague

Senovážné náměstí 992/8
110 00 Prague
Czech Republic

Dubai

GB-7/RA-8, Jebel Ali Free Zone
P.O. Box 18185 Dubai
United Arab Emirates

Hong Kong

Unit 2306 – 2308
Enterprise Square Two 3 Sheung Yuet Road
Kowloon Bay, Kowloon Hong Kong
Hong Kong S.A.R., China

Dongguan

Da Yu Ling Road
Wen Tang Industrial Zone Dongcheng
523121 Dongguan, Guangdong Province
China

Guangzhou

Room 2009, Goldlion Digital Network Center,
No. 138, Tiyu Road East, Tianhe, Guangzhou City,
Guangdong Province, 510000, P.R.China

Yiwu

Room 8312, 3/F, No. 1399
North Chouzhou Road 322000 Yiwu City,
Zhejiang Province, China

Seoul

Preciosa a.s., Room No. 921
Hainam Bldg.64, Sejong-daero,
Jung-gu, Seoul, South Korea

Moscow

Office 150, Entr. 7,
4th Tverskaya–Yamskaya Str., 33/39
125 010 Moscow Russia



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PreciosaComponents.com

