

SWAROVSKI ELEMENTS



LIGHTING & SPACES *innovations 2011*
LAUNCH LETTER

designers' choice SINCE 1895

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dear reader,

we are pleased to present our latest
SWAROVSKI ELEMENTS Innovations
2011 for Lighting.

This launch letter provides an overview of

- New Shapes
- New Crystal Prints
- New Effect Crystal Red Magma
- New Line Extension


SWAROVSKI ELEMENTS Innovations for
Lighting are available as of September 6th
2010.

Best regards,
Your ELEMENTS BUSINESS
Marketing Team

QUALITY SIGNATURE

To provide the assurance of original quality, SWAROVSKI ELEMENTS* carry the permanent, laser-engraved Quality Signature.

* Lighting assortment only. Clear crystal 12 mm and above, coloured crystal 18 mm and above. No signature with the colours Bordeaux, Jet and Emerald.

 and SWAROVSKI® are registered trademarks.

LOVE AT FIRST LIGHT

SWAROVSKI ELEMENTS encapsulate all the beauty in the eye of the beholder, thanks to the purity, the precision cutting and perfect polishing of the crystals. The brand represents the rich cultural tradition of central Europe, and the ethics and technological innovation that are Swarovski hallmarks.

CERTIFICATE OF AUTHENTICITY

The MADE WITH SWAROVSKI ELEMENTS label serves as a certificate of authenticity. It marks products exclusively trimmed with genuine SWAROVSKI ELEMENTS.



PREMIUM STANDARD FOR CRYSTAL THROUGH CONSTANT INNOVATION

Along with the premise of conducting business sustainably, constant innovation, creativity and the courage to envision and create the unprecedented have always been the building blocks of Swarovski's success. Extensive research of developing technologies, as well as of used raw materials and their composition, continually gives rise to innovation of the highest degree.

ADVANCED CRYSTAL illustrates this rivetingly: The groundbreaking crystal recipe sets new standards, far exceeds the state-of-the-art technologies that are the norm within the branch, and has been registered for patent by Swarovski.

ADVANCED CRYSTAL – THE NEXT GENERATION OF CRYSTAL

ADVANCED CRYSTAL is a new form of crystal whose revolutionary sustainability is achieved through the use of innovative processes.

ADVANCED CRYSTAL is a patented crystal recipe.

ADVANCED CRYSTAL corresponds visually to all the characteristics of «full lead crystal» according to labelling laws for crystal glass and meets the criteria for «Ultra Clear» according to ISO IWA – despite the fact that to date, Swarovski has forgone substances* that are considered indispensable.

ADVANCED CRYSTAL – like all SWAROVSKI ELEMENTS products – stands for uniform and reliable quality of the highest degree.

ADVANCED CRYSTAL meets all standards of quality that have made Swarovski crystal so beloved among customers: unparalleled brilliance, dazzling depth of colour, and technical precision.

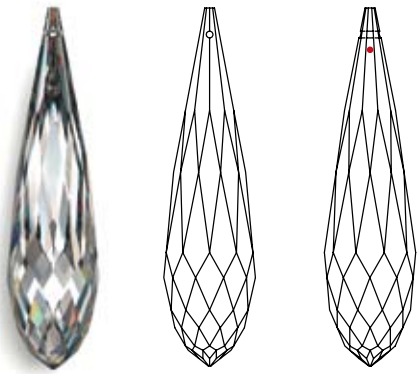
The NEW SHAPES CUBE ART, BRIOLETTE, AND SCALA are simply stunning and winningly introduce ADVANCED CRYSTAL standards into the SWAROVSKI ELEMENTS lighting assortment.

Your contact person at Swarovski will gladly provide further information.

* amongst others: lead, barium

SWAROVSKI® ELEMENTS
NEW *shapes*

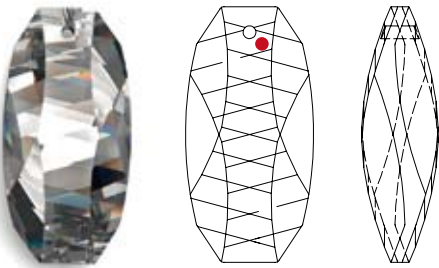
8950 Briolette



Sys. No.	Article number	Size (mm)	Colours	Packing unit in pcs.	Gross weight (g) per packing unit	Net weight (g) per packing unit
1084840	8950 no.305 150	50	Crystal	180	2.056	2.056
1084841	8950 no.305 176	76	Crystal	60	2.240	2.240
1075574	8950 no.305 100	100	Crystal	36	2.646	2.646

Meets ADVANCED CRYSTAL standards.

8950 Scala / 1-hole

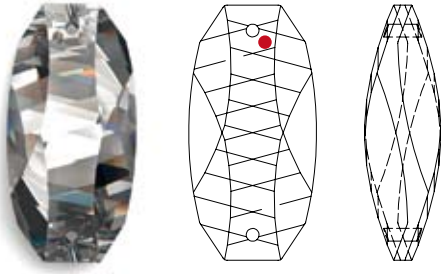


Sys. No.	Article number	Size (mm)	Colours	Packing unit in pcs.	Gross weight (g) per packing unit	Net weight (g) per packing unit
1075601	8950 no.808 138	38	Crystal	96	1.670	1.492

Meets ADVANCED CRYSTAL standards.

SWAROVSKI® ELEMENTS
NEW *shapes*

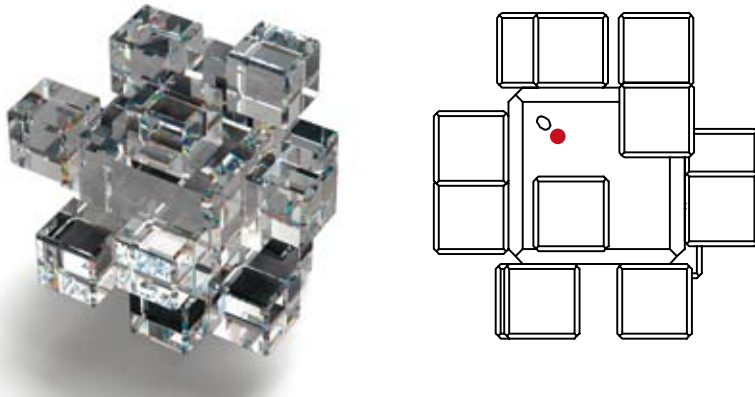
8950 Scala / 2-hole



Sys. No.	Article number	Size (mm)	Colours	Packing unit in pcs.	Gross weight (g) per packing unit	Net weight (g) per packing unit
1075603	8950 no.808 238	38	Crystal	96	1.670	1.492

Meets ADVANCED CRYSTAL standards.

8981 Cube Art



Sys. No.	Article number	Size (mm)	Colours	Packing unit in pcs.	Gross weight (g) per packing unit	Net weight (g) per packing unit
1081790	8981 no.003 163	63 x 63	Crystal	1	250	218
1095244	8981 no.003 163	63 x 63	Multicolour: Crystal Glue - Light Lavender	1	250	218
1095243	8981 no.003 163	63 x 63	Multicolour: Crystal Glue - Midnight Blue	1	250	218

Meets ADVANCED CRYSTAL standards.

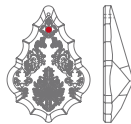
SWAROVSKI® ELEMENTS

CRYSTAL *prints*

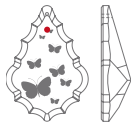
CRYSTAL PRINTS

Crystal Prints are a brand-new innovation available in the lighting assortment. The screen print on the 8901 Pendeloque (76 x 52 mm) from our standard articles is decorated with six different impactful motives creating a contrast of the clear and transparent crystal and the colourful and graphic prints. Those innovative designs open up even more possibilities for individual creations combining SWAROVSKI ELEMENTS crystal facet play with graphic structural patterns.

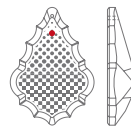
Prints can also be customised. Please contact customer service for details.



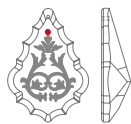
Crystal Prints:
Crystal
Print – Brocade Antique Gold



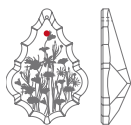
Crystal Prints:
Crystal
Print – Butterfly Light Lavender



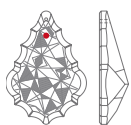
Crystal Prints:
Crystal
Print – Transition Satin Silver



Crystal Prints:
Crystal
Print – Ornamental Antique Gold



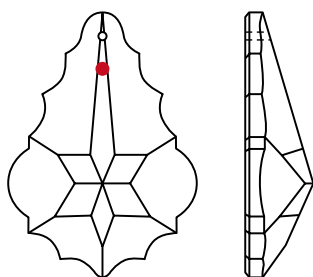
Crystal Prints:
Crystal
Print – Flower Light Lavender



Crystal Prints:
Crystal
Print – Structure Black

SWAROVSKI® ELEMENTS
CRYSTAL *prints*

8901 Pendeloque



Sys. No.	Article number	Size (mm)	Colours	Packing unit in pcs.	Gross weight (g) per packing unit	Net weight (g) per packing unit
1091777	8901	76 x 52	Crystal Prints: Crystal Print - Brocade Antique Gold	40	3.080	3.053
1091786	8901	76 x 52	Crystal Prints: Crystal Print - Butterfly Light Lavender	40	3.080	3.053
1091787	8901	76 x 52	Crystal Prints: Crystal Print - Transition Satin Silver	40	3.080	3.053
1091788	8901	76 x 52	Crystal Prints: Crystal Print - Ornamental Antique Gold	40	3.080	3.053
1091789	8901	76 x 52	Crystal Prints: Crystal Print - Flower Light Lavender	40	3.080	3.053
1091792	8901	76 x 52	Crystal Prints: Crystal Print - Structure Black	40	3.080	3.053

SWAROVSKI® ELEMENTS
NEW *effect*

CRYSTAL RED MAGMA



Sys. No.	Article number	Description	Size (mm)	Colours	Effect	Packing unit in pcs.	Gross weight (g) p. packing unit	Net weight (g) p. packing unit
1085566	8115	Octagon	14	Crystal	Red Magma	1.800	3.377	2.983
1085567	8116	Octagon / 2-hole	14	Crystal	Red Magma	1.800	3.173	2.727
1085568	8502	Bead	10	Crystal	Red Magma	1.792	2.926	2.555
1085569	8558	Ball	30	Crystal	Red Magma	48	2.400	2.092
1085570	8558	Ball	40	Crystal	Red Magma	40	4.521	4.160
1085571	8611	Drop	40 x 11	Crystal	Red Magma	336	2.137	1.767
1085572	8721	Pear Shape	38 x 22	Crystal	Red Magma	192	2.624	2.279
1085573	8721	Pear Shape	50 x 29	Crystal	Red Magma	72	2.620	2.103
1085574	8901	Pendeloque	50 x 35	Crystal	Red Magma	120	2.921	2.427
1085575	8901	Pendeloque	63 x 43	Crystal	Red Magma	50	2.394	1.952
1085576	8950 no.501 180	Flash	80	Crystal	Red Magma	48	1.469	1.118

NEW COLOUR & EFFECT *line extensions*

CRYSTAL BLUE AB



Sys. No.	Article number	Description	Size (mm)	Colours	Effect	Packing unit in pcs.	Gross weight (g) p. packing unit	Net weight (g) p. packing unit
172502	8721	Pear Shape	63 x 37	Crystal	Blue AB	45	3.071	2.733

CRYSTAL GOLDEN SHADOW



Sys. No.	Article number	Description	Size (mm)	Colours	Effect	Packing unit in pcs.	Gross weight (g) p. packing unit	Net weight (g) p. packing unit
982134	8558	Ball	40	Crystal	Golden Shadow	40	4.521	4.160
982166	8901	Pendeloque	76 x 52	Crystal	Golden Shadow	40	3.080	3.053
982167	8901	Pendeloque	89 x 62	Crystal	Golden Shadow	21	2.690	2.352
982173	8930	Pendeloque	76 x 44	Crystal	Golden Shadow	40	2.870	2.480
982174	8930	Pendeloque	89 x 52	Crystal	Golden Shadow	21	2.438	2.100
1085579	8950 no.501 180	Flash	80	Crystal	Golden Shadow	48	1.469	1.118
1085584	8983 no.001 194	Moravian Star	94 x 117	Crystal	Golden Shadow	1	490	340

SWAROVSKI® ELEMENTS
NEW COLOUR & EFFECT *line extensions*

CRYSTAL GOLDEN TEAK



Sys. No.	Article number	Description	Size (mm)	Colours	Effect	Packing unit in pcs.	Gross weight (g) p. packing unit	Net weight (g) p. packing unit
854284	8321	Prism	76 x 22	Crystal	Golden Teak	100	3.206	2.766
632888	8322	Prism / 2-hole	76 x 22	Crystal	Golden Teak	100	3.388	2.948
835139	8558	Ball	60	Crystal	Golden Teak	5	2.050	1.750
969556	8930	Pendeloque	76 x 44	Crystal	Golden Teak	40	2.870	2.480
985517	8950 no.302 100	Flow	100	Crystal	Golden Teak	36	2.988	2.650

CRYSTAL SILVER SHADE



Sys. No.	Article number	Description	Size (mm)	Colours	Effect	Packing unit in pcs.	Gross weight (g) p. packing unit	Net weight (g) p. packing unit
1018039	8950 no.004 225	Wavelet / 2-hole	25	Crystal	Silver Shade	288	2.308	1.814
1085578	8950 no.302 163	Flow	63	Crystal	Silver Shade	90	1.780	1.593
1085580	8950 no.501 180	Flash	80	Crystal	Silver Shade	48	1.469	1.118
1085581	8950 no.804 250	Surf / 2-hole	50	Crystal	Silver Shade	180	2.788	2.455
1085582	8950 no.805 230	Swing / 2-hole	30	Crystal	Silver Shade	350	1.924	1.540
1014012	8950 no.806 163	Wave	63	Crystal	Silver Shade	60	1.543	1.140
1085583	8950 no.807 350	Boomerang	50x39	Crystal	Silver Shade	36	1.229	878

JET



Sys. No.	Article number	Description	Size (mm)	Colours	Effect	Packing unit in pcs.	Gross weight (g) p. packing unit	Net weight (g) p. packing unit
1085596	8950 no.004 225	Wavelet / 2-hole	25	Jet		288	2.331	1.837
1023817	8950 no.501 180	Flash	80	Jet		48	1.484	1.133
1085598	8950 no.807 350	Boomerang / 3-hole	50 x 39	Jet		36	1.241	890

SWAROVSKI® ELEMENTS

NEW MULTICOLOUR *line extensions*

MULTICOLOUR SYSTEM



'Multicolour' components consist of multiple clear or coloured crystal parts that are joined using either a transparent or coloured glue to form a «new» component.



You can determine the colour of component/s and glue as follows:



The multicolour legend is ordered 'from the biggest to the smallest part' – the colour listed first thus refers to the largest part, while the one listed last refers to the smallest part.



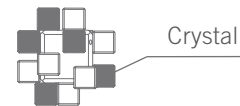
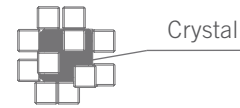
When only one colour is listed, the parts are all the same colour and the component is thus monochromatic. Coloured glues are listed separately.



When no glue colour is indicated, transparent glue is used.

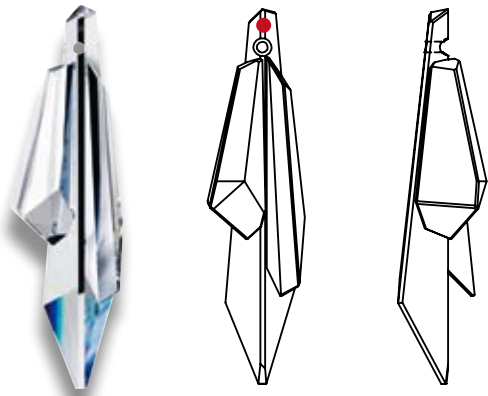
EXAMPLE

Multicolour:
Crystal
Glue – Midnight Blue



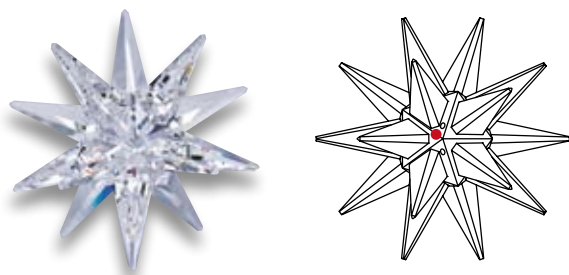
SWAROVSKI® ELEMENTS
 NEW MULTICOLOUR *line extensions*

8981 Glacial Drop



Sys. No.	Article number	Size (mm)	Colours	Effects	Packing unit in pcs.	Gross weight (g) per packing unit	Net weight (g) per packing unit
1085796	8981 no.002 163	63 x 20	Multicolour: Crystal Medium Sapphire Crystal	Blue AB Blue AB	100	1.549	1.090
1089061	8981 no.002 163	63 x 20	Multicolour: Crystal Glue - Light Lavender		100	1.549	1.090
1089060	8981 no.002 163	63 x 20	Multicolour: Crystal Glue - Midnight Blue		100	1.549	1.090

8983 Moravian Star



Sys. No.	Article number	Size (mm)	Colours	Packing unit in pcs.	Gross weight (g) per packing unit	Net weight (g) per packing unit
1079577	8983 no.001 194	94 x 117	Multicolour: Crystal Glue - Water Blue	1	490	340