

CREATE
YOUR STYLE with
CRYSTALLIZED™
- Swarovski Elements



DESIGNS WITH AN ATTITUDE
EXPRESS YOUR INDIVIDUAL STYLE

BRACELET & NECKLACE

Bracelet

Technique:

Bead weaving, Crocheting, Wirework

Designer:

Yvonne Leong



CRYSTALLIZED™ - Swarovski Elements

Product Group	Article No.
Sew-on Stones	3015
Beads	5000, 5301, 5744, 5754
Crystal Pearls	5810
Pendants	6090

Necklace

Technique:

Wirework

Designer:

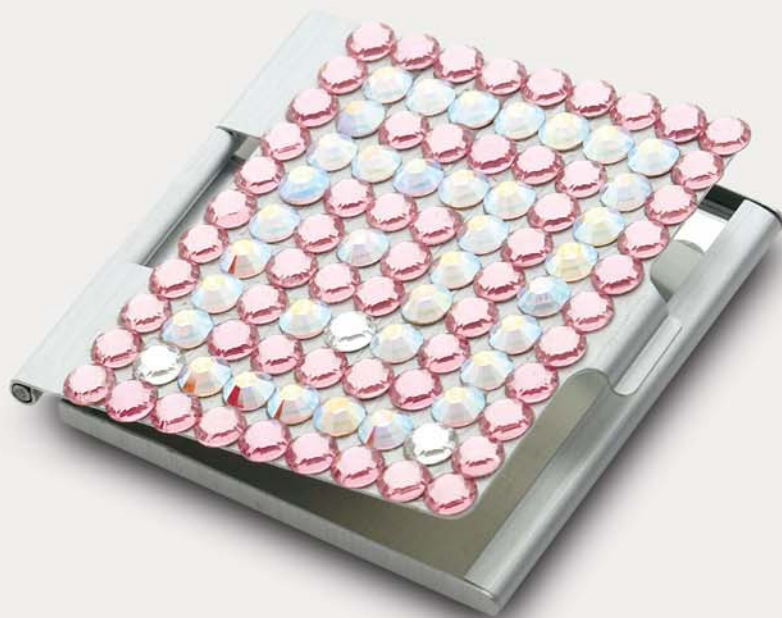
Cindy Chen



GYPSY ROSE

Inspired by Southern Europe, especially Romania and its folklore culture, this style is very feminine in its expression. Traditional patterns with floral ornaments, in particular the rose and lively color shades of reds and pinks of the CRYSTALLIZED™ - Swarovski Elements express tender feelings and emotions. These designs with their playful twists and cheerful shades are ideal inspirations for making your very own personal statement.

NECKLACE & POCKET MIRROR



CRYSTALLIZED™ - Swarovski Elements

Product Group	Article No.
Flat Backs No Hotfix	2028
Fancy Stones	4139, 4327
Beads	5000, 5040, 5301
Crystal Pearls	5810
Pendants	6202, 6620
Rondelles	47406, 47408
Cupchains	27004

Pocket Mirror

Technique:
Gluing

Designer:
Ayumu Yoshinaga



Necklace

Technique:
Looping, Wirework, Weaving

Designer:
Jestina Mona Hong

NECKLACE & SHAWL



CRYSTALLIZED™ - Swarovski Elements

Product Group	Article No.
Sew-on Stones	3200, 3240
Fancy Stones	4139, 4675
Beads	5000, 5301
Crystal Pearls	5810
Pendants	6301, 6744



Shawl

Technique:
Beading, Crocheting, Stitching

Designer:
Suzy Loh

Necklace

Technique:
Beadweaving

Designer:
Shirley Lim



BELT & NECKLACE



CRYSTALLIZED™ - Swarovski Elements

Product Group	Article No.
Sew-on Stones	3200, 3240
Fancy Stones	4127, 4439, 4737
Beads	5000, 5040, 5523, 5301
Rondelles	77504



Belt

Technique:
Wire Crocheting, Wirework

Designer:
Lim Beng Gwek

Necklace

Technique:
Macrame

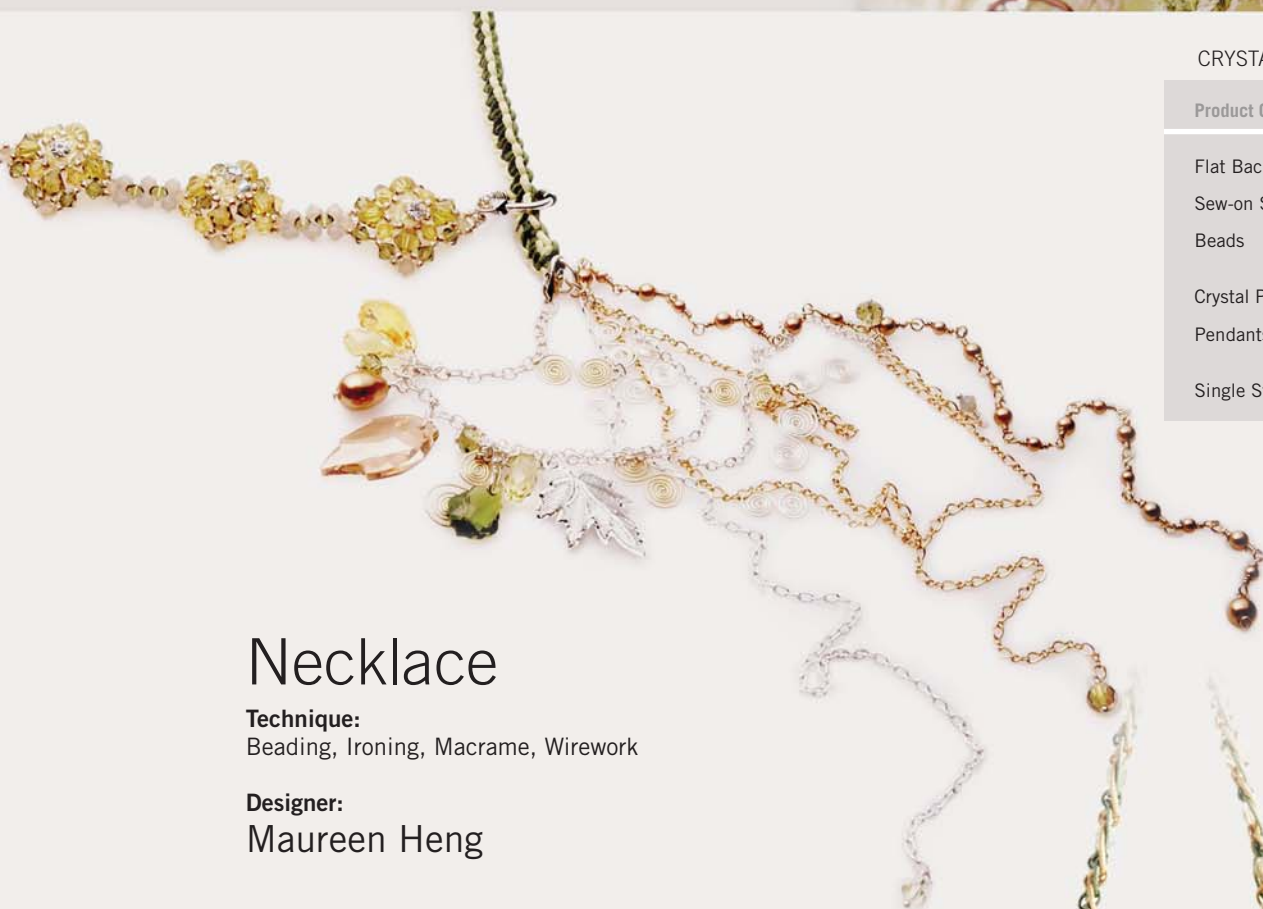
Designer:
Doris Tan



CYPERWORLD

The desire to escape reality at times is the key element of this trend direction. The resulting fusion of reality and the cyperworld in one personality is the source of inspiration for these designs. CRYSTALLIZED™ - Swarovski Elements are the means to create this apparently virtual designs through the usage of symmetric cuts combined with colourful hues such as Fuchsia and Lime.

BAG & NECKLACE



Necklace

Technique:

Beading, Ironing, Macrame, Wirework

Designer:

Maureen Heng

Bag

Technique:

Crocheting, Macrame, Polymer Clay

Designer:

Naoko



CRYSTALLIZED™ - Swarovski Elements

Product Group	Article No.
Flat Backs Hotfix	2028
Sew-on Stones	3700
Beads	5000, 5040, 5301, 5754
Crystal Pearls	5810, 5821
Pendants	6010, 6090, 6735, 6790
Single Stone Setting	17704

MEADOW

The longing for harmony with oneself and with nature is expressed by this style. The freshness and simplicity of a meadow in bloom, with all the sun, light and gold colors touch the heart and imagination. Delicate shades of green and CRYSTALLIZED™ - Swarovski Elements with natural shapes, such as the Leaf Pendant, or arranged in forms of flowers are the highlights in these designs.

BAG & CUFF



CRYSTALLIZED™ - Swarovski Elements

Product Group	Article No.
Flat Backs No Hotfix	2028
Fancy Stones	4756
Beads	5000, 5040, 5301
Crystal Pearls	5810



Bag

Technique:
Gluing, Macrame, Sewing, Wiring

Designer:
Janet Koh

Cuff

Technique:
Polymer Clay

Designer:
Raymond Seah



PACIFIC

Inspired by the Pacific, these designs express the essential beauty and depth of the sea with its light foamy surface. The sophisticated yet playful designs use the CRYSTALLIZED™ Pearls together with a range of blue hues for Beads, Pendants, especially the Coral Pendant, for the expression of the theme.

NECKLACE & NECKLACE/SHOULDER PIECE



CRYSTALLIZED™ - Swarovski Elements

Product Group	Article No.
Flat Backs Hotfix	2028
Beads	5000, 5040, 5301, 5556
Pendants	6301, 6721, 6790, 6791



Necklace

Technique:
Gluing, Wire Crocheting, Wirework

Designer:
Carrie Chan

Necklace/ Shoulder Piece

Technique:
Crocheting

Designer:
Sook Ying Wong



NECKLACES



CRYSTALLIZED™ - Swarovski Elements

Product Group	Article No.
Fancy Stones	4139
Beads	5000, 5040, 5530, 5556
Pendants	6012, 6721, 6791

Necklace

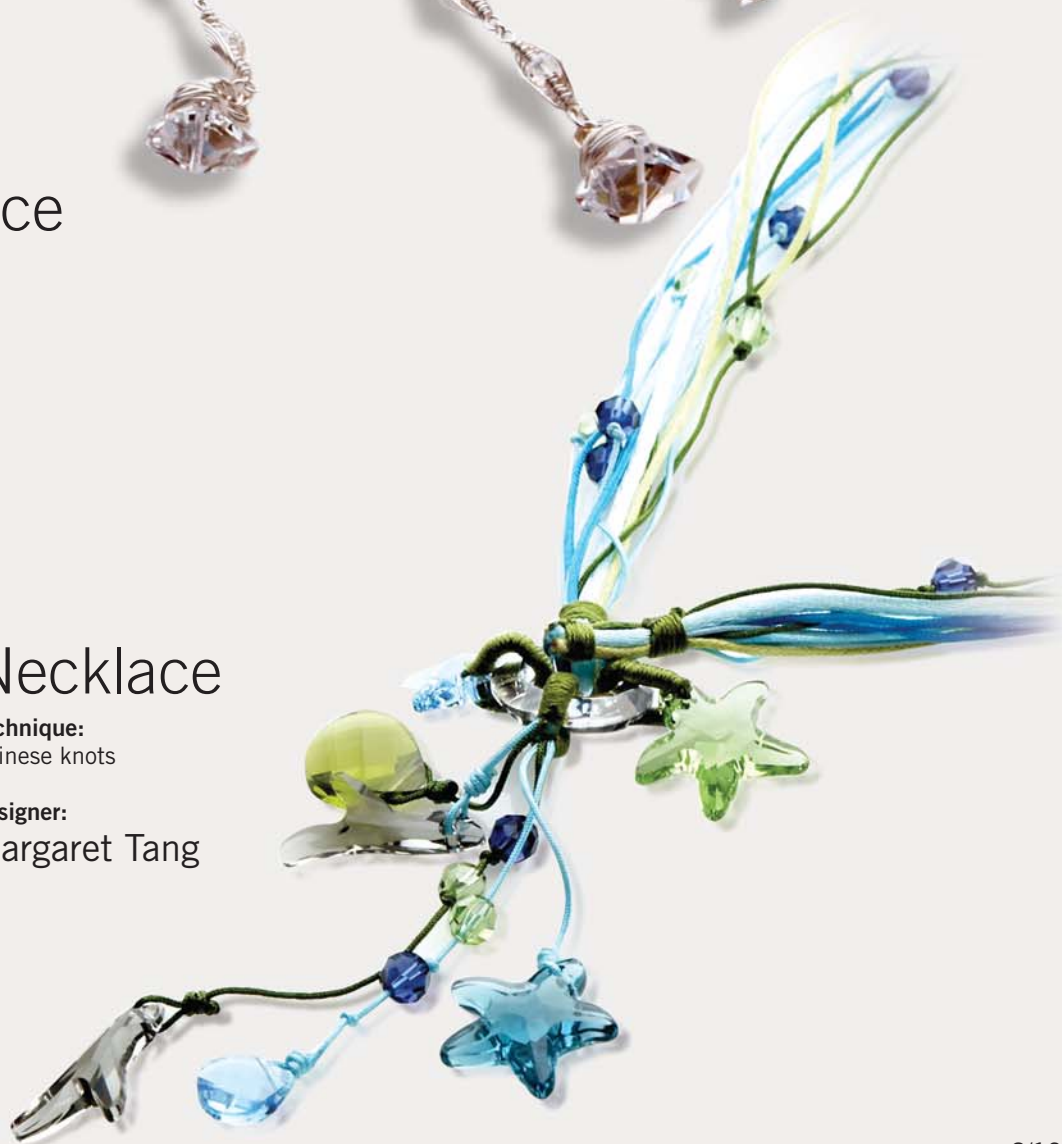
Technique:
Wirework

Designer:
Izel Ang

Necklace

Technique:
Chinese knots

Designer:
Margaret Tang



NECKLACE & WATCH



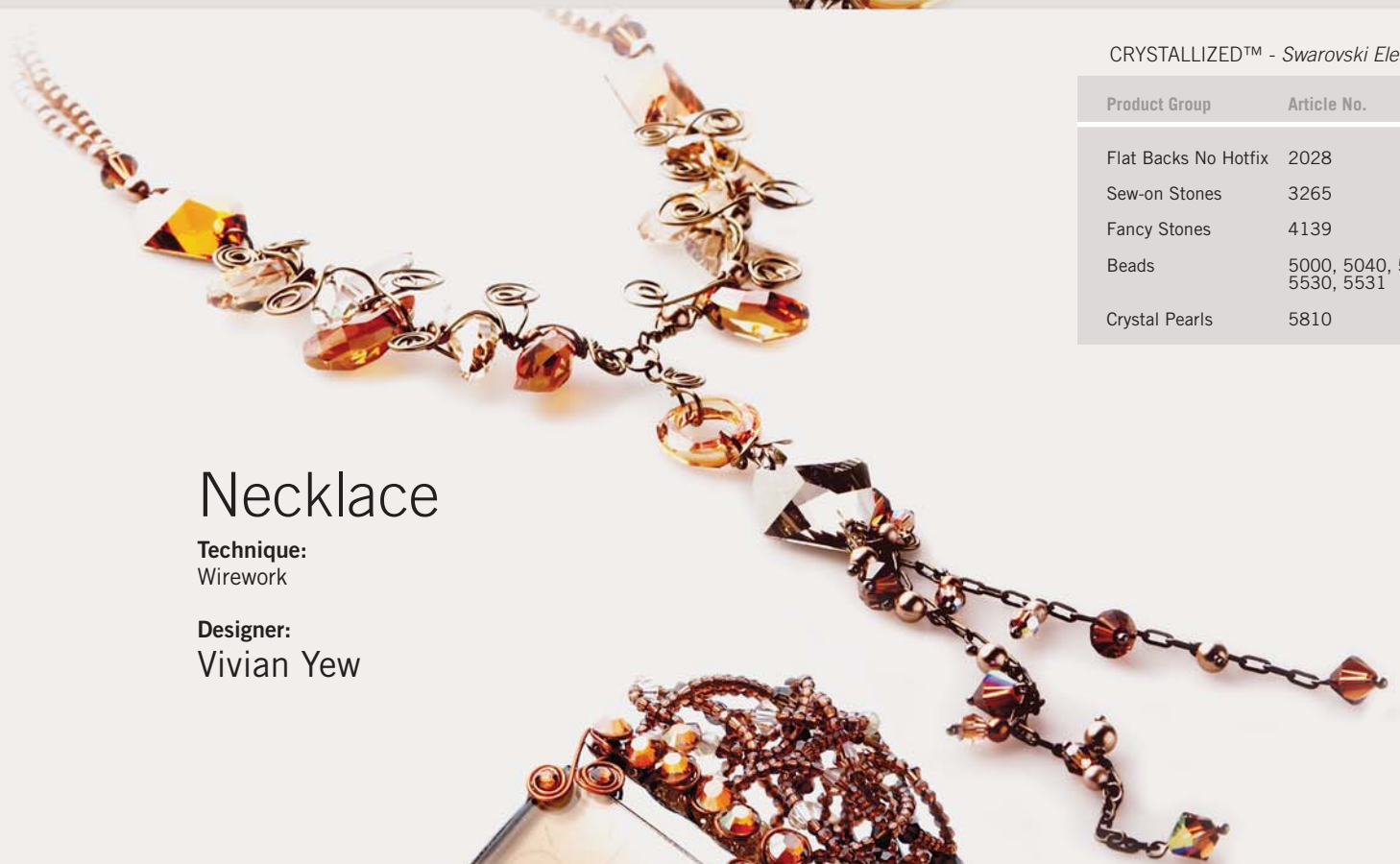
CRYSTALLIZED™ - Swarovski Elements

Product Group	Article No.
Flat Backs No Hotfix	2028
Sew-on Stones	3265
Fancy Stones	4139
Beads	5000, 5040, 5301, 5530, 5531
Crystal Pearls	5810

Necklace

Technique:
Wirework

Designer:
Vivian Yew



Watch

Technique:
Gluing, Macrame, Wirework

Designer:
Kate Yap

SAVANNAH

This trend direction focuses on the archaic and dynamic at the same time. Inspiration for these designs are taken from the African Savannah and the essential aspect is earth itself. The designs highlight the archaic element by using the irregular shaped CRYSTALLIZED™ - Swarovski Elements. A feeling of warmth is created through the brown and golden hues.

NECKLACES



Necklace

Technique:
Wirework

Designer:
Serene Song

CRYSTALLIZED™ - Swarovski Elements

Product Group	Article No.
Fancy Stones	4139
Beads	5000, 5040, 5301, 5556, 5621
Crystal Pearls	5810, 5821
Pendants	6007, 6015, 5106, 6791, 6680



Necklace

Technique:
Crocheting, Stringing

Designer:
Tanja Sadow

THANKS TO THE CONTRIBUTING TRAINERS

The CREATE YOUR STYLE with CRYSTALLIZED™ - *Swarovski Elements* **Train-the-Trainer Program** is specifically targeted at CREATE YOUR STYLE with CRYSTALLIZED™ - *Swarovski Elements* **Customers & RECOMMENDED STORES** as well as **independent experts and trainers** with the aim to provide them with **exclusive information** about the CREATE YOUR STYLE initiative, **products and trends, visual merchandising** and the whole range of **support activities** we have to offer. Moreover, the program comprises an intensive **application training**, where training participants learn about the latest application techniques and receive **new design inspirations**.

If you are **interested in workshops** please do not hesitate to **contact** the **certified instructors** below:

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CRYSTALLIZED™ PRODUCT GROUPS

With their virtually limitless application possibilities, CRYSTALLIZED™ - *Swarovski Elements* are one of today's most exciting, versatile and attractive means for transforming fashion, home and lifestyle accessories into one-of-a-kind sparkling personality pieces.

Below is a selection of the broad product variety offered by CREATE YOUR STYLE with CRYSTALLIZED™ - *Swarovski Elements*.

CRYSTALLIZED™ Beads

A large variety of sophisticated shapes and cuts and more than **50 colours and 15 effects** including the **latest trend colours** make Beads very popular CRYSTALLIZED™ - *Swarovski Elements*. As unique feature they possess a crystal clear hole that creates even more brilliance and colour intensity. **Rounded edges on hole** entry and exit protect the thread and facilitate the application.



CRYSTALLIZED™ Pearls

Crystal Pearls are perfect replica of genuine pearls. Made of a **unique crystal core** covered with an **innovative pearl coating**, these pearls possess a **flawless, silky smooth, rounded surface**. They are available in a variety of shapes, sizes, and colours. **Different hole diameters** are available to accommodate a range of applications: In contrast to other articles in the range, CRYSTALLIZED™ Pearl art. 5811 is perfectly suited for applications that require a larger hole diameter.



CRYSTALLIZED™ Pendants

Pendants are brilliant, fully cut CRYSTALLIZED™ - *Swarovski Elements* with timeless elegance. The variety of **colours, effects and shapes** is large, the possibilities for use are endless and processing is particularly simple because of the **"crystal clear hole" with rounded edges** on hole entry and exit.



CRYSTALLIZED™ Fancy Stones

Fancy Stones are popular design elements because they are offered in more than **40 different shapes and cuts**, in the finest classical crystal colours/effects and in the latest trend colours/effects, as well as in a **large range of sizes**. Their pointed back facilitates application in settings or they can be directly set and glued into pre-cast cavities.



CRYSTALLIZED™ Flat Back No Hotfix

Flat Backs No Hotfix can be easily applied to a wide **range of carrier materials**, where ironing is not possible. They are **durable, long lasting and versatile**. This makes them the ideal decoration for watches, accessories, picture frames, bags, electronic devices, pens and pencils, fingernails etc. They are available in a multitude of colours, sizes and cuts - among them the **CRYSTALLIZED™ XILION Rose**, the new generation of brilliance.

