

SWAROVSKI

**THE CHRISTMAS
BECHARMED PAVÉ BEADS
A GLAMOROUS
FESTIVE SEASON DUO**



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A GLAMOROUS FESTIVE SEASON DUO

Arriving this fall, two radiant Christmas BeCharmed Pavé Beads from Swarovski are launching our forthcoming series of annual limited-edition festive beads. The BeCharmed Pavé „Bow“ and the BeCharmed Pavé „Slim Star“ have been added to our standard assortment as a tantalizing taster of the glamorous goodies to come: From July 2015, and for the next three years, our portfolio of BeCharmed Pavés will be enhanced with a pair of collectible new Christmas Pavé Beads.

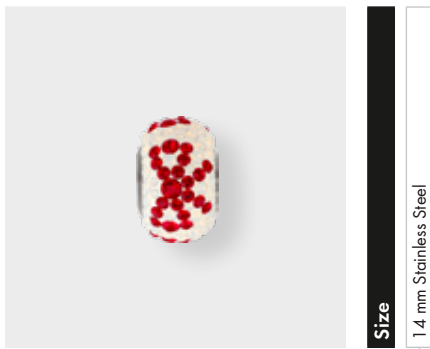
Embodying the essence of festive spirit, the Gift BeCharmed Pavé features a classic bow motif picked out in a choice of Siam, Light Siam, Ruby or Garnet against a background of Crystal Golden Shadow, White Opal, Crystal AB or Vintage Rose, respectively. Meanwhile, the slim-size Star BeCharmed

Pavé boasts a glittering Star of Bethlehem motif highlighted in a choice of Rose Gold, Crystal AB or Jet Hematite against a background of Jet Hematite, Light Siam, Crystal Golden Shadow or Dark Moss Green respectively. With their ultra-elegant pavé setting, BeCharmed Pavés are completely encrusted with glittering XILION Chatons to maximize the play of light. They also combine easily with rondelles, pearls, beads, or even dainty objets trouvés. What's more, the 4.5mm hole can be threaded with materials as varied as leather, rubber, fabric, or cord, offering a variety of style statements.

The global launch for the Christmas BeCharmed Pavés is October 2014—don't miss out on the chance to celebrate the holiday season in sparkling style.

The BeCharmed Pavé „Bow“ will be available all year, with no limitation on stock quantity.

81 601 BeCharmed Pavé Bow



Size

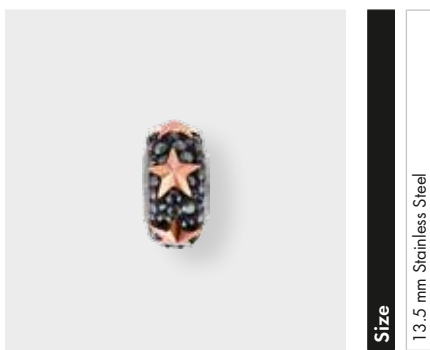
1.4 mm Stainless Steel

Colors

- Light Siam (227)
 - White Opal (234)
 - Finest White (01)
-
- Ruby (501)
 - Crystal AB (001 AB)
 - Finest White (01)
-
- Siam (208)
 - Crystal Golden Shadow (001 GSHA)
 - Pearl Silk (05)
-
- Garnet (241)
 - Vintage Rose (319)
 - Rose (06)

The BeCharmed Pavé „Slim Star“ will be available all year, with no limitation on stock quantity.

81 702 BeCharmed Pavé Slim Star



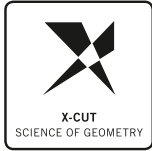
Size

13.5 mm Stainless Steel

Colors

- Crystal Rose Gold (001 ROGL)
 - Jet Hematite (280 HEM)
 - Black (02)
-
- Crystal AB (001 AB)
 - Light Siam (227)
 - Shining Red (07)
-
- Crystal AB (001 AB)
 - Crystal Golden Shadow (001 GSHA)
 - Pearl Silk (05)
-
- Jet Hematite (280 HEM)
 - Dark Moss Green (260)
 - Shining Green (31)

EXCELLENCE, THROUGH INNOVATION AND ORIGIN



X-CUT

Swarovski's unique X-Cut technology is based on scientific principles developed by the Gemological Institute of America for grading diamonds.

Advanced optical measurement and high-precision manufacturing deliver premium cuts characterized

by the interplay of multilayered surfaces and angles, with XILION and XIRIUS as the most prominent examples. This 'science of geometry' raises crystals' brightness, fire, and scintillation to an unmatched level of brilliance.



PLATINUM PRO

Using its vast research and technological capability, Swarovski has set a new standard in the lifespan of crystals with its new advanced Platinum Pro foiling technique. Platinum Pro is not only resistant to environmental damage

from chlorine, salt water, and perfume—it can also withstand processes such as soldering and electroplating, giving it unprecedented durability.



HOTFIX GLUE

Swarovski's revolutionary Hotfix technology offers a flexible and durable way to apply crystals. The glue's broad activation window, beginning at already low temperatures, makes it possible for customers to align the

application time and temperature in a way that is appropriate to their specific requirements. Hotfix's suitability for all textiles commonly used in the industry means that it is ideal for a vast array of clothing, interiors, and accessories. Its adhesive strength and washability make it the preferred choice of international brands and designers.



CRYSTALS - MADE IN AUSTRIA

Austria has become synonymous with quality. With a highly skilled workforce, supported by fair working conditions in accord with the high environmental standards, it has built a reputation for technical expertise, precision

engineering, and reliability. Originally, it was the country's natural abundance of water that prompted Daniel Swarovski, in 1895, to establish his company in Wattens, high in the Austrian Alps. It was here that sustainable hydroelectric power could be used to drive his machinery—and his vision. Swarovski continues to invest in the future, leading this culture of innovation, sustainability, and respect for individual wellbeing that underpins Austria's success.

PREMIUM, BY SERVICE AND DESIGN



DESIGN SERVICE

With its international reputation for creative excellence, Swarovski is at the forefront of design innovation across the world, offering exceptional service provided by the industry's best creative talent. Throughout a global

network of Design Centers, highly experienced teams provide first-class creative direction encompassing trend research, design, technical design, and consulting. It is Swarovski's thoroughness, together with its passion for design, which makes it successful in translating customer requirements into creative commercial proposals.



APPLICATION SERVICE

Swarovski's comprehensive range of application services falls under three core facilities: the Technical Enquiry Service, Swarovski's unique global technical database that facilitates the sharing of knowledge with

customers around the world; Certified Application Partners, which offer technical and production expertise to business customers at a local level; and Application Training, which trains customers in standard application techniques. This comprehensive approach means customers benefit from the extensive experience of leading international experts, as well as internal specialists.



GLOBAL SERVICE

Swarovski sells its products in over one hundred countries. Committed to providing dedicated personal assistance, Swarovski structures its operations around a global sales force supported by Customer Care Centers with a

deep understanding of local markets. Through its collaborations with certified Application Partners, Swarovski provides worldwide application support to its customers. Likewise, Swarovski's customers profit from its global network of Design Centers that provide unparalleled creative direction, from very specific modular aspects to fully comprehensive solutions.



DESIGNER EDITIONS

Beginning with Christian Dior in the 1950s, and continuing with today's top designers and brightest rising stars, Swarovski is proud of its long history of creative collaboration with artists, artisans, and designers from all areas

of jewelry and fashion. Crystal has long been a dynamic source of inspiration for creative minds—enchanted by its myriad design possibilities, their visionary ideas are transformed into exclusive cuts and unique designs for Swarovski crystal.

COMPLIANCE, WITH INTEGRITY



ADVANCED CRYSTAL

Swarovski's patented lead-free* formula has changed the DNA of crystal while still offering the same sparkle, dependability, and variety for which Swarovski is famous. If you haven't noticed a difference, that's probably because

when it comes to the ADVANCED CRYSTAL standard it's what you don't see that matters. Carefully selected raw materials are made into products compliant with crucial current laws and regulations governing the use of certain substances in finished products in the most relevant segments of Swarovski's customers' businesses. Swarovski's new and innovative formula offers peace of mind for business partners in the ever-stricter international regulatory environment.



CLEAR

Swarovski's internal compliance program, called CLEAR, summarizes the chemical requirements of the most critical laws and regulations regarding the restriction and prohibition of substances in its customers' most

relevant product segments. These particularly include jewelry and accessories, textiles, interiors, packaging, electronics, and children's products. The program and its guidelines are subject to regular legal monitoring. Likewise, Swarovski requires all suppliers to fully declare their raw materials and to take part in the CLEAR program. CLEAR provides customers with the comfort of trust that all products have undergone a reasonable testing program and are found to comply with their requirements.



OEKO-TEX

Customers can have confidence in Swarovski's products. As a major supplier to the textile industry, the majority of Swarovski's product range has been certified according to the Oeko-Tex® Standard 100 Class II. This quality

label sets limits for potentially harmful substances in textile products, particularly those that are in direct contact with skin.

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