

SWAROVSKI



INSPIRATIONS
SPRING/SUMMER
2015



Traces of Time

Today, the phenomenon of aging societies is having a huge impact on a global scale, leading to important changes for healthcare, retirement systems, and family structures.

By 2050 more than two billion people will be older than 60, and 8% of them will live in emerging economies (www.who.int).

In the majority of Western countries, life expectancy is well above 80, while in new economies life expectancy lies between 65 and 72.

By the time that all baby boomers (born between 1945 and 1964) are older than 50 in the US, the 50+ generation will constitute nearly half of the entire US population. They will then control over 70% of all income and wealth.

Furthermore, within the next 20 years the baby boomers will inherit another USD 15 trillion (Nielsen, 2012).

Although the 50+ generation is well known as one of the most powerful consumer groups, they are surpassed only by the 75 year olds, who are consuming even more (Tootelian and Varshney, 2010).

This in turn has led to a new perception of age. The Mega Trend the Silver Society sees a new breed of people over

50 who increasingly view themselves as younger, more virile, and more agile.

According to the German Demoscopic Institute (2012), 60–74 year olds feel eight years younger than they really are and the 75+ age group feels ten years younger – a phenomenon called “downaging.”

Naturally, this mindset impacts strongly upon consumption and social behaviors.

People over the age of 65 are increasingly tech savvy – for example, more than one-third of all internet users in this age group log on to Facebook every day.

There is even a steady increase in online dating sites targeted at people aged 50 and above.

Cell phone sales increased by 13% from 2010 to 2012 in the 65+ age group (now up to 70%) and their email usage rate is nearly as high as the 18–29 age group (86% vs. 91%) (Zickuhr and Madden, 2012).

Not only are people living longer as healthcare steadily improves, they are also engaging in more sports activities, and even influencing fashion for a younger generation.

At the same time, we are witnessing a change in the mindset of other age groups.

For instance, the recent phenomenon of 40 year olds experiencing what is being termed “second puberty,” where they increasingly relish being carefree and spontaneous and engage in leisure activities traditionally favored by teens.

This phenomenon is also boosted by the emergence of the “kidult” – adults, mostly men, who do not want to grow up and be independent.

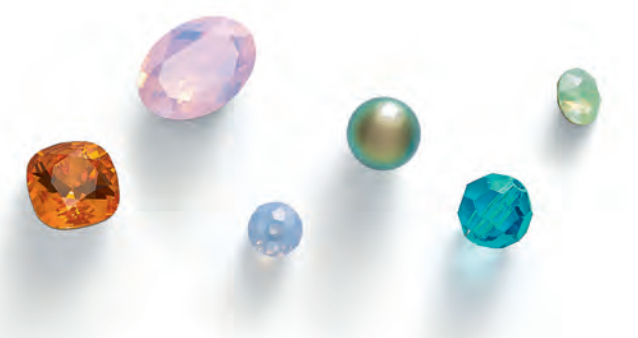
In contrast, younger generations are now experiencing a development called “early adulting.”

Due to the ongoing crisis, coupled with worldwide career competition, younger people have become less rebellious and more career oriented.

And so, the role reversals are complete.

With such an extreme focus on age and its meaning within social, demographic, and economic contexts, this season we wish to highlight this important phenomenon – the converging of age – and its impact on consumer desires, lifestyles, and aesthetic directions.

Welcome to Spring/Summer 2015 – Traces of Time.

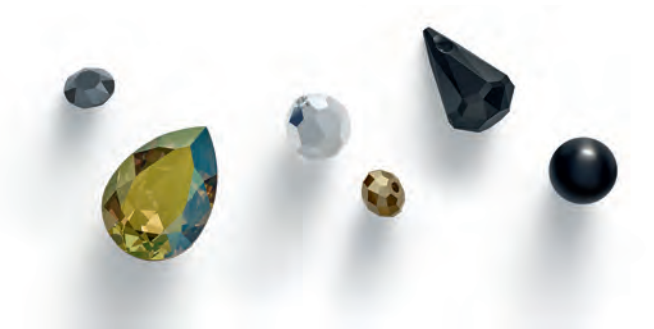


CLASSIC
FADED MEMORIES

Opaque hues, matt and powdery, have a life of their own, saturated and evaporated they delight with childlike innocence.

ROMANTIC
SUNSET RITUALS

Colors are vibrant handcraft shades taken from the earth with warm ochre, tangerine, and deep browns married with blue to echo ancient lands and desertscapes.



PROGRESSIVE
VIVID MOMENTS

"Colors are bright and festive with historical folkloric hues that are cultivated all over the world. These happy and simple colors will bring a blooming brightness to the season." (TUSS 15)

GLAMOUR
FORGOTTEN DREAMS

Darkly magnetic colors in shades of mysterious, magnetic black hide and reveal to create a glamorous, seductive theme.

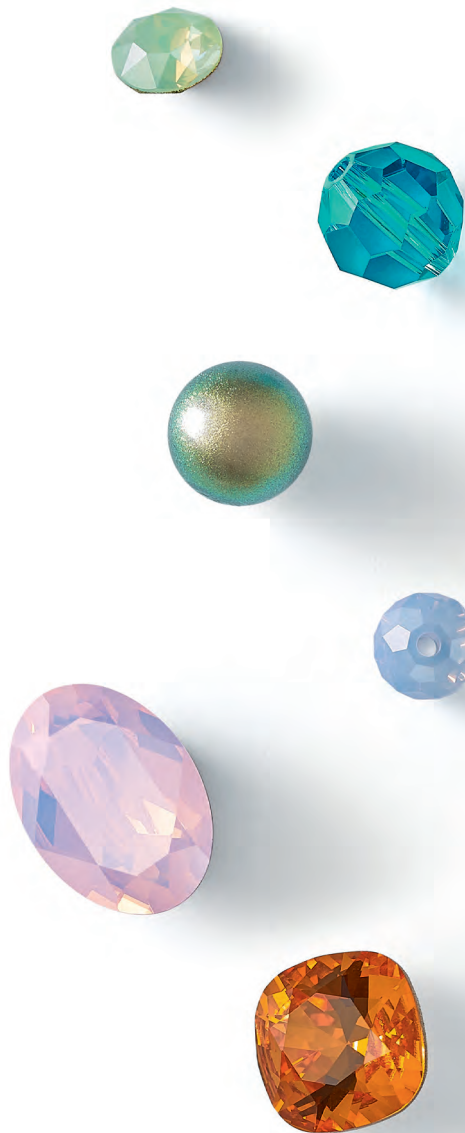


CLASSIC

Faded Memories







CLASSIC

Faded Memories

With the ongoing recession, the relentless drive of technology, and the overcrowding of our physical and mental space, we hold on to memories of better, more carefree times.

“Technology has complicated our lives. We hunger after the simplicity of the past, or the effortless days of our childhood. We need to adopt the simple notions of playfulness and individual expression if we are to avoid becoming bland and homogenized nations.”
(View – Textile View Magazine – Issue 102 Lifestyle)

This need to get away from it all is one of the reasons the trends for nostalgia and retro are still continuing so strongly.

Faded and washed with a Polaroid nostalgia, the theme updates almost kitsch references, making them more adult yet still playful and fun.

Inspired by architecture and structure, a new geometric language focuses on faceting and the magic of the cut. There is also a strong graphic direction toward vintage, weathered American billboards and road signs, reminding us of summers past.



CLASSIC

THE MOOD

There is an increasing focus on tactility and texture in all design.

Monochromatic opaque finishes are used in traditional shapes for jewelry.

Tone-on-tone crystals and sophisticated opal hues subtly light up the surface.

Asymmetric jewelry designs where there are no rules mix crystals, acrylic, and pearls to create an exciting modern look.

In fashion, crystals are used with graphic simplicity to create large bandings of patterns in different linear formats.



“The world has turned to architecture as the most important field of culture; the progress in the discipline is remarkable and is influencing other fields like design and fashion.” (TU SS 15)

The interplay of light through color achieves importance in all design segments.

Lightweight structures made of crystal are seemingly suspended on the body.

Pared back shapes are heavily embellished with crystal in small repetitions and simple rhythms.

Crystal is incorporated to bring a lighter, playful attitude to geometric designs.

Transparency and translucency remain a strong direction – the need to see the real.

Angular shapes are softened and modernized with different material combinations and graphic interplay.

A new take on geometry enters design where bold, clear, and angular elements add a new twist to traditional shapes.

Electronics imitate everyday objects where colors and shapes reflect optimism and humor.



CLASSIC

PRODUCT INSPIRATION

Subtle, almost washed-out colors in Fancy Stones and Beads help evoke summer nostalgia.

Fine sparkling crystals complement and balance precise linear design.

Tone-on-tone Flat Backs and Crystal Mesh Balls in various shapes create stunning tactile textures.

The matt iridescence of Crystal Pearls, coupled with the radiant shine of sparkling crystal, creates a strongly modern effect.

Opal hues add an air of sophistication.

Buttons, Sew-on Stones, and simple motifs create a playful and unexpected design element.



- 01 **1088** 259 F NEW!
- 02 **4120** 001 IRIG F NEW!
- 03 **4320** 395 F
- 04 **4470** 285 F
- 05 **4568** 001 F NEW!
- 06 **5000** 001 IRIG NEW!
- 07 **5000** 294
- 08 **5054** 001 NEW!
- 09 **80 401** 01 001 AB
- 10 **86 001** 01 001 NEW!
- 11 **86 001** 18 211 NEW!
- 12 **5810** 001 930 NEW!
- 13 **2038** 001 MLGLD A HF
- 14 **2038** 259 A HF NEW!
- 15 **2855** 001 M HF NEW!
- 16 **2855** 266 M HF NEW!
- 17 **2858** 319 F NEW!
- 18 **3258** 001 F NEW!
- 19 **3230** 229 F
- 20 **3018** 001 BLSH NEW!
- 21 **127000**P3200CC1H1088F390

Opaque crystals are mixed together with brighter crystals to create a unique look. Traditional shapes are modernized with the use of slightly tinted neutrals combined with unconventional metal finishes. Conventional shapes are redesigned to create a playful and effortless feel.

- 01
3258 16x11.5 mm 001 F ^{NEW!}
3258 16x11.5 mm 001 GSHA F ^{NEW!}
gold plated
- 02
2858 12x8.5 mm 001 GSHA F ^{NEW!}
gold plated
- 03
5055 10x8 mm 001 AB ^{NEW!}
rose gold plated
- 04
1088 PP 14 001 BLSH F
1100 PP 3 001 F
4568 27x18 mm 001 ANTP F ^{NEW!}
gunmetal plated
- 05
6022 24 mm 001 ^{NEW!}
rose gold plated
- 06
1480 PP 21 001 Chrom V F
5040 6 mm 001 IRIG ^{NEW!}
5040 8 mm 001 IRIG ^{NEW!}
5810 3 mm 001 731
5810 4 mm 001 731
5810 5 mm 001 617
5817 6 mm 001 617
gunmetal plated



01



02





Further inspiring
crystal combinations from
the Classic theme.





In consumption, meaning is everything: people exhibit a yearning for nostalgic products that evoke happy memories.

Traditional shaped jewelry is modernized, with outlines of standard necklaces reinterpreted.

A playful, fun, and effortless look is prominent.

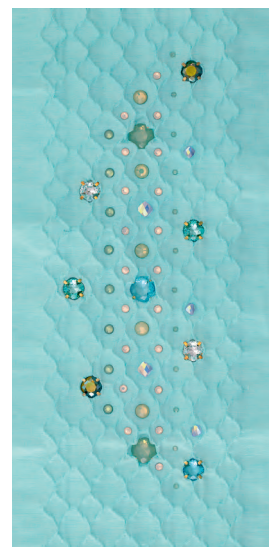
“The consumer’s sense of touch cannot be limited to the touchscreen. We want to feel products, to touch color. It is no surprise that trends are drawing us deeper into a desire for an emotional and a physical connection with the product.”
(View – Textile View Magazine – Issue 102 Lifestyle)

Simple nostalgic shapes are adorned with crystal to take them one step further.

“In our sedentary world, people are lacking daylight”
(20/20 Consumer Insights) – sun-bleached and faded colors remind us of summery days full of light and energy.

“As people will have fewer possessions...” (20/20 Consumer Insights) the ones we own will need to exhibit the perfect combination of design and functionality.

Crystals create surprising surface textures that add fun and excitement to all designs.



PRODUCT INFORMATION

- ① **4568** 27x18 mm 001 F ^{NEW!}
- ② **4678/G** 23 mm 001 LUMG F
- ③ **5000** 2 mm 001 AB
- ④ **5328** 3 mm 267
- ⑤ **3708** 8x8.7 mm 263 F
- ⑥ **3708** 12.5x13.6 mm 229 F
- ⑦ **13019** 391 261 362
- ⑧ **13020** 001 294 001 001 AB
001 AB 319 362 234
- ⑨ **13021** 001 716 001 202 362
263 202
- ⑩ **13022** 001 AB 001 246
- ⑪ **13023** 001 709 263 229 229 263
- ⑫ **13024** 080 080 001 716 001 AB
001 001 AB 362 259 ^{NEW!}
- ⑬ **13025** 001 715 001 716 229 263
- ⑭ **13026** 001 291 202 001 LUMG
001 AB 390
- ⑮ **13027** 263 001 LUMG 259 319 ^{NEW!}
- ⑯ **13028** 080 001 716 001 AB 362 319
391 259 ^{NEW!}
- ⑰ **13029** 001 716 001 AB 001 LUMG
391 259 259 ^{NEW!}
- ⑱ **722683** Transfer Special Motif
(229 263)
- ⑲ **3015** 10 mm 001 GSHA M
- ⑳ **55500** 001 122 082 261
- ㉑ **40001** 002 081 261 NOHF

MATERIAL INFORMATION

- Ⓐ Cotton jersey
- Ⓑ Fine linen (elastic)
- Ⓒ Satin
- Ⓓ Cotton fabric
- Ⓔ Linen
- Ⓕ Shiny linen
- Ⓖ Organza (with satin underneath)
- Ⓗ Cotton jersey
- Ⓘ Plexiglas
- ⓰ Ceralun™ application

Pared back shapes are heavily embellished with crystal in small repetitions and simple rhythms.



PRODUCT INFORMATION

- 01 4439 14 mm 001
- 02 4470 10 mm 202
- 03 4470 10 mm 263 F
- 04 4470 10 mm 361 F
- 05 4470 10 mm IRIG F ^{NEW!}
- 06 4470 12 mm 202
- 07 4470 12 mm 390
- 08 4470/S 12 mm 1PH20Z
- 09 5000 4 mm 281
- 10 5000 4 mm 397
- 11 5054 6 mm 001 AB ^{NEW!}
- 12 5054 8 mm 001 AB ^{NEW!}
- 13 5328 3 mm 281
- 14 5328 3 mm 285
- 15 5328 3 mm 390
- 16 5328 4 mm 234
- 17 5328 4 mm 259 ^{NEW!}
- 18 5328 4 mm 395
- 19 86001 6 mm 213 ^{NEW!}
- 20 86001 6 mm 214 ^{NEW!}
- 21 5810 3 mm 001 708
- 22 5810 4 mm 001 715
- 23 6228 10.3x10 mm 234
- 24 6228 10.3x10 mm 294
- 25 6696 20 mm 001 BLSH
- 26 10405 001 HFT
- 27 723286 Transfer Special Motif
(001 HFT 234 390 294)
- 28 57000 001 010 001 AB
- 29 603328 Crystal Fabric Special Motif
(010 001 AB)
- 30 603329 Crystal Fabric Special Motif
(010 001 AB)
- 31 62000 001 S010 214

- 32 62000 001 S010 391
- 33 62010 001 S010 214
- 34 62010 007 S010 214
- 35 62030 002 S010 202
- 36 62030 002 S010 379
- 37 1792/100 082 234
- 38 1792/100 082 294
- 39 1792/100 082 395
- 40 103922 Flat Back Special Motif
(022 082 294)
- 41 103922 Flat Back Special Motif
(022 086 390)

MATERIAL INFORMATION

- A Muslin
- B-D Silk
- E Cotton organdy
- F Cotton



ROMANTIC

Sunset Rituals





ROMANTIC

Sunset Rituals

This theme is based on the ancient tribal whisperings and sage teachings of our earliest ancestors, guiding us toward the things that really matter – food, shelter, and water.

“As food prices continue to rise, people are coming back down to earth – to sow, grow, forage, and harvest. Modern problems are leading us to reconnect with nature and with our sense of self.” (View 102)

It refers to self-sufficiency, the knowledge that we can survive, and faith in the human condition.

A spirit of sustainable self-reliance makes creative use of everything found along life’s path to shape a personal vision.

For consumers and products, there remains a continuing strong demand for

and emphasis on stories. We currently desire a digital detox, encapsulated in the rise of the notion of becoming “unplugged” and the trend toward “mindfulness.”

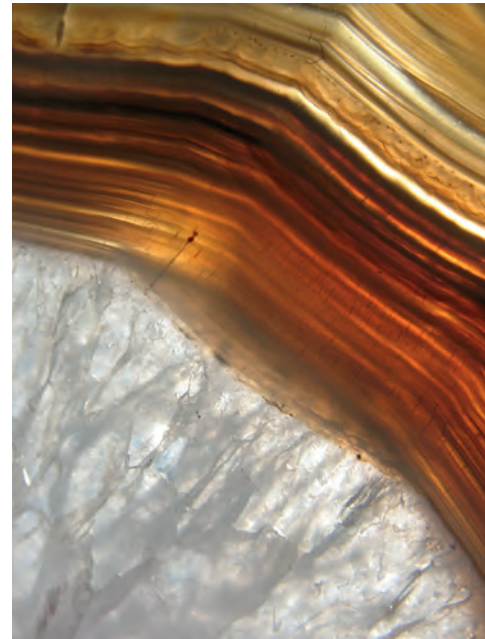
The concept of living in the now, where we move away from the overload of social media hype into a space of calmness, serenity, and ancient wisdom, is seen in the increase in wellness holidays and spas in order to cure the mind and the soul.

A focus on nature’s immense power is echoed increasingly in design forms, structures, and materials.





EMOTIVE



TIMEWORN

ROMANTIC

THE MOOD

Romantic jewelry is inspired by the lifestyle and beliefs of the desert tribes, concentrating more on the emotional value (e.g. talismans) than the technical execution.

Raw materials found in nature are used with shapes and surfaces, often left untouched, in irregular and rough forms with a strong focus on Crystal Pearls.

Primitive jewelry techniques (e.g. simple beading) add lightness and a refined simplicity to design.

Fluidity and strength in design is an echo of natural formats – a tribute to nature's immense power.



PRIMAL



WISE



ANCIENT

"Tomorrow's textiles echo the fragile political and economic environment – frayed, shattered, distressed." (TU SS 15)

There is a reduction in fashion with the use of multifunctional pieces: a single piece of cloth doubles as a shawl, sarong, or a turban – offering shade, protection, or warmth – for a life on the move.

Design takes its inspiration from patterns and ancient markings – reinterpreted in crystal for the modern mindset.

The rise of the tribe gains more prominence as people continue wishing to belong.

Practical elements infuse accessories – things to carry with you on a nomadic expedition or life's long journey.

As high-tech individuals we feel disconnected from Mother Nature; natural and primal designs help us reconnect with the earth.

Seemingly forgotten crafts experience a resurrection – designers are guided by their intuition and personal experience with the product.



ROMANTIC

PRODUCT INSPIRATION

Shapes are inspired by purely organic creations to embrace the “imperfect perfection” trend.

Matt, sand-like surfaces are brightened up with Mini Size Beads.

Small and large crystals blend together to create nature-inspired compositions.

The vibrant Tangerine and warm deep browns awaken memories of summer sunsets over haunting desert landscapes.

Pendants and BeCharmed Beads become ancient tribal treasures – collected and cherished.



- 01 **6017/G** 001 GSHA V NEW!
- 02 **6019/G** 001 NEW!
- 03 **1088** 259 F NEW!
- 04 **1122** 220 F
- 05 **4228** 001 BRSH F
- 06 **4320** 259 F NEW!
- 07 **4568** 001 GSHA F NEW!
- 08 **5000** 280 NUT 2x
- 09 **5054** 001 ROGL NEW!
- 10 **5055** 001 GSHA NEW!
- 11 **5056** 001 GSHA NEW!
- 12 **5056** 001 ROGL NEW!
- 13 **5328** 259 NEW!
- 14 **5750** 001 SINI NEW!
- 15 **5840** 001 600
- 16 **80 501** 05 001 GSHA MATTFI
- 17 **80 801** 26 Copper Polished
- 18 **3251** 001 BRSH

Through the combination of different materials and the use of textured/raw surfaces, the jewelry pieces are created around untouched natural shapes. Imperfections and irregularity create a unique look that accentuates the beauty of the crystals.

01
1028 PP 7 001 F
1100 PP 5 001 F
5056 10x6 mm 259 ^{NEW!}
 gunmetal plated

02
6022 14 mm 001 ^{NEW!}
 gunmetal plated

03
4428 1.5 mm 246 F ^{NEW!}
 gold plated

04
4428 1.5 mm 001 AB F ^{NEW!}
 gold plated

05
6018/G 35 mm 001 ^{NEW!}
 Made with the Maison Martin
 Margiela Crystalactite
 gunmetal plated



01



02



03



04



05



Further inspiring
crystal combinations from
the Romantic theme.





ROMANTIC

SEGMENT INSPIRATION

Basic, organic shapes come together in random – often asymmetric – order to create jewelry that looks like it is designed on impulse.

Inspiration is taken from untouched natural shapes and raw surfaces.

Imperfections and irregularity create a unique look.

“Local artifacts and found objects from a life on the road inspire an eclectic approach to composition and styling. Loved items that have been kept as documents and mementos of the journey become the center of attention, and individual looks are creatively built around them.” (WGSN)

There is an ongoing tendency to repair and care for valued items rather than replace them.

We will witness: *“A casual bohemian styling direction inspired by global fringe culture and off-grid living.” (WGSN)*

There is a continuing strong trend toward more organic and earthy shapes in crystal.

Products entail a certain talisman-like quality – true, simple, and honest, they speak to our innermost emotions.



PRODUCT INFORMATION

- 01 **5180** 14x14 mm 280
- 02 **5750** 13 mm 001 SINI ^{NEW!}
- 03 **80701** 28 Bronze Brushed
- 04 **6656** 27 mm 001 BRSH
- 05 **2038** SS 8 259 A HF ^{NEW!}
- 06 **2038** SS 10 259 A HF ^{NEW!}
- 07 **2038** SS 20 259 A HF ^{NEW!}
- 08 **13011** 280 HEM 001 COP 248 001
ROGL 203 280 HEM 655 HFT 207
- 09 **13012** 090 001 COP 220 207 248
- 10 **13013** 090 094 280 HEMGR 001
GSHA 001 BRSH 266 259 ^{NEW!}
- 11 **13014** 094 001 414 001 295 001 GSHA
001 COP 215 001 GSHA 266 259 ^{NEW!}
- 12 **13015** 001 414 203 001 ROGL 655
HFT 001 COP
- 13 **13016** 080 080 080 080 220 SAT
001 BRSH 001 ROGL
- 14 **13017** 246 280 HEM 220 SAT 259
001 ROGL ^{NEW!}
- 15 **13018** 001 296 280 HEM 220 001
ROGL 001 COP 259 ^{NEW!}
- 16 **345293** Crystal Rocks Special Motif
(012 M103)
- 17 **50002** 003 012 012 203

MATERIAL INFORMATION

- A Cotton fabric
- B Linen
- C Linen (hand-painted)
- D Silk
- E Cotton changeant
- F Chiffon
- G Pleated silk
- H Leather cord
- I Alcantara®

Surface color and finish feel neutralized and eroded by the sands of time while unexpected combinations, such as crystal and rough weave, create a sense of story and detail.



PRODUCT INFORMATION

- 01 6017/G 30 mm 001 GSHA V ^{NEW!}
- 02 4120 18x13 mm 001 ROGL F
- 03 4120 18x13 mm 220 F
- 04 4120 18x13 mm 221 F
- 05 4678/G 8 mm 001 GSHA F
- 06 4678/S 8 mm 1PH2OZ
- 07 5000 3 mm 203
- 08 5000 3 mm 220
- 09 5000 4 mm 001 ROGL
- 10 5000 4 mm 220
- 11 5000 4 mm 221
- 12 5040 4 mm 001 COP
- 13 5054 6 mm 001 ROGL ^{NEW!}
- 14 5054 8 mm 001 ^{NEW!}
- 15 5055 8x6 mm 001 REDM ^{NEW!}
- 16 5055 10x8 mm 001 GSHA ^{NEW!}
- 17 5056 12x8 mm 208 ^{NEW!}
- 18 5328 4 mm 203
- 19 5328 4 mm 259 ^{NEW!}
- 20 5328 5 mm 001 COP
- 21 5328 5 mm 266
- 22 5328 6 mm 722
- 23 5750 13 mm 001 SINI ^{NEW!}
- 24 5928 14 mm 221
- 25 5810 3 mm 001 600
- 26 5810 8 mm 001 600
- 27 5811 10 mm 001 815
- 28 5811 14 mm 001 769
- 29 5811 16 mm 001 816
- 30 6106 16 mm 722
- 31 6128 12 mm 001 BRSH
- 32 6128 10 mm 001 ROGL 2x
- 33 6128 10 mm 261
- 34 6428 6 mm 001 GSHA

- 35 6428 6 mm 001 ROGL 2x
- 36 345307 Crystal Rocks-it Special Motif
(I010 M103)
- 37 13030 094 203
- 38 722784 Transfer Special Motif
(090/080/080-001 ROGL/246/001
ROGL/001 ROGL)
- 39 603275 Crystal Fabric Special Motif
(012 001 COP)
- 40 603276 Crystal Fabric Special Motif
(010 001 COP)
- 41 603277 Crystal Fabric Special Motif
(010 001 COP)
- 42 72013 010 001 REDM
- 43 72013 012 M104
- 44 345305 Crystal Rocks Special Motif
(010 M104)
- 45 345306 Crystal Rocks Special Motif
(010 M104)
- 46 701248 Crystal Fine Rocks Special
Motif (010 M103)
- 47 701248 Crystal Fine Rocks Special
Motif (010 M109)
- 48 55000 002 012 081 203
- 49 103921 Flat Back Special Motif
(081-203/280 NUT/001 ROGL/220)
- 50 53400 081 001 600
- 51 40101 003 012 220
- 52 127004P1400CC1Z1088F220
- 53 100286000000 3

MATERIAL INFORMATION

- A Leather
- B Cotton fabric
- C Twill
- D-G Linen
- H Leather
- I Waxed cotton cord
- J Leather cord
- K Leather band
- L Feather
- M Wooden pearl
- N Leather tab
- O Cord
- P Semi-precious stone (tiger's-eye)
- Q Linen ribbon

Evoking ancient tribal whisperings, this flag combines raw materials with a refined balance of Crystal Pearls and crystal.







PROGRESSIVE

Vivid Moments





PROGRESSIVE

Vivid Moments

Focusing on an exciting, eclectic blend between African and Asian cultures, the Progressive theme highlights the union of both.

Today, Africa shows strong growth rates ranging between 5 and 7.5% and Nigeria ranks third in billionaires after South Africa and Egypt.

Indeed, *“Africa is on the rise. By 2050 [...] the African economy will be larger than that of the US and Europe combined. Already home to seven of the world’s fastest growing economies, in 37 years or so Africa will be the dominant force in the global economy.”* (Viewpoint Issue 32)

With the world’s focus turning toward this economic giant, China is also investing heavily in Africa, not only in raw materials, but also in infrastructure.

This new alliance between Africa and Eastern Asia is having a huge influence on the design world, seen in the rediscovering of their beauty, craftsmanship, and individual aesthetic.

In our digital and ever-changing world, there is increasingly a strong desire for everything that is hand-made and speaks of authenticity to counterbalance the pace.

“In an age of technical wizardry and mass production, designers are embracing traditional craft techniques to create unique hand-made objects. Using a color palette reminiscent of folk art, these objects are embedded with cultural values and storytelling.” (Viewpoint Issue 32, New Age Folk)

The theme reflects both a joyful celebration of the past, and the way forward.



CULTURAL VALUES



PAST & PRESENT

PROGRESSIVE

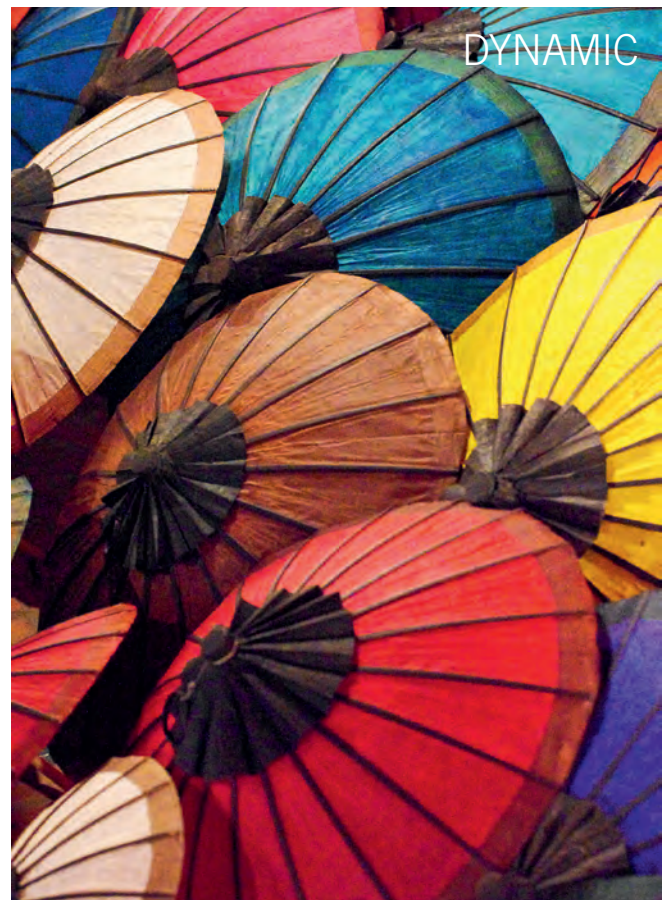
THE MOOD

A unique, eclectic, and multilayered style that reflects the blend of traditional African and Asian craft and handwork techniques.

A mix of materials – crystals, pearls, beads, textiles, and metals – combine to create rich 3D surfaces with sculptural aspects.

A focus on layering, where Asian and African patterns combine with crystal to create unique patchwork, creates a cross-cultural design ethic.

“The prints and graphics are colorful, dynamic, and playful, with an almost crude naivety and a vibrant, hand-painted feel.”
(WGSN SS 15 Macro Trends)



Flat fabrics come alive with a focus on volume, texture, and tactility.

There is a strong focus on embroidery, a highly appreciated technique that today is more affordable and accessible due to computerized embroidery.

The importance of headwear, both in Asia and Africa, gives rise to a new accessories direction – the reinterpretation of the turban.

Statement accessories complement a casual, everyday look.

“Stitching is a beautiful metaphor for social cohesion

and togetherness – gathering, pintucking, and laddering are social trends as well as fashion traditions.” (TU SS 15)

Fabric becomes important in accessories for cost reduction and global production.

“Prints give products a cultural reference and identity.” (20/20 Consumer Insights)

An Asian aesthetic is enriched and modernized with vivacious colors.

“Native visual arts and local textile patterns are simplified and adapted, merging into graphic stripes and chevrons to become part of a global cultural aesthetic.” (WGSN SS 15 Macro Trends)



Medium and large crystals highlight the eclectic look of the theme.

A broad spectrum of colors and shapes reflect a joyful celebration of life.

Vibrant Fancy Stones and Pendants create attention-grabbing, culture-merging color palettes.

Pavé Balls, with their shimmering radiance, add edge and sophistication to the design.

Various geometric shapes enable the creation of unexpected patterns.



- 01 1122 259 F NEW!
- 02 4568 001 ANTP F NEW!
- 03 4568 001 SINI NEW!
- 04 4627 207 F
- 05 80 601 19 001 CHRМ
- 06 86 001 12 203 NEW!
- 07 86 001 17 207 NEW!
- 08 5054 209 NEW!
- 09 5056 280 NEW!
- 10 5542 260
- 11 6022 280 NEW!
- 12 6628 260
- 13 6696 001 CAL V SI P
- 14 2038 259 A HF NEW!
- 15 2038 502 A HF
- 16 3018 001 SINI NEW!
- 17 53 730 088 001 NEW!

African/Asian patterns are mixed with more traditional, organic shapes to create structured pieces. Laser cutouts and multiple layering of the crystals in repetition are key to the realization of big bold jewelry. The crystals are rich in color and contrast with one another, encased into metal shapes that form three-dimensional patterns.

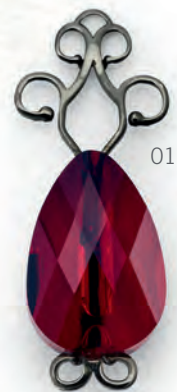
01
5056 12x8 mm 208 ^{NEW!}
 gunmetal plated

02
5750 13 mm 001 GSHA ^{NEW!}
 gold plated

03
5000 4 mm 001 SINI
5056 10x6 mm 001 AB ^{NEW!}
5056 12x8 mm 001 SINI ^{NEW!}
 rhodium plated

04
1088 SS 29 001 IRIG F ^{NEW!}
 gold plated

05
6018/G 35 mm 001 ^{NEW!}
 Made with the Maison Martin
 Margiela Crystalactite
 gunmetal plated





02



03



05



04





Further inspiring crystal combinations from the Progressive theme.





Equally important: African and Asian references create a perfect, unexpected blend.

Tradition meets technology – detailed shapes are easily produced by laser-cutting machines.

A strong focus on textiles in jewelry arises – using fabric makes pieces more affordable, easy to wear, and rich in ornamentation.

Designs are inspired by hand-stitched, hand-printed textiles with one-of-a-kind patterns.

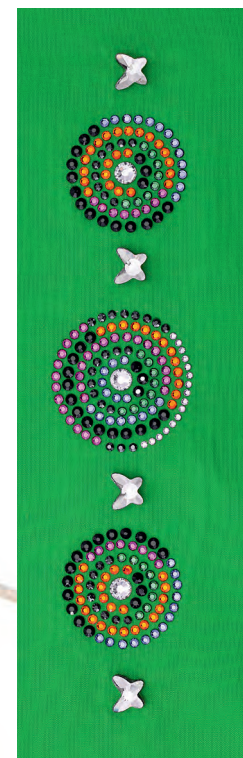
Mixed inspirations create a hybrid style for a new generation.

Florals remain firmly in focus: *“Florals have been blooming well into the crises and will develop with colorful citations of all folklores in the world uniting in a global tendency ...”* (TU SS15)

3D crystals enrich the surface of accessories, allowing them to become pieces of art.

Lightweight and luxurious designs abound with integrated crystal details.

After years of reduction and simplicity, we are once more excited by bold patterns and vibrant color mixes.



PRODUCT INFORMATION

- 01 **5929** 14 mm 001 AB STEEL
- 02 **3240** 16 mm 280
- 03 **3270** 16 mm 280 HEM
- 04 **321134** Crystal Fabric-it Special Motif
(1012 280HEM)
- 05 **13040** 070-280 HEM 001 COS
259 502 260 ^{NEW!}
- 06 **13041** 280 HEM 001 207 280
501 248 291
- 07 **13042** 266 266 001 001 001 COS ^{NEW!}
- 08 **13043** 070-001 001 COS 266
- 09 **13044** 001 280 260 266 248 248
- 10 **13045** 001 001 280 HEM 259 502
266 260 001 COS 001 ^{NEW!}
- 11 **13046** 070-280 HEM 001 280 HEM
259 502 260 ^{NEW!}
- 12 **13047** 280 HEM 001 001 COS
502 259 ^{NEW!}
- 13 **13048** 094-280 HEM 001 280 HEM
001 259 501 001 COS 291 ^{NEW!}
- 14 **55500** 003 012 081 209

MATERIAL INFORMATION

- A Linen
- B Printed cotton
- C-F Silk
- G Kimono brocade embroidered
- H Satin
- I Round cord
- J Leather cord
- K Technical product
- L Grosgrain ribbon
- M Alcantara®

An intercultural combination of bright, vibrant colors and printed fabrics offers a strong background for Transfers that reflect an Asian/African blend.



PRODUCT INFORMATION

- 01 4327 30x20 mm 502 F
- 02 4327/S 30x20 mm 1PH2OZ
- 03 4328 13x7.8 mm 001 F
- 04 4328/S 13x7.8 mm 1PH2OZ
- 05 4437 14 mm 001 CAL V SI
- 06 4627 27x18.5 mm 207 F
- 07 4627/S 27x18.5 mm 1PH2OZ
- 08 4678 8 mm 001 F
- 09 4678 23 mm 260 F
- 10 4678/S 8 mm 1PH2OZ
- 11 4678/S 23 mm 1PH2OZ
- 12 4706 7 mm 001 F
- 13 4706 12 mm 204 F
- 14 4706 12 mm 260 F
- 15 4706/S 7 mm 1PH2OZ
- 16 4706/S 12 mm 1PH2OZ
- 17 4757 14x8.5 mm 001 F
- 18 4757/S 14x8.5 mm 1PH2OZ
- 19 5000 4 mm 502
- 20 5000 6 mm 001 IRIG ^{NEW!}
- 21 5000 6 mm 207
- 22 5181 17x9 mm 001 AB
- 23 5328 4 mm 259 ^{NEW!}
- 24 5810 4 mm 001 717
- 25 5810 8 mm 001 617
- 26 5810 8 mm 001 930 ^{NEW!}
- 27 5821 11x8 mm 001 717
- 28 5840 10 mm 001 717
- 29 5840 12 mm 001 717
- 30 6428 6 mm 001 LISH
- 31 6428 8 mm 001 IRIG ^{NEW!}
- 32 724560 Transfer Special Motif
(502 207 208 227 248)
- 33 724561 Transfer Special Motif
(280 502 501)


- 34 724562 Transfer Special Motif
(202 502 501)
- 35 724563 Transfer Special Motif
(502 227 501 248)
- 36 724565 Transfer Special Motif
(071 096-502)
- 37 724566 Transfer Special Motif
(071-243 502)
- 38 57000 002 012 001 CAL
- 39 57000 002 012 280 HEM
- 40 62000 002 F083 001
- 41 62030 010 S010 502
- 42 700641 Crystal Fine Rocks
Special Motif (012 280)
- 43 701455 Crystal Fine Rocks
Special Motif (010 001 CAL)
- 44 701456 Crystal Fine Rocks
Special Motif (012 M102)
- 45 40001 007 081 001 LISH
- 46 100513 Chaton Special Motif
(012 086 280 001 383 001 DOR 291 206)
- 47 55000 002 012 086 909
- 48 127004P2400CK1H1088F001

MATERIAL INFORMATION

- A-E Printed cotton fabrics
- F Silk
- G Crushed taffeta
- H Knitted fabric
- I Cotton twill
- J Technical fabric
- K-M Kimono brocade embroidered
- N Technical fabric
- O Leather cord
- P Waxed cotton cord
- Q Metal chain

A blend of African and Asian culture is expressed through patterning and bold colors to create a stunning yet simple effect.





GLAMOUR

Forgotten Dreams





Forgotten Dreams

The backlash of “austerity fatigue” continues with a focus on elaborate detail in design as... *“The flirtation with opulence and decadence from last season continues.”* (View Issue 102)

Indeed, *“The need to beautify clothes and to illuminate cloth is always a sign of a reversal of fortunes, where things seem to get better.”* (TU SS15).

Other cultures continue to inspire us: exploring our Arab neighbors’ opulent and exquisite detailing, we transfer inspiration from decadent interiors and architecture to adorn our bodies.

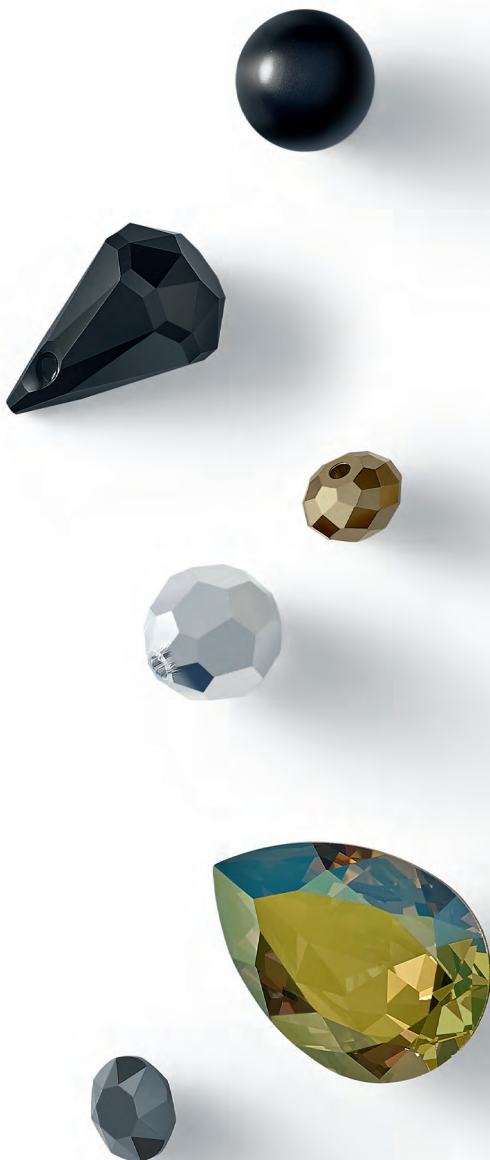
Sensual, seductive Arabian nights; the exotic and the ordinary merge together to create a veiled and hidden design ethic that speaks to the sensual side of the self.

An exciting combination of the past and future is shown in luxurious and laboriously made heritage fabrics with exquisite crystal borders and embroidered detailing.

A wildness is in the outlook, with glamour being redefined into a free and easy style, increasingly linked to the self.

Textured surfaces appear in abundance... *“after so many years of being remote, hiding behind screens, and not connecting, we find the need to connect, to touch, taste, and smell is more prevalent than ever.”* (View Issue 102)

We desire to lose ourselves in spectacular, swaying silhouettes of crystal-adorned cloth to celebrate the simple beauty of being alive, of belonging.





GLAMOUR

THE MOOD

Oriental graphics and architecture inspire the elaborate shape and design of over-the-top jewelry.

The circle symbolizes cycles, new beginnings, and continuity – overtaking the triangle shape that stood for growth and stability.

“Complex patterns and fractal structures growing out of simple geometric shapes are driving this trend direction with a strong focus on textile construction and manipulation.” (WGSN SS 15 Macro Trends)



The continued rise of the tattoo – denoting belonging to a tribe – has crossed into fashion design with the recreation of intricate patterns on clothing.

Links, representing the chains of life and bonding together, become an integral part of fashion and accessories, denoting interconnection and belonging.

The continued backlash against the austerity of the past few years evolves into exotic, over-the-top accessory designs.

The lines between jewelry and accessories continue to become increasingly blurred, particularly in the headwear segment.

Accessories have turned to a focus on feet as we envisage the return of the heavily bejeweled sandal or intricate anklets as art forms.

Harking back to the glamour and opulence of a mystical past, exquisite craftsmanship and intricate detailing in New Segments speak for a renewed interest in the ancient Orient.

New narratives emerge, where people blend ancient traditions with contemporary design.



Subtle sparkling elements create opulent design details.

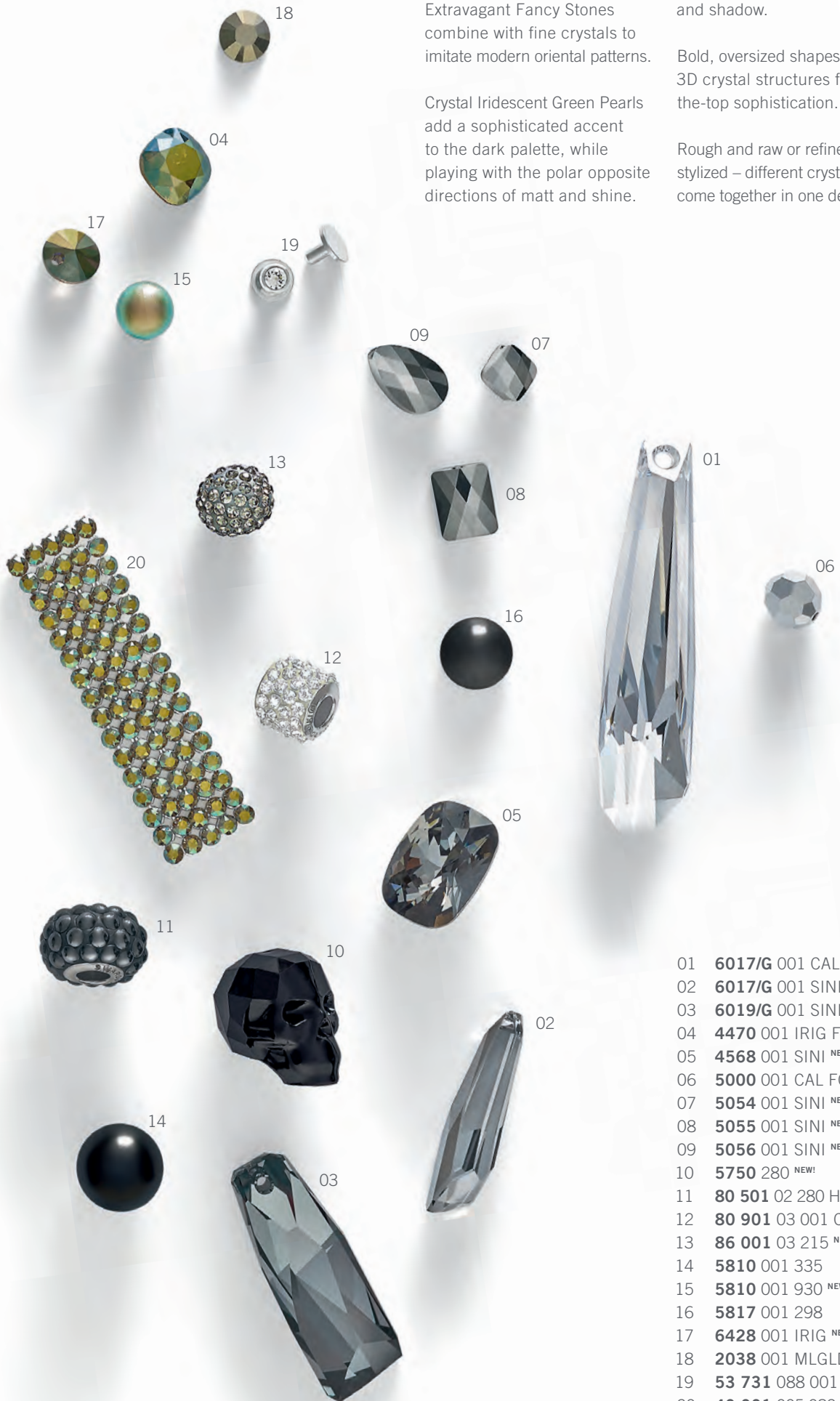
Extravagant Fancy Stones combine with fine crystals to imitate modern oriental patterns.

Crystal Iridescent Green Pearls add a sophisticated accent to the dark palette, while playing with the polar opposite directions of matt and shine.

The precious cuts of Mini Size Beads and Pendants create a stunning play between light and shadow.

Bold, oversized shapes create 3D crystal structures for over-the-top sophistication.

Rough and raw or refined and stylized – different crystal shapes come together in one design.



- 01 6017/G 001 CAL V SI P NEW!
- 02 6017/G 001 SINI NEW!
- 03 6019/G 001 SINI NEW!
- 04 4470 001 IRIG F NEW!
- 05 4568 001 SINI NEW!
- 06 5000 001 CAL FC
- 07 5054 001 SINI NEW!
- 08 5055 001 SINI NEW!
- 09 5056 001 SINI NEW!
- 10 5750 280 NEW!
- 11 80 501 02 280 HEM MATTFI
- 12 80 901 03 001 CAL V
- 13 86 001 03 215 NEW!
- 14 5810 001 335
- 15 5810 001 930 NEW!
- 16 5817 001 298
- 17 6428 001 IRIG NEW!
- 18 2038 001 MLGLD A HF
- 19 53 731 088 001 NEW!
- 20 40 001 005 082 001 IRIG NEW!

Bold yet refined shapes are predominant for the Glamour jewelry. Traditionally shaped crystals are enclosed in metal structures to recall the aesthetics of oriental architecture. Geometric shapes are cut out of metal to set the crystals in contrast with the metal-color finish.

- 01
5054 6 mm 001 GSHA ^{NEW!}
5054 6 mm 001 ROGL ^{NEW!}
5054 8 mm 001 GSHA ^{NEW!}
5054 8 mm 001 ROGL ^{NEW!}
5181 13x7 mm 001 BRSH
 rose gold plated

- 02
1100 PP 3 280
5054 8 mm 280 ^{NEW!}
 gunmetal plated

- 03
4428 1.5 mm 204 F ^{NEW!}
4568 14x10 mm 001 SINI F ^{NEW!}
 gunmetal plated

- 04
4428 1.5 mm 001 AB F ^{NEW!}
4568 18x13 mm 001 LISH F ^{NEW!}
 rhodium plated

- 05
5056 12x8 mm 280 ^{NEW!}
 rhodium plated



01



03



02



05

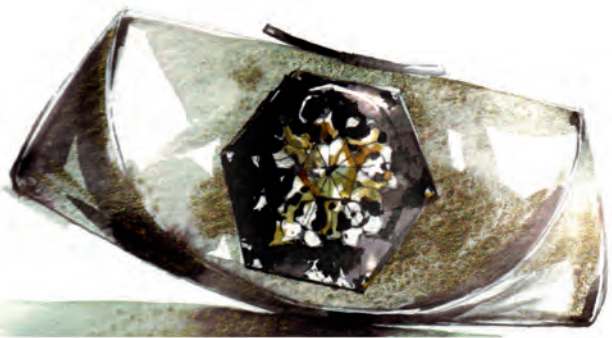
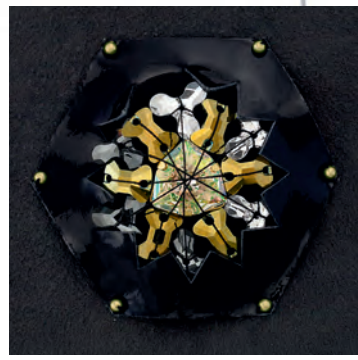


04



Further inspiring crystal combinations from the Glamour theme.





Opulent details are contrasted with clean surfaces.

Multiplication of the same ornament/shape creates a lavish yet sophisticated look.

Fluidity and strength: crystal-encrusted, washed materials appear in dark hues for a surprise initiative.

A glamorous 3D design ethic in sculptural forms continues its ascent.

Fluid lines and detailed shapes become even more exquisite due to symmetrical mirror reflection.

The subdued black hues and rhythmic repetition help modernize the direction.

“The focus on ‘rewilding,’ where ancient materials, traditions, and atmospheres are rediscovered” (WGSN SS 15) will become even stronger.

Flowing shapes expressing freedom and independence prevail.

Design interpretations from ancient Arabic sources create a modern goddess.



PRODUCT INFORMATION

- 01 **4327** 30x20 mm 280 HEM
- 02 **4327/S** 30x20 mm 1PH2OZ
- 03 **2038** SS 6 001 MLGLD A HF
- 04 **2038** SS 6 001 SSHA A HF
- 05 **2709** 10x6 mm 215 M HF
- 06 **2709** 10x6 mm 280 M HF
- 07 **2709** 13x8 mm 001 M HF
- 08 **2709** 13x8 mm 001 SSHA M HF
- 09 **13031** 001 CHRMV 280 HEM
280 280 HEM 001 MLGLD 280 HEM
- 10 **13032** 001 CHRMV 280 HEM
280 HEM 001 SINI 001 MLGLD 001
SSHA 001 IRIG ^{NEW!}
- 11 **13033** 070 001 CHRMV 280 HEM
215 001 IRIG ^{NEW!}
- 12 **13034** 001 CHRMV 280 HEM
001 SSHA 001 SINI 215 280 HEM
001 IRIG ^{NEW!}
- 13 **13035** 001 CHRMV 001 CHRMV
280 HEM 001 SSHA 280 HEM 215
001 MLGLD 001 SSHA 001 IRIG ^{NEW!}
- 14 **13036** 001 CHRMV 280 HEM 215
001 AB 001 MLGLD 001 IRIG
001 SINI 001 COS ^{NEW!}
- 15 **13037** 070 280 HEM 001 SINI
001 SINI 280 HEM
- 16 **701384** Crystal Fine Rocks
Special Motif (012 280)

MATERIAL INFORMATION

- A Taffeta changeant
- B Brocade
- C Alcantara®
- D Technical product
- E Mesh ribbon

Rich fabrics and intricate crystal detailing come together to impart a sense of opulence and decadence.



PRODUCT INFORMATION

- 01 4470 10 mm 001 IRIG F ^{NEW!}
- 02 4470/S 10 mm 1PH2OZ
- 03 4678 23 mm 001 SINI
- 04 4678/S 23 mm 1PH2OZ
- 05 4706 7 mm 001 F
- 06 4706/S 7 mm 1PH2OZ
- 07 4706 17 mm 001 LUMG F
- 08 4706 17 mm 001 SINI
- 09 4706/S 17 mm 1PH2OZ
- 10 5000 6 mm 280 HEM
- 11 5055 10x8 mm 280 ^{NEW!}
- 12 5542 8 mm 001
- 13 5810 3 mm 001 293
- 14 5810 3 mm 001 297
- 15 5810 3 mm 001 335
- 16 5810 3 mm 001 616
- 17 5810 3 mm 001 617
- 18 5810 4 mm 001 617
- 19 5810 4 mm 001 930 ^{NEW!}
- 20 6010 11x5.5 mm 001 BRSH
- 21 6010 13x6.5 mm 280
- 22 6022 24 mm 280 ^{NEW!}
- 23 6026 13 mm 001 BRSH
- 24 6026 13 mm 280
- 25 6228 14.4x14 mm 001 IRIG ^{NEW!}
- 26 2038 SS 20 IRIG A HF ^{NEW!}
- 27 3230 18x10.5 mm 001 SAT F
- 28 3255 18x6 mm 001 SSHA F
- 29 3258 12x8.5mm 001 IRIG F ^{NEW!}
- 30 3270 16 mm 280 HEM
- 31 3270 22 mm 001 SAT F
- 32 3708 12.5x13.6 mm 001 F
- 33 3708 12.5x13.6 mm 001 SINI F

- 34 723888 Transfer Special Motif
(001 001 215 001 SSHA 001 215
001 LUMG)
- 35 724251 Transfer Special Motif
(280 HEM)
- 36 57000 001 012 001 MLGLD
- 37 603415 Crystal Fabric Special Motif
(012 001 MLGLD)
- 38 603593 Crystal Fabric Special Motif
(012 280 HEM)
- 39 72012 010 001 CAL
- 40 701292 Crystal Fine Rocks
Special Motif (012 001 METSI)
- 41 62020 001 S010 280 HEM
- 42 62030 005 S010 280 HEM
- 43 3015 10 mm 280 HEM
- 44 3018 23 mm 280 ^{NEW!}
- 45 1811/100 086 001 SINI
- 46 53400 086 001 617
- 47 53730 088 280 ^{NEW!}

MATERIAL INFORMATION

- A Neoprene
- B Printed silk lamé
- C Organza (with satin underneath)
- D+E Organza
- F+G Patent leather
- H Beading wire
- I Imitation leather
- J Metallic leather
- K Ribbon

Opposites attract in the form of geometric patterns and fluid graphics, the past and the future, the exotic and the ordinary.



AUDEN



Auden is a collection of timeless jewelry with a luxe-modern outlook. Illustrating a captivating fusion of architectural shapes and edgy design, the line strikes a refined balance between feminine and masculine, and polished and tough sensibilities.

Auden is a New York based accessories line founded by designer Bryce Castaneda and Steven Gordon. Castaneda discovered his affinity for making jewelry after he created pieces for friends and soon started receiving orders from admirers. In 2010 he partnered with Gordon to launch Auden, a line informed by Castaneda's eye for merging ethnic cultures, time periods, and art and conveying it through a prism that feels fresh and new.

Auden jewelry is defined by its attention to detail and craftsmanship. The collection offers innovative yet playful silhouettes that combine a graphic mix of metal, leather, Swarovski crystals, and semi-precious stone embellishments. Each piece is hand-made in New York City and finished with artisanal touches.

Auden has cultivated a dedicated following and has been featured in the pages of VOGUE, ELLE, and Harper's Bazaar. The brand's celebrity clients include Beyoncé, Kim Kardashian, and Rihanna, among others.

Auden is available at exclusive luxury retailers worldwide.

*"For the **Classic** theme I drew inspiration from the art deco hotels along Miami's South Beach strip. I wanted this piece to feel feminine and familiar, but graphic and modern at the same time.*

*For the **Romantic** theme I explored the idea of a nomadic wanderer who picked up bits and pieces along the way. The necklace is essentially a collage of things she has found on her travels – shells, leather strips, pearls, crystals, and coins.*

*For the **Progressive** theme I referenced antiquities from China's Ming Dynasty as well as traditional African Masai collars. This piece is a fusion of two distinct cultures.*

*The **Glamour** theme was inspired by the rich details of Moorish architecture; specifically, curved archways and open-air cut out windows. This was my favorite piece to work on since I recently traveled to Morocco."*

CREDITS

page 4–5

Necklace in Rose AB, completely covered with crystals, Reinhard Seufert Collection.

Necklace with blue highlights, completely covered with crystals and little pendants, Reinhard Seufert Collection.

Belt with crystals and green bakelite bars, Atelier Marangoni.

Necklace and earrings in the shape of a half moon, with crystals, Atelier Marangoni.

Necklace with pearls, Atelier Marangoni.
Source: Swarovski Corporate Archive
Trousers and Handbag, Schumacher

page 6

Necklace in Rose AB, completely covered with crystals, Reinhard Seufert Collection.

Necklace with blue highlights, completely covered with crystals and little pendants, Reinhard Seufert Collection.

Source: Swarovski Corporate Archive

page 22–23

Necklace, Jewels of Fantasy Collection, unknown for Lanvin.

Source: Swarovski Corporate Archive
Bangle, Renate Knauer

page 24

Necklace, Jewels of Fantasy Collection, unknown for Lanvin.

Red belt with bakelite, Atelier Marangoni.
Belt with brown bakelite, Atelier Marangoni.

Source: Swarovski Corporate Archive

page 40–41

Red belt with bakelite, Atelier Marangoni.
Necklace with crystals and blue highlights, Swarovski for Dolce & Gabbana.

Bracelet with multicolored crystals, Swarovski for Missoni.
Source: Swarovski Corporate Archive

page 42

Collier with crystals, Costume Jewelry of the 20th century Collection, Henkel & Grosse for Bijoux Christian Dior.

Necklace with crystals and blue highlights, Swarovski for Dolce & Gabbana.

Bracelet with multicolored crystals, Swarovski for Missoni.
Source: Swarovski Corporate Archive

page 58–59

Necklace and earrings with crystals, Atelier Marangoni.

Source: Swarovski Corporate Archive
Dress, Augustun Teboul
Necklace black, Dawid Tomaszewski

page 60

Collier with crystals, Costume Jewelry of the 20th century Collection, Max Mueller

Necklace with cord tassels, Atelier Marangoni.

Belt with black crystals, Atelier Marangoni.

Black collar, completely covered with crystals, Reinhard Seufert Collection.
Source: Swarovski Corporate Archive

Sys.No. 5076334

Content is subject to change without notice.

Errors and misprints excepted.

D. Swarovski Distribution GmbH, Swarovskistrasse 30, 6112 Wattens, Austria
© 2014 D. Swarovski Distribution GmbH. All rights reserved. Partial or total publication, transmission, copy or other duplication of texts, graphics, pictures etc. which are to be found in this publication is forbidden without special consent by D. Swarovski Distribution GmbH.
Swarovski® is a registered trademark of Swarovski AG.

ART DIRECTION AND PERFORMANCE by Swarovski Corporate Creative Services
CONTENT by Swarovski Trend Department, Wattens
PHOTOGRAPHY by Daniella Midenge, Valentin Jeck, Christoph Sagel, Johannes Weiss
ILLUSTRATIONS by Petra Dufkova
PICTURE RESEARCH by stijlinstituut amsterdam