

# MATERIA

## BOHEMICA

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A closer look at  
partnerships  
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The Art and Science  
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PRECIOSA

PRECIOSA

Crystals from the *heart* of Europe



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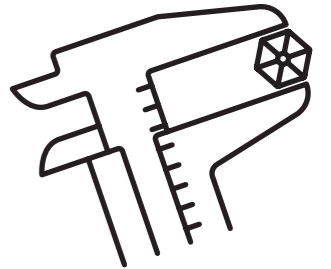
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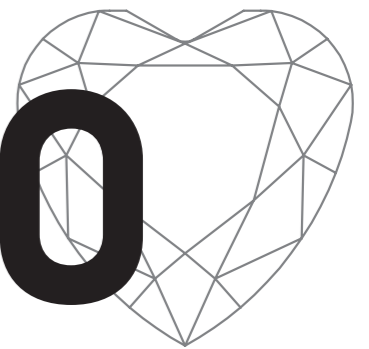


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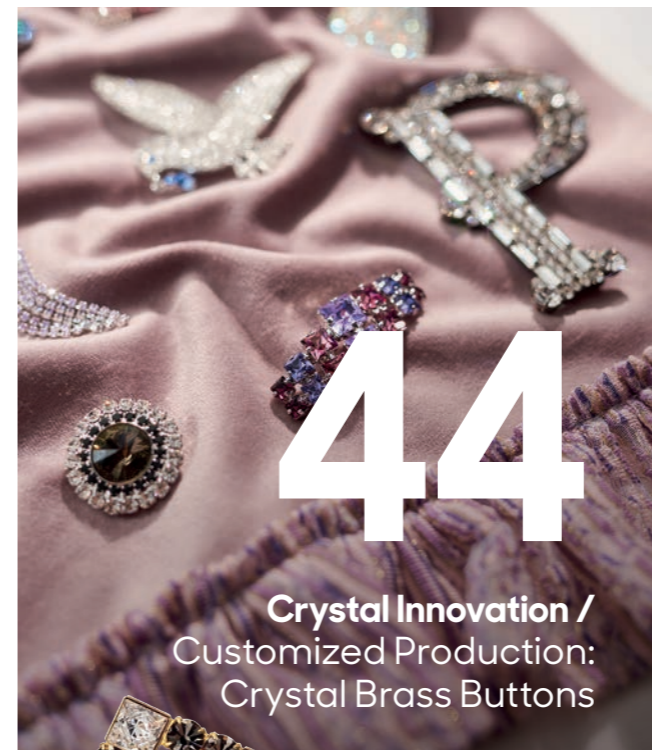
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**Shine Responsibly /**  
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CRYSTAL VISION  
**REPLENISH**



CRYSTAL VISION  
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CRYSTAL VISION  
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CRYSTAL INNOVATION

NEW COLOR

# Mint Green

**Chaton MAXIMA**

Sizes: ss6.5, 8.5, 12, 16, 29



**Chaton Rose MAXIMA & VIVA 12®**

No Hotfix and Hotfix  
Sizes: ss5–ss34





### MINT GREEN

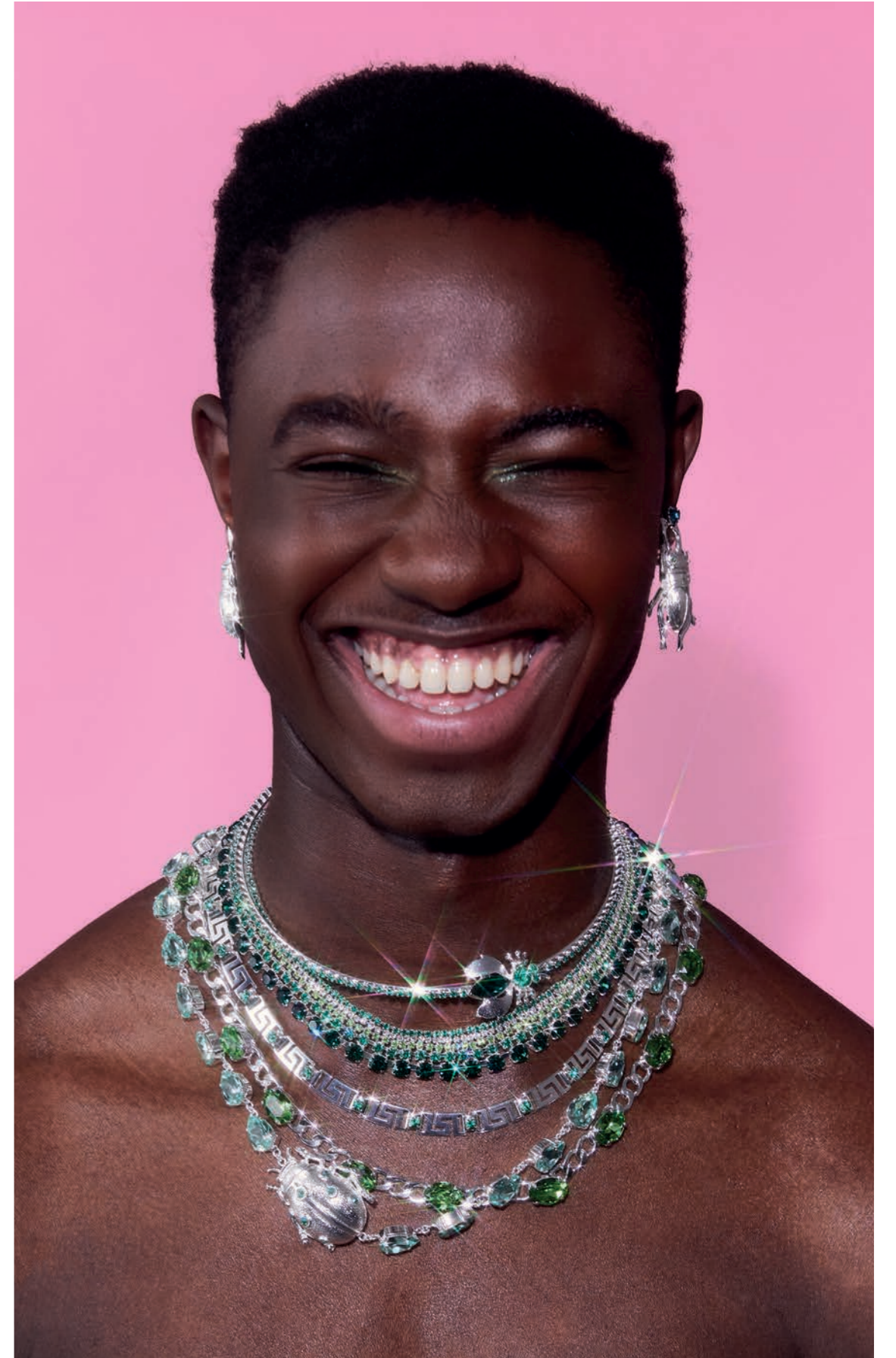
Refreshing and playful, Mint Green breathes new life into any palette. This cool, crisp hue blends tranquil blue undertones with a hint of invigorating warmth. Uniquely captivating and timelessly fresh, Mint Green radiates an understated vibrancy, striking the perfect balance between serenity and spirited sophistication.



Photographed by Adéla Havelková  
Talent: Michael Dada (Pure Model Management)  
Hair and Makeup: Jitka Boušková



NEW COLOR / MINT GREEN





MATRICES ON PAGE 54





PORTFOLIO HIGHLIGHT  
**Green Palette**

Vibrant and captivating, our palette of green hues is available in a dynamic range of fancy and flatback shapes, balancing nature's richness with contemporary sophistication. From iconic Emerald to whimsical Erinite, each green captures a unique essence, adding depth and character to any design. Explore our full range of green shades to find the perfect hue to bring your vision to life.

French Seduction Meets Bohemian Crystal



Beyond the Sparkle:  
**Maison Close**  
×  
**PRECIOSA**



This holiday season, French lingerie house Maison Close partnered with Preciosa to unveil a limited-edition crystal harness, a centerpiece in the brand's "24 Festive Days" holiday countdown. The harness, a testament to artisanal craftsmanship and luxurious design, was hand-soldered at Preciosa's in-house application center. Comprising thousands of lead-free Preciosa crystals set in silver-plated cupchain, the piece is a dazzling fusion of French allure and centuries-old Bohemian heritage.

The collaboration not only underscores the meticulous craftsmanship that defines both brands but also highlights the expertise and ongoing expansion of Preciosa's application center. "The quality of the finished product exceeded our expectations, ele-

vating the design into something truly spectacular," shared Chloé Lichon, Product Developer at Maison Close. "Preciosa's attention to detail and exceptional customer service brought our vision to life in ways we couldn't have imagined."

For Preciosa, the project serves as a brilliant showcase of its commitment to empowering luxury brands through tailored collaborations. "This partnership is a shining example of how premium materials and collaborative creativity can result in a product that captivates both the eye and the imagination," said Irena Čížková, Head of Preciosa's Application Center.

Marrying the seductive elegance of Maison Close with the unmatched brilliance of Preciosa crystals, the harness embodies the spirit of contemporary luxury—bold, innovative, and unapologetically glamorous. As it lit up this holiday season, it also illuminates the possibilities of collaboration between heritage craftsmanship and forward-thinking design.



Interview with

**TEREZIE ŠARAPATKOVÁ**  
Sales Executive for Europe

**T**ime is of the essence – especially when it comes to our customers. While production is one part of the process, ensuring our crystals reach their destinations is another. Behind the scenes, our invaluable sales executives are the backbone of Preciosa, ensuring seamless operations and customer service. What does this role truly involve, and what challenges come with it? We sat down with Terezie Šarapatková, a sales executive for the European market, to learn more.

**Terezie, how long have you been with Preciosa, and how did you come into this role?**

I joined Preciosa ten years ago. Initially, I started as an external English teacher, and during my parental leave, I worked part-time in recruitment. Then, a great opportunity came up when Preciosa announced they were looking for a new sales executive. I thought to myself, "This is the job I've been looking for!" I was hired, and I've now been part of the sales department for six years. I enjoy the work even more now than I did when I started.

**What an interesting change of professions! Can you share with us what your typical workday looks like?**

The work of a sales executive follows a clear framework. I process orders according to a set schedule while also addressing urgent customer requests. When many orders come in at once, it can be quite hectic. Since my primary focus is on European customers, communication is very active during my working hours because we're in the same time zone. There is no such thing as "I'll get to it when I have time."

In addition to regular orders coming in through our online ordering system, I also handle email orders and respond to dozens of various customer inquiries. These include quotations, delivery timelines for unavailable products, and coordinating with colleagues in production regarding manufacturing deadlines for requested products. Honestly, my day begins with me sitting down at my computer in the morning, and before I know it, the workday is over.

**Why is the work of sales executives indispensable?**

My colleagues and I (currently, our department is all women) form the back office for our sales team. We are responsible for the flawless dispatch of shipments to our customers worldwide. We're their go-to contact for virtually anything, anytime.

Even though we've never met the majority of our customers in person, we still build professional business relationships with them. It's critical for everyone in the sales chain to do their job well because even a small mistake can have significant consequences, potentially delaying a shipment.

Since sales executives are the last link in this process, resolving issues quickly and effectively falls on us. And like in any job, time plays a crucial role. It's clear that all employees are indispensable because everyone's work, directly or indirectly, moves the product closer to its goal: the customer.

**Have you ever faced a seemingly unsolvable problem that you managed to resolve?**

Nothing is truly unsolvable; it just depends on how much time you have to solve it. In the sales department, there's usually less time than you'd like. There are many cases that seem unsolvable at first, but I always have someone to turn to for advice or assistance.

I actually enjoy these challenging cases because I always learn something new and can resolve similar

issues more quickly the next time. It comes down to teamwork and communication—without them, solutions are either hard to find or take too long. Do you think the customer will wait? No, they won't. We have to act fast and be flexible because a large inquiry without a prompt and acceptable response might result in nothing at all. And no matter how much effort we put in, if there's no actual sale, our work isn't visible.

**What obstacles do you usually deal with?**

I wouldn't call them obstacles but rather specific characteristics of individual markets and customers. For instance, large European distributors receive shipments almost daily, and we often add last-minute urgent orders to these shipments, much to the delight of our warehouse colleagues. On the other hand, shipments to non-European customers are less frequent but far more complex to prepare, larger in volume, and accompanied by the specific customs requirements of their destinations.

In every case we handle, it's evident that we operate as a well-functioning team. Collaboration, teamwork, and mutual willingness to help are incredibly important, and I'm very grateful to my colleagues for this cooperation.

**It looks like your job is challenging and I can image it's not for everyone. What do you enjoy most about it?**

I love the action and adrenaline. After university, I traveled the world with my partner, but now I prefer a safer, office-based kind of adrenaline. This job as a sales executive gives me just the right dose of that. Time is both our friend and our enemy—the less time we have, the more there is to solve.

Before you get to the "action," though, you have to learn about the product. Not only that, but you also have to understand how a large glassmaking company operates—how everything is interconnected and how none of us can function without the other. Then, you need to get to know your assigned customers and understand their needs and expectations.

Once you've got that down, a whole spectrum of diverse and interesting tasks opens up to you. While the work is the same every day, it's also completely different. Sales executives always have something to do—managing multiple tasks at once and making sure everything is on track. That's exactly what I love about this job.

**You probably know Preciosa's product portfolio by heart. Which item or color is your favorite?**

I'd have to say crystal transfers because they offer endless possibilities for using our products. They are more than just a single component, but rather a finished product that goes directly to the customer. They adorn fashion icons, famous actors and actresses, and even ordinary people who love sparkle. Preciosa is visible all over the world, and I'm proud to be part of a Czech company that creates such magical moments.

CRYSTAL INNOVATION

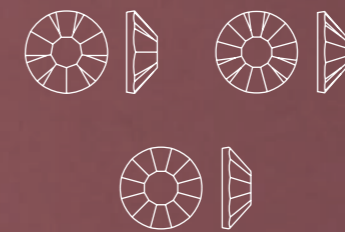
NEW COATING

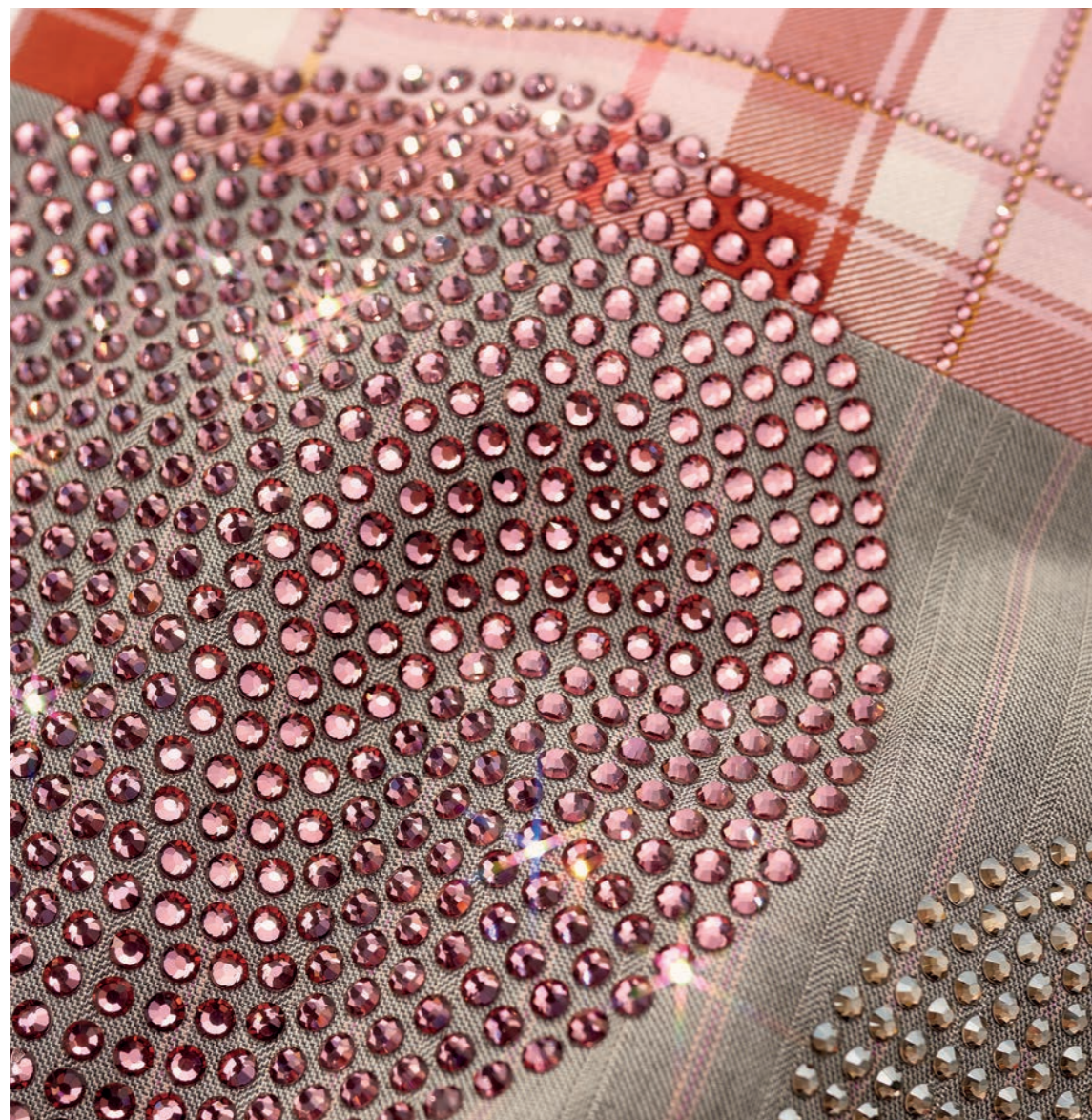
# Crystal Antique Pink

Chaton Rose MAXIMA & VIVA 12®

No Hotfix and Hotfix

Sizes: ss5–ss48





### CRYSTAL ANTIQUE PINK

Poised and poetic, Antique Pink exudes an air of quiet elegance. This dusky, muted rose carries whispers of vintage charm, softened by subtle grey undertones for a sophisticated, well-worn patina. Timeless and versatile, Antique Pink envelops spaces and styles with its gentle warmth, evoking a sense of nostalgia while seamlessly blending into modern aesthetics.



Photographed by Filip Hlad  
Talent: Eliška Kvěťáková (Pure Model Management)  
Hair and Makeup: Nela Kučera  
Nails: Karolína Maťová  
Gloves: C'est Jeanne

NEW COATING / CRYSTAL ANTIQUE PINK



MATRICES ON PAGE 55





PORTFOLIO HIGHLIGHT

# Crystal Biarritz

Bold and enigmatic, metallic Biarritz commands attention with its striking depth and mysterious allure. This sophisticated silvery shade glimmers with an almost liquid sheen, capturing light in a way that feels both sleek and futuristic. Explore our full range of metallic coatings to find the perfect flourish or finishing touch to any creative vision.



Where  
the Magic  
Happens

# Shaping Brilliance: The Art and Science Behind Preciosa's New Flatback Shapes

At the crossroads of glassmaking, engineering, and innovation, Preciosa's flatbacks stand as a testament to craftsmanship and cutting-edge technology. Behind every dazzling new shape lies a meticulous process that marries precision with artistry, offering a glimpse into the ingenuity required to bring brilliance to life.

## From Market Insights to Technical Design

Innovation at Preciosa begins with listening. The journey starts by analyzing market trends, identifying emerging shapes, and understanding customer desires. Whether a sleek geometric silhouette or a timeless, intricate cut, every crystal design is guided by both data and intuition. The goal? To ensure that each new shape not only meets demand but becomes an enduring expression of beauty and relevance.

"Our crystals are not just glass," explains Simona Holubová, Head of Product and Service. "They're reflections of trends, creativity, and the evolving needs of our customers."

## The R&D Phase: Precision Meets Vision

Once the market speaks, the research and development team steps in. This is where vision becomes technical reality. The process begins with intricate blueprints—precise technical drawings that map out every facet, cut, and edge of the envisioned shape.

What sets Preciosa apart is its control over production. While many competitors rely on third-party machinery, Preciosa engineers and manufactures its equipment in-house. This proprietary approach allows for bespoke machine calibrations and ensures an uncompromising standard of quality.

## Engineering Excellence: From Concept to Cut

Turning concept into reality is an intricate dance of technology and expertise. Preciosa deploys up to seven shaping and seven cutting technologies, combining

them as needed to meet the unique demands of each design. Every step—from selecting the right machines to perfecting the cut—is an exercise in precision.

Sustainability remains integral to this process. Preciosa prioritizes material optimization, ensuring that waste is minimized at every stage. This commitment to environmental stewardship reflects a philosophy where efficiency and responsibility go hand in hand.

## A Journey of Months, Measured in Microns

The technical preparation phase—a painstaking process lasting three to four months—is where innovation is tested and refined. Engineers calibrate machinery, design metal fixtures, and anticipate challenges in shaping and cutting.

Once fixtures are in place, testing begins. Delicate glass components meet industrial machines, and every millimeter is scrutinized. Troubleshooting is essential. If a crystal fails to meet Preciosa's rigorous standards, production pauses. "We embrace the challenges," one engineer notes. "It's about achieving perfection, no matter how long it takes."

## Collaboration at Its Core

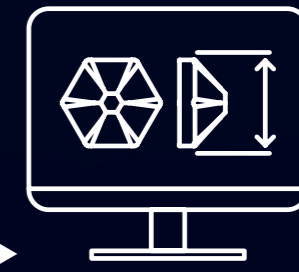
Behind each new crystal shape is a team of specialists—designers, engineers, technicians, glass-melting experts, and quality control professionals—working in harmony to achieve a singular goal: excellence.

Once perfected, the process is handed over to production teams, who replicate the precision at scale. It's here that the crystal's journey transforms from concept to product, destined for customers worldwide.

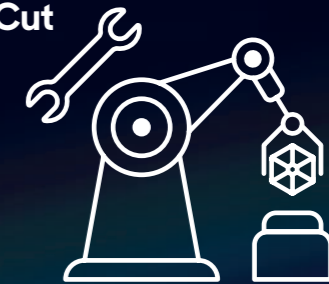
From Market Insights  
to Technical Design



The R&D Phase:  
Precision Meets Vision



Engineering Excellence:  
From Concept to Cut



A Journey of Months,  
Measured in Microns



Collaboration at Its Core



Ready to Shine



CRYSTAL INNOVATION

NEW FLATBACK SHAPES

# Hexagon & Octagon

### Hexagon MAXIMA FB

Size: 5.5mm  
No Hotfix and Hotfix

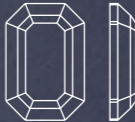
Crystal | Crystal AB | Jet | Jet Hematite

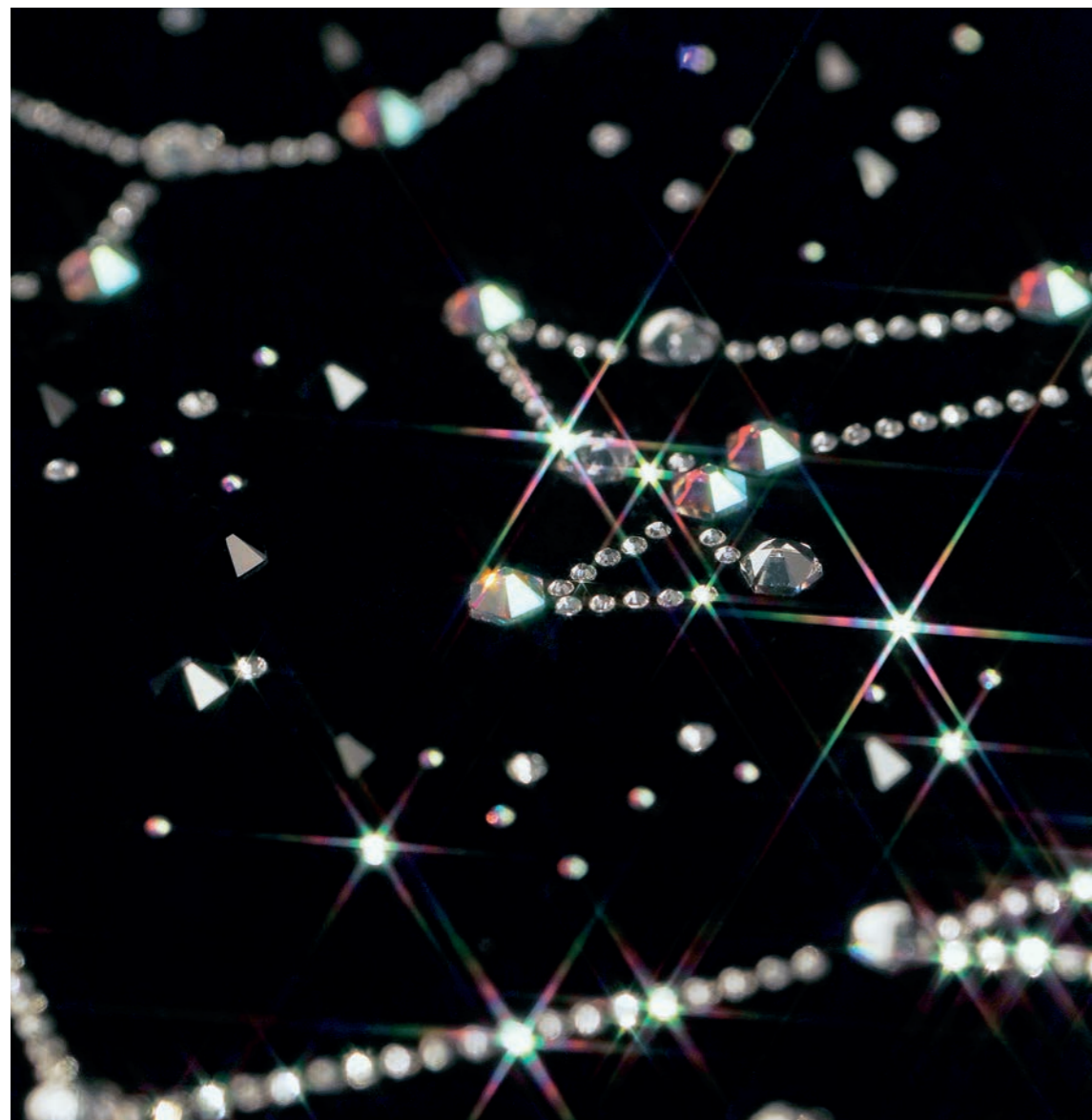


### Octagon MAXIMA FB

Size: 6x4mm  
No Hotfix and Hotfix

Crystal | Crystal AB | Jet | Jet Hematite





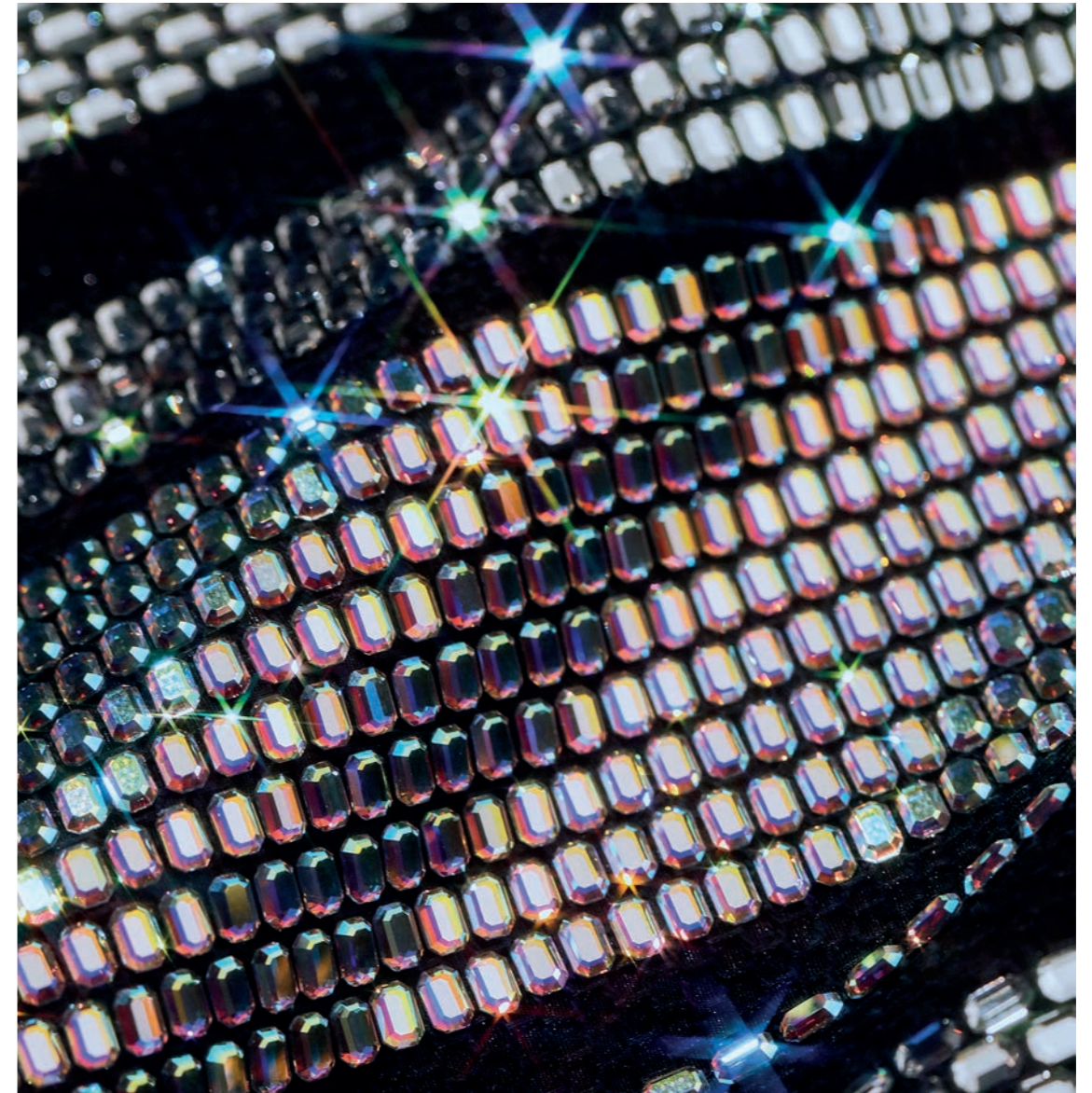
### HEXAGON MAXIMA FB

Offering a fresh balance of structure and sophistication, our new Hexagon flatback embodies geometric elegance with endless versatility. Whether used to accentuate modern tailoring or add dimension to avant-garde designs, its adaptability redefines the boundaries of premium embellishment.

MATRICES ON PAGE 56



Photographed by Adéla Zlámalová  
Talent: Andrea Hrnčířová  
Hair and Makeup: Ilona Ducháčková



### OCTAGON MAXIMA FB

Our new Octagon flatback offers a refined take on symmetry, bringing a sense of bold precision to contemporary design. Its sharp edges and timeless silhouette make it an ideal choice for creating striking focal points or layering textures in high-concept collections.

MATRICES ON PAGE 56

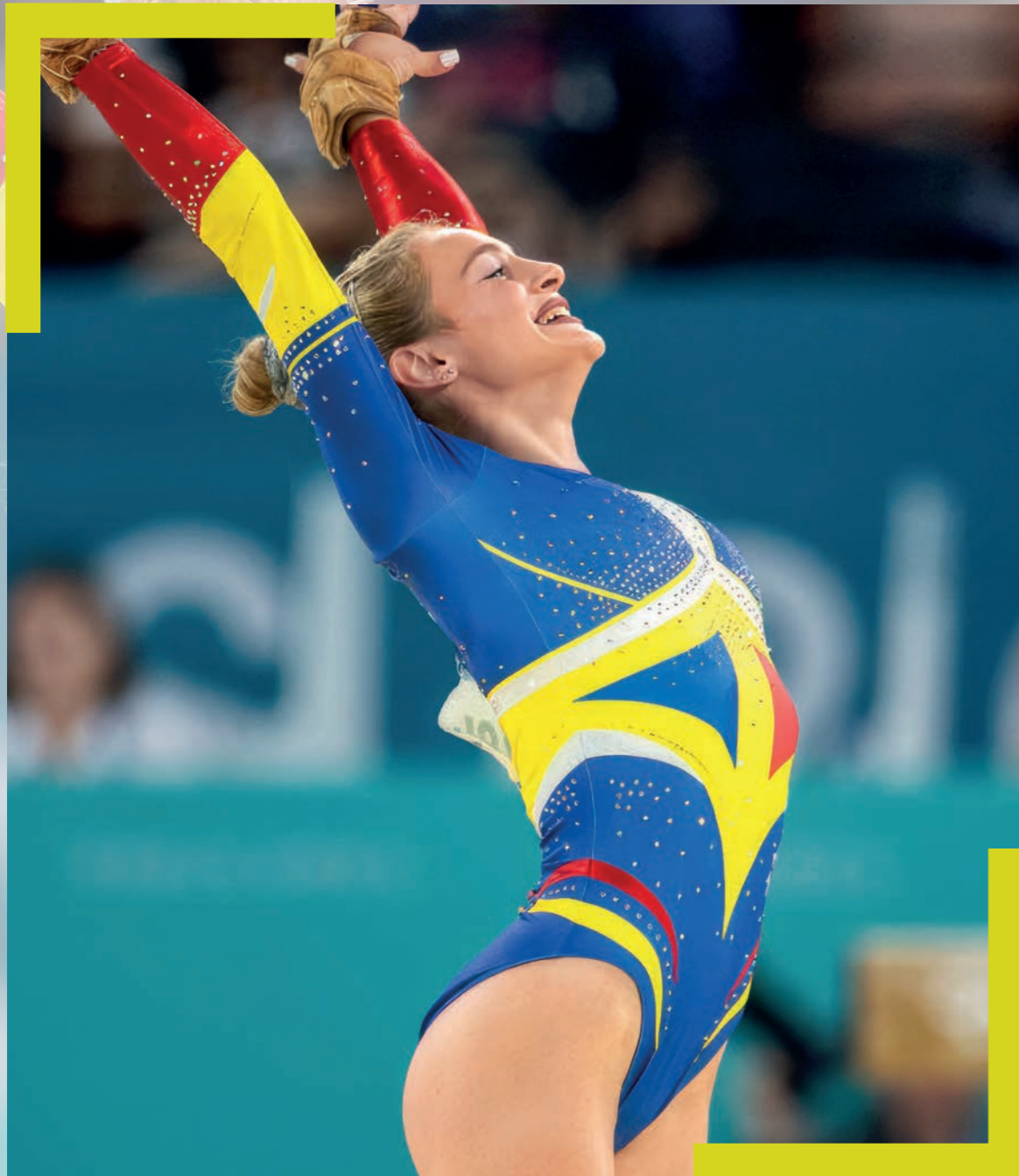


PORTFOLIO HIGHLIGHT

# Flatback Shapes

Preciosa flatback stones are recognized by fashion industry professionals for their exceptional light dispersion and outstanding durability. Available in a wide range of shapes, including exclusive cuts like the Spike Cone and Pyramid, each flatback is crafted with meticulous research, advanced in-house technology, and a commitment to perfection. Explore our ever-expanding range of flatback shapes and discover game-changing embellishment possibilities.

## Romania's Olympic Dreams Shone with Bohemian Brilliance

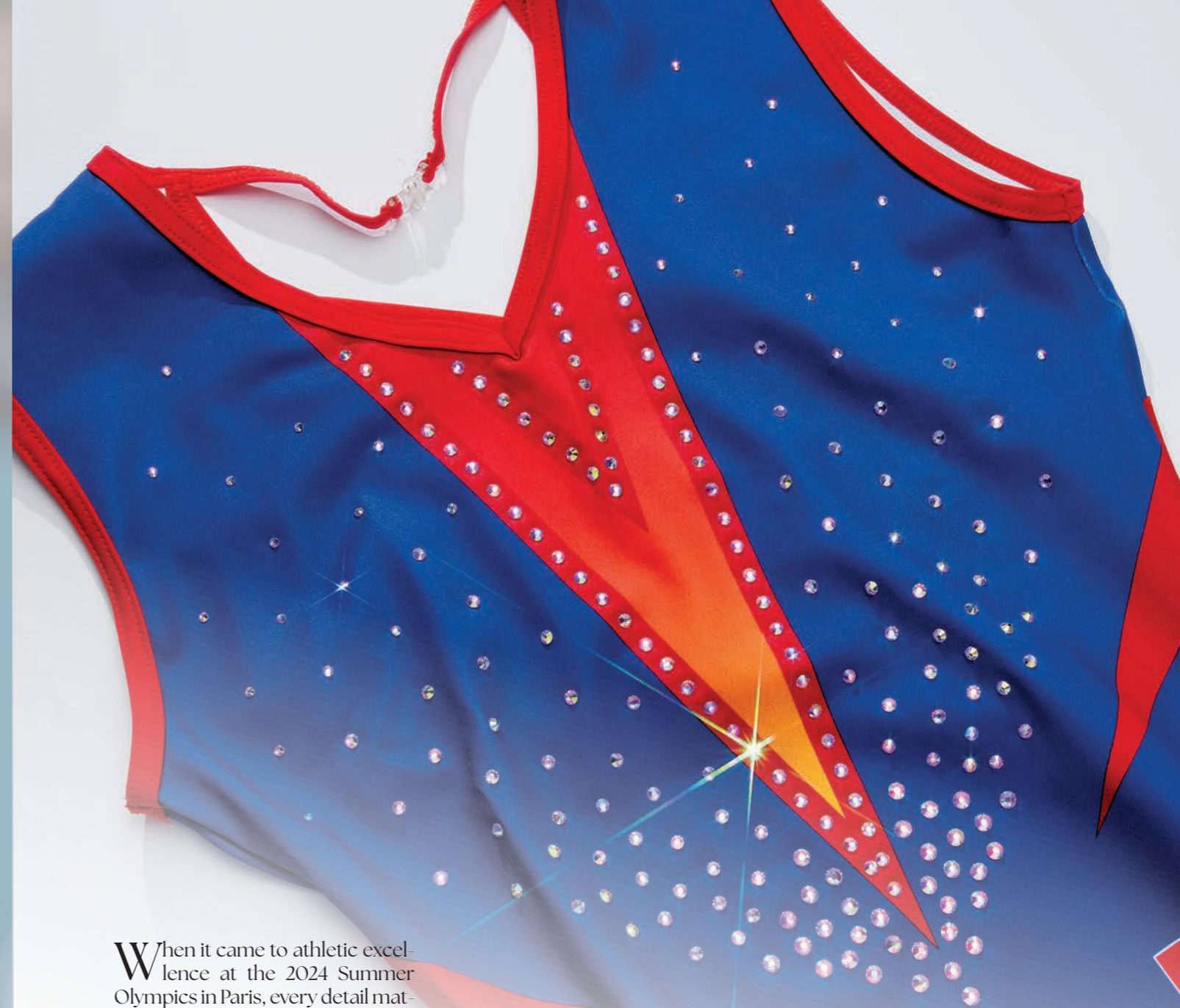


Beyond the Sparkle:

 **MOREAU**

×

**PRECIOSA**



When it came to athletic excellence at the 2024 Summer Olympics in Paris, every detail mattered—right down to the dazzling crystals that elevated athletes' performances to new heights. The Romanian Gymnastics team took center stage in custom leotards that not only captivated audiences but also celebrated the artistry of European craftsmanship. Designed by French leotard producer Moreau Sport, each garment glittered with thousands of Preciosa® Chaton Roses MAXIMA, a testament to a partnership grounded in shared values of quality, durability, and regional production.

The spotlight burned brightest on Ana Maria Bărbosu, who clinched bronze in the floor exercise—a crowning moment in her already illustrious career. At just 18 years old, Bărbosu had already earned six European junior titles and three Romanian National all-around championships, em-

bodying the same resilience and brilliance as the crystals that illuminated her performance.

"It's not only about the shine," said Amélie Rivoire, General Director of Moreau Sport. "Preciosa crystals are engineered to endure the intense demands of athletic performance—a critical consideration when designing competition leotards. Durability is non-negotiable, and Preciosa ensures their crystals meet the highest standards. We're proud to partner with a company that shares our values. Preciosa crystals deliver the sparkling finishing touch our leotards deserve."

To ensure their signature brilliance withstands the rigors of elite competition, Preciosa subjects its crystals to an extensive series of mechanical tests. A meticulous

24-hour assessment in a temperature-controlled chamber at 40°C exposes the crystals to synthetic sweat—a notoriously corrosive agent—to verify that the foiling layer remains intact.

For garments requiring hotfix application, Preciosa further evaluates durability through rigorous adhesion tests. These include ten cycles of machine washing and drying, as well as a specialized procedure in which components are repeatedly stressed to simulate real-world conditions. The result: crystals that not only retain their sparkle but also stay firmly in place, even under the pressure of Olympic-level, medal-winning performances.

CRYSTAL INNOVATION

CUSTOMIZED PRODUCTION

# Crystal Brass Buttons

**Stones in Jewelry Cups**

All colors, shapes, sizes, platings



**Cupchain**

All colors, shapes, sizes, platings





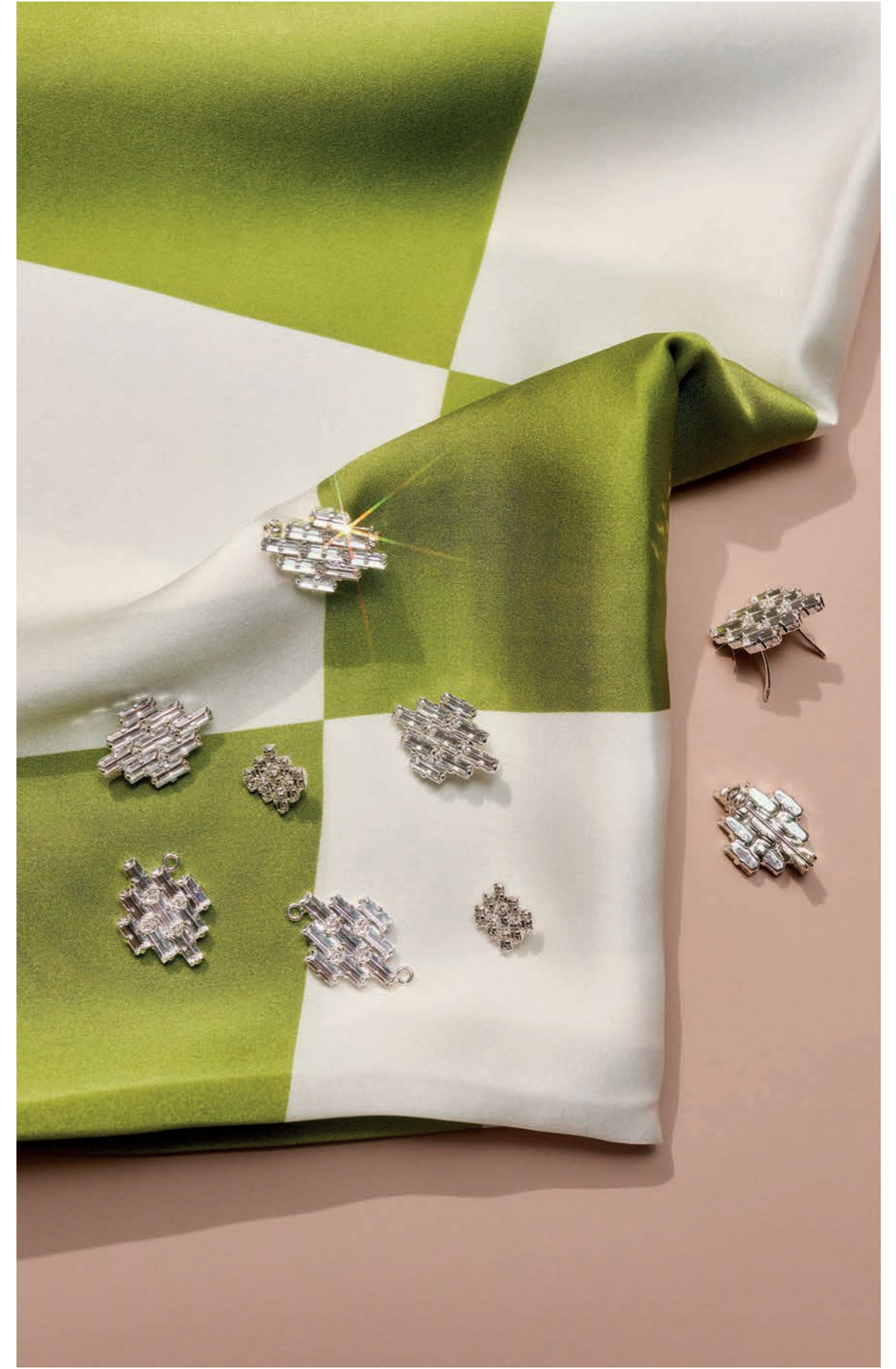


### CRYSTAL BRASS BUTTONS

Discover the art of personalization with Preciosa's new Crystal Brass Buttons—a refined and luxurious way to elevate any design. Combine premium Preciosa crystals in jewelry settings to create one-of-a-kind embellishments, intricate logos, and endless design variations that perfectly reflect your brand or vision.



Photographed by Martin Koubek





**SHINE**  
RESPONSIBLY

# Machinery Matters

The large-scale production of crystals and fine jewelry stones is a complex and intricate process, requiring not only precision but also advanced technology. At Preciosa, this challenge extends beyond crafting exquisite products to include the design, construction, and maintenance of the high-tech machinery used in our operations. To ensure seamless production and uphold our commitment to quality, Preciosa develops and maintains much of its heavy machinery in-house, a decision that underscores our dedication to innovation and excellence.

This in-house approach allows Preciosa to harness the talent and expertise of local engineers and electricians. Many of these professionals are graduates of the Czech Republic's leading technical universities and vocational schools, bringing a wealth of knowledge and creativity to our operations. By cultivating a team of skilled specialists, we ensure that our machinery is not only tailored to our specific needs but also maintained to the highest standards. This strategy reflects Preciosa's broader commitment to supporting local talent and reinforcing the integrity of every aspect of our production process.

"Developing our machinery in-house gives us a unique advantage," says Martin Harazin, Director of the Machinery division at Preciosa. "It allows us to create solutions specifically designed for our processes, ensuring efficiency and reliability. By relying on the expertise of our local team, we maintain greater control over our operations and uphold the high standards our customers expect." This philosophy underscores Preciosa's holistic approach to excellence, where every detail—from the brilliance of the crystals to the technology behind their creation—is meticulously crafted to shine. ■



# 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.

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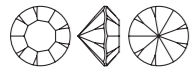
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NEW COLOR / MINT GREEN

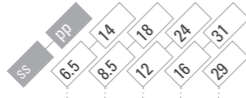
Chaton MAXIMA 



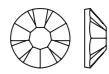
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SIZE: ss 6.5, 8.5, 12, 16, 29

COLOR

 Mint Green | 50040 DF



Chaton Rose MAXIMA 



ART. 438 11 615  
SIZE: ss 5, 6, 7, 8, 9, 10, 12, 16, 20



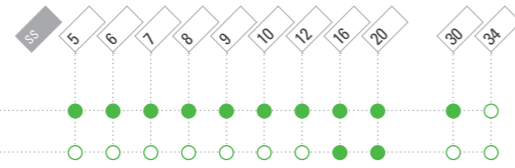
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SIZE: ss 30, 34

NO HOTFIX

COLOR / COATING

 Mint Green | 50040 DF

 Mint Green AB | 50040 20032 (TC) DF

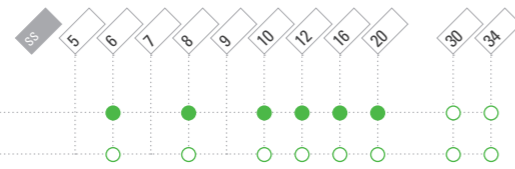


HOTFIX

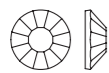
COLOR / COATING

 Mint Green | 50040 HF

 Mint Green AB | 50040 20055 (TC) HF



Chaton Rose VIVA 12° 



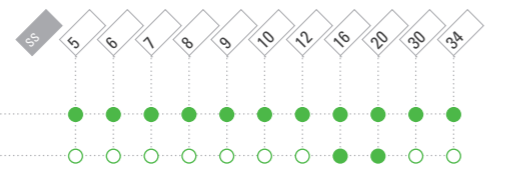
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SIZE: ss 5, 6, 7, 8, 9, 10, 12, 16, 20, 30, 34

NO HOTFIX

COLOR / COATING

 Mint Green | 50040 S

 Mint Green AB | 50040 20011 (TC) S

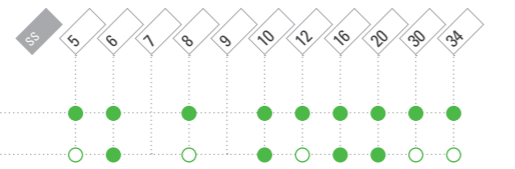


HOTFIX

COLOR / COATING

 Mint Green | 50040 HF

 Mint Green AB | 50040 20057 (TC) HF



NEW COATING / CRYSTAL ANTIQUE PINK

Chaton Rose MAXIMA 



ART. 438 11 615  
SIZE: ss 5, 6, 7, 8, 9, 10, 12, 16, 20

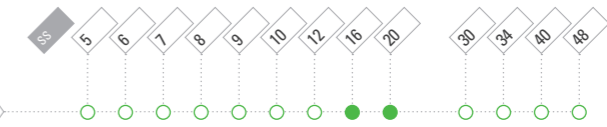


ART. 438 11 618  
SIZE: ss 30, 34, 40, 48

NO HOTFIX

COATING

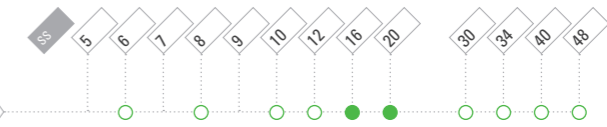
 Crystal Antique Pink | 00030 205 AntP (TC) DF



HOTFIX

COATING

 Crystal Antique Pink | 00030 205 AntP (TC) HF



Chaton Rose VIVA 12° 

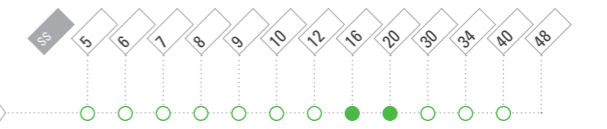


ART. 438 11 612  
SIZE: ss 5, 6, 7, 8, 9, 10, 12, 16, 20, 30, 34, 40, 48

NO HOTFIX

COATING

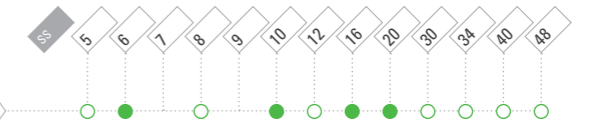
 Crystal Antique Pink | 00030 205 AntP (TC) S



HOTFIX

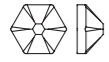
COATING

 Crystal Antique Pink | 00030 205 AntP (TC) HF



- KEY:**
- Existing portfolio item
  - Minimum order quantity required
  - Innovation
  - Innovation, minimum order quantity required

Hexagon MAXIMA FB 











ART. 438 31 301  
SIZE: mm 5.5

NO HOTFIX

COLORS / COATINGS











 Crystal	00030	DF	
 Jet	23980	U	
 Crystal AB	00030 20031	(TC) DF	
 Jet Hem	23980 27201	(TC) U	

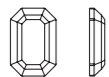
HOTFIX

COLORS / COATINGS



 Crystal	00030	HF	
 Jet	23980	HF	
 Crystal AB	00030 20057	(TC) HF	
 Jet Hem	23980 27257	(TC) HF	

Octagon MAXIMA FB 











ART. 438 34 220  
SIZE: mm 6x4

NO HOTFIX

COLORS / COATINGS











 Crystal	00030	DF	
 Jet	23980	U	
 Crystal AB	00030 20031	(TC) DF	
 Jet Hem	23980 27201	(TC) U	





HOTFIX

COLORS / COATINGS



 Crystal	00030	HF	
 Jet	23980	HF	
 Crystal AB	00030 20057	(TC) HF	
 Jet Hem	23980 27257	(TC) HF	

KEY:

-  Existing portfolio item
-  Minimum order quantity required
-  Innovation
-  Innovation, minimum order quantity required

