



CRYSTAL INNOVATIONS

SS 2025

PRECIOSA

I.
EDITORIAL | MAD FOR SPARKLE



II.
TREND FORECAST



III.
PRODUCTS

PRECIOSA



Mad for
Sparkle

PRECIOSA



TREND FORECAST

PRECIOSA



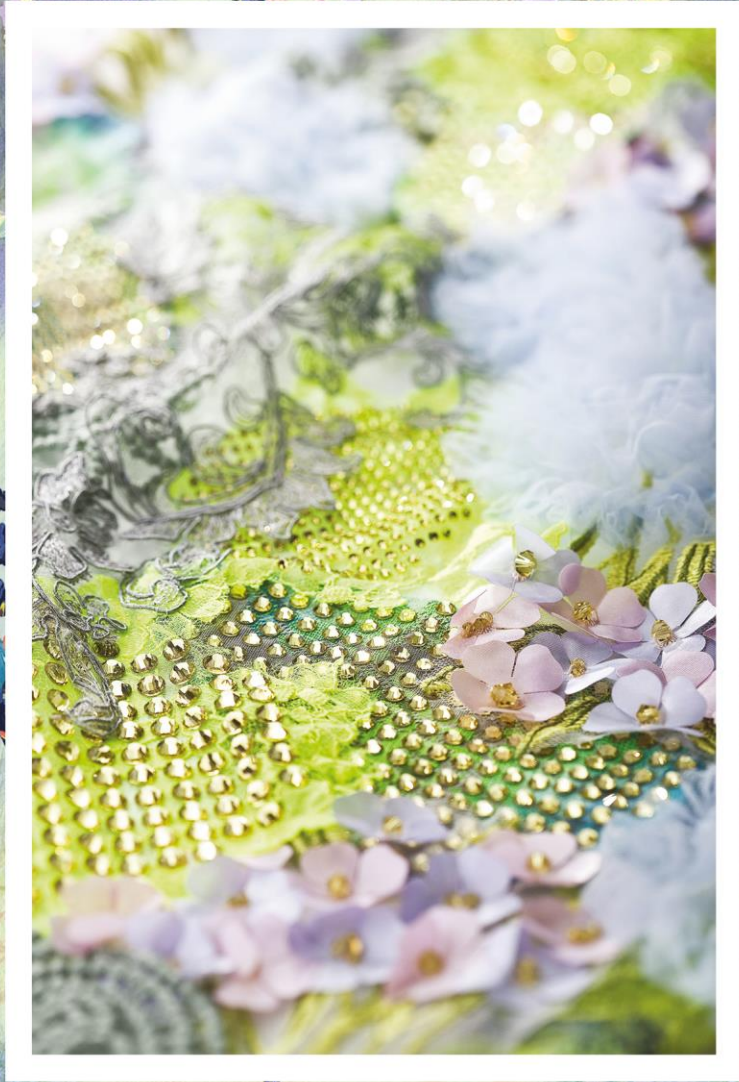
DIGITOPIA

Beyond synthetic flights of fancy, this direction will see the rise of more sophisticated, engineered and precisely personalized products that reduce waste and supercharge innovation. Look out for designs, aesthetics and finishes that explore the interplay of light and shadow, as well as mirrored or ghostly designs that seem to disappear within their environment.

Combine in-real-life craft and AI innovation to create playful, sensorial looks, underpinned by digitally enhanced designs, dream-like prints and vibrant, augmented hues like Acid Yellow. Embrace the rise of intricate crystal detailing that recalls the elegance of classicism, or the ornate flourishes of Art Nouveau.



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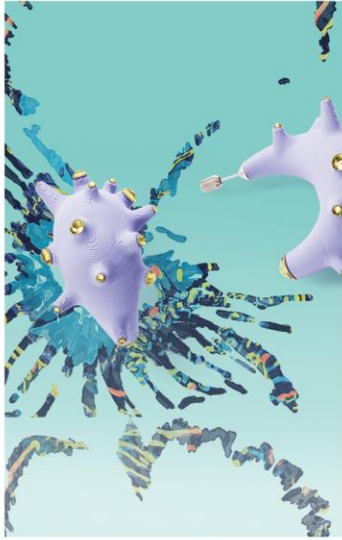


Rondelle Bead Caribbean Sea AB | **Chaton MAXIMA** White Opal | **Rivoli MAXIMA** Light Rose

Chaton Rose MAXIMA Mesmera | **Chaton Rose MAXIMA** Deep Sea | **Rondelle Bead** Acid Yellow AB

Chaton Rose MAXIMA Acid Yellow

PRECIOSA



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CARTOONIFICATION

This forecast celebrates the links between creativity and craft, taking cues from beloved and iconic pieces of past eras and reinvigorating perennial trends. Warm, fuzzy tones like Rose Peach bring softness and a sense of belonging to this optimistic outlook.

In addition to the color pink, global hype around the Barbie movie proved consumer appetite for playful nostalgia and designs that focus on play and proportion. Incorporate fun elements like removeable 3D crystal-embellished appliqué for a more adaptive garment that provides options for the wearer.



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Chaton Rose MAXIMA Rose Peach | Rondelle Bead Rose Peach AB | Rivoli MAXIMA Aqua Bohemica

Chaton Rose MAXIMA Topaz AB | Rivoli MAXIMA in sew-on cup Tanzanite

Rivoli MAXIMA Fuchsia | Navette MAXIMA in sew-on cup Peridot

PRECIOSA



PRECIOSA

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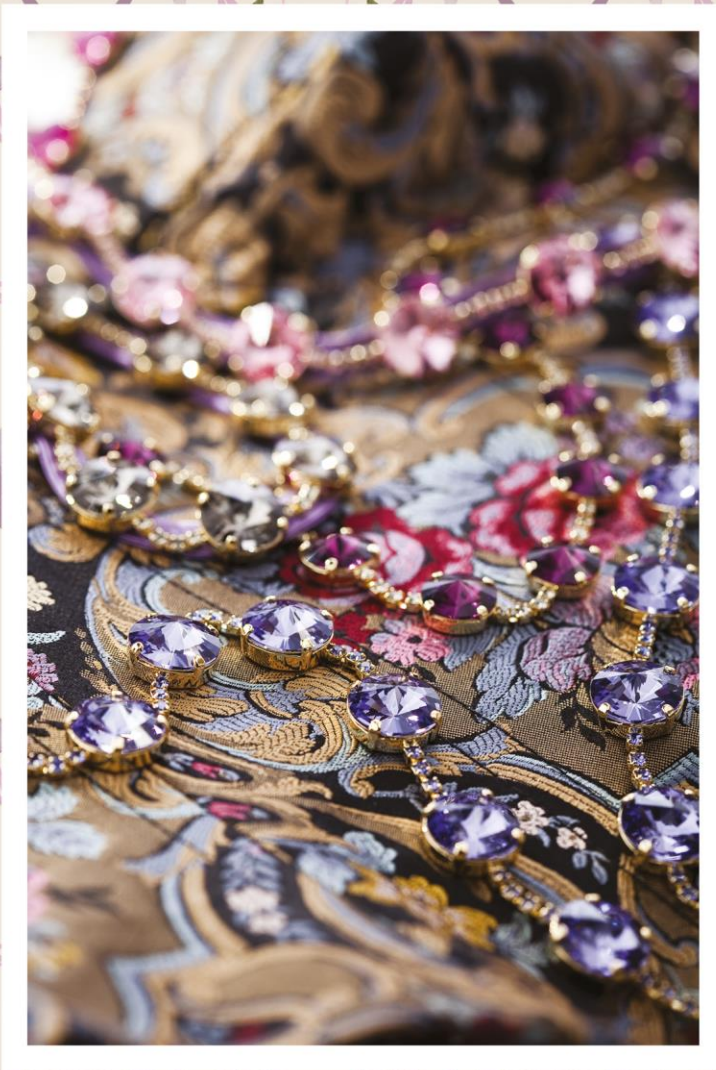
RESTORATIVE REALMS

Nature is the nucleus of this trend, and it will manifest in the form of aesthetics and embellishments that have elemental, excavated or murky qualities. Think dark romanticism or pastoral grunge, but with a more contemporary and formal edge, and enlivened by ornate trims and comforting colors.

Texture and shine drive the beauty behind this direction – particularly contrasts of matte, sparkle and uneven surfaces. Explore modern lace, laser-cutting, lacquered finishes and responsibly sourced crystals to create contrast between polished and disheveled.



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Rivoli MAXIMA Black Diamond | Rivoli MAXIMA in sew-on cup Amethyst

Baroque Pear MAXIMA in sew-on cup Crystal | Cupchain with Chatons MAXIMA Crystal

Chaton Rose MAXIMA Olivine | Chaton MAXIMA Crystal Aurum | Rivoli MAXIMA Emerald

PRECIOSA



CRYSTAL INNOVATION
Rivoli MAXIMA Emerald



CRYSTAL INNOVATION
Rivoli MAXIMA Black Diamond

PRECIOSA



PRODUCTS

PRECIOSA



Acid Yellow
NEW COLOR

PRECIOSA



Acid Yellow

NEW COLOR

Chaton MAXIMA

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

Chaton Rose MAXIMA & VIVA 12®

No Hotfix and Hotfix
Sizes: ss5—ss34

Rondelle Bead

Sizes: 3mm—6mm

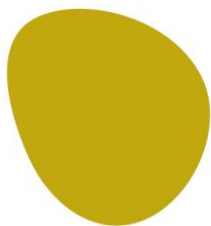


ACID YELLOW

NEW COLOR

ACID YELLOW

Imperative and invigorating, Acid Yellow pulsates with main character energy. Infused with a hint of electric green, this dopamine bright feels almost alive with saturated shine, emitting très-chic sartorial shockwaves that permeate even the most rigid core aesthetics and capsule collectables.



PANTONE 103C*

* The Pantone shade is indicative only.

PRECIOSA





ACID YELLOW
NEW COLOR

ACID YELLOW



ACID YELLOW AB



See following page for matrices. 

PRECIOSA

ACID YELLOW

NEW COLOR

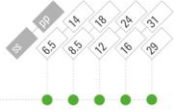
Chaton MAXIMA



ART. 431 11 615
SIZE: ss 6.5, 8.5, 12, 16, 29

COLOR

Acid Yellow | 80250 DF



Chaton Rose MAXIMA



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

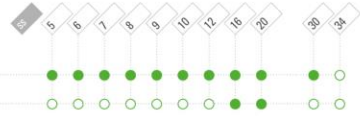


ART. 438 11 618
SIZE: ss 30, 34

NO HOTFIX

COLOR / COATING

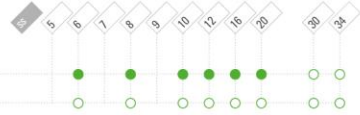
Acid Yellow | 80250 DF
Acid Yellow AB | 80250 20032 (TC) DF



HOTFIX

COLOR / COATING

Acid Yellow | 80250 HF
Acid Yellow AB | 80250 20055 (TC) HF



Chaton Rose VIVA 12°

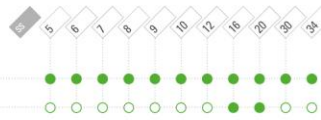


ART. 438 11 612
SIZE: ss 5, 6, 7, 8, 9, 10, 12, 16, 20, 30, 34

NO HOTFIX

COLOR / COATING

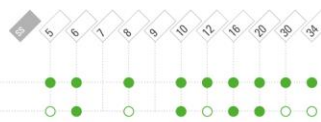
Acid Yellow | 80250 S
Acid Yellow AB | 80250 20011 (TC) S



HOTFIX

COLOR / COATING

Acid Yellow | 80250 HF
Acid Yellow AB | 80250 20057 (TC) HF



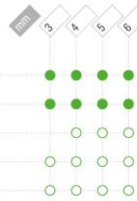
Rondelle Bead



ART. 451 69 302
SIZE: mm 3, 4, 5, 6

COLOR / COATINGS

Acid Yellow | 80250
Acid Yellow AB | 80250 20001 (HC)
Acid Yellow AB 2x | 80250 20000 (FC)
Acid Yellow Matte | 80250 84030
Acid Yellow Matte AB | 80250 20019



KEY:

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

PRECIOSA





Rose Peach
NEW COLOR

PRECIOSA



Rose Peach

NEW COLOR

Chaton Rose MAXIMA & VIVA 12®

No Hotfix and Hotfix
Sizes: ss5—ss34

Rondelle Bead

Sizes: 3mm—6mm

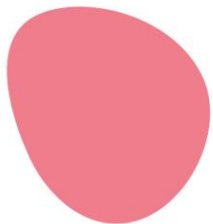


ROSE PEACH

NEW COLOR

ROSE PEACH

Slightly giddy, and hopelessly romantic, there is something simply irresistible about Rose Peach. This delicious hard-candy pink is gracefully softened with warm, peachy undertones for a more sophisticated, investment-worthy shade that simultaneously grounds and uplifts with its cheerfully natural shine.



PANTONE 177C*

* The Pantone shade is indicative only.

PRECIOSA





ROSE PEACH
NEW COLOR

ROSE PEACH



ROSE PEACH AB




See following page for matrices. 

PRECIOSA

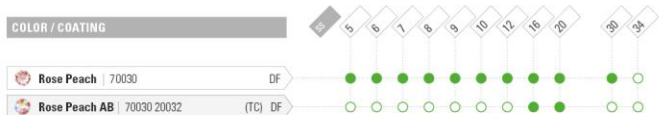
ROSE PEACH
NEW COLOR

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

NO HOTFIX



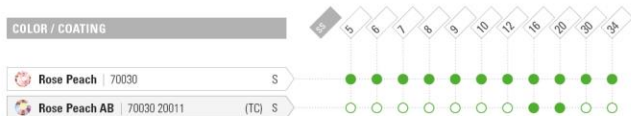
HOTFIX



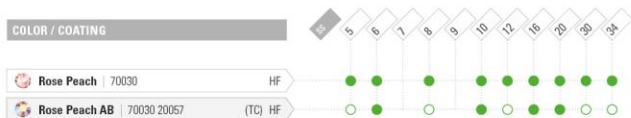
Chaton Rose VIVA 12° 

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

NO HOTFIX



HOTFIX



Rondelle Bead

 **ART. 451 69 302**
SIZE: mm 3, 4, 5, 6



KEY:
 ● Existing portfolio item
 ○ Minimum order quantity required
 ● Innovation
 ○ Innovation, minimum order quantity required



PRECIOSA



Additional
Colors

RANGE EXTENSION

PRECIOSA



Additional Colors

RANGE EXTENSION

Rivoli MAXIMA

Sizes: 12mm, 14mm

Amethyst | Aqua Bohemica | Black Diamond
Emerald | Fuchsia | Light Rose | Rose | Tanzanite



ADDITIONAL COLORS

RANGE EXTENSION

RIVOLI MAXIMA

Two sizes of our Rivoli MAXIMA now come
in eight additional colors.

PRECIOSA





ADDITIONAL COLORS
RANGE EXTENSION



Black Diamond



PRECIOSA

See following page for matrices. 

ADDITIONAL COLORS

RANGE EXTENSION

Rivoli MAXIMA 



ART. 436 11 177
 SIZE: ss 17, 24, 29, 34, 39, 47
 mm 12, 14, 16, 18

COLORS

 Amethyst 20050	DF
 Aqua Bohemica 60010	DF
 Black Diamond 40010	DF
 Emerald 50730	DF
 Fuchsia 70350	DF
 Light Rose 70020	DF
 Rose 70010	DF
 Tanzanite 20410	DF

SS	17	24	29	34	39	47	mm	12	14	16	18
Amethyst	●	●			●	●		●	●		
Aqua Bohemica	●	●			●	●		●	●		
Black Diamond		●			●	●		●	●		
Emerald	●	●			●	●		●	●		
Fuchsia								●	●		
Light Rose	●	●			●	●		●	●		
Rose	●	●			●	●		●	●		
Tanzanite	●	●			●	●		●	●		

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



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WWW.PRECIOSACOMPONENTS.COM/MADFORSPARKLE



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Thank you

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