


Ingredient Branding Program

CRYSTALS AND FINE JEWELRY STONES
BY PRECIOSA

PRECIOSA



The Preciosa Group

Global leader in luxury goods made from crystal and glass components

Nearly five centuries of glassmaking tradition

Unique Bohemian heritage

Responsible and sustainable production practices

Worldwide presence with regional offices across Europe, North America and Asia



Our Values

Tradition

Uncompromising quality

Bohemian craftsmanship

Providing inspiration

Stewardship



An aerial photograph of a valley. In the foreground, there is a dense forest of green trees. Above the forest, a small village with several white houses and a church with a steeple is visible. The middle ground shows rolling hills and fields. In the background, there are several layers of mountains, with the furthest ones appearing hazy and blue. The sky is filled with soft, grey clouds, suggesting an overcast day.

Welcome to
Crystal Valley

PRECIOSA



The Story of *Bohemian Crystal*

Five centuries of glassmaking heritage

1548: The first glass kiln is ignited in Crystal Valley

1800's: Crystal Valley emerges as a global leader in glass production

1948: Two dozen of the valley's glassworks join together to form Preciosa, the world's finest producer of Bohemian crystal

2020: Preciosa's best-in-class crystal products continue to inspire new generations of jewelry and fashion designers from around the world

Only in Bohemia

Locally sourced raw ingredients

Bohemian sand, rich in silica dioxide, which gives the stones their signature shine

Natural water reserves

Centuries-old glassmaking techniques



Product Portfolio



ROUND STONES



BEADS & PENDANTS



BANDINGS



FANCY STONES



NACRE PEARLS



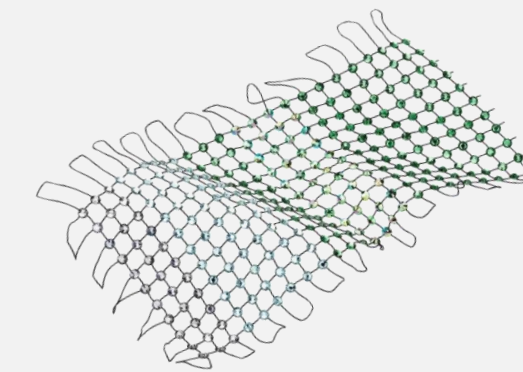
FOR NAILS



FLATBACK STONES



STONES IN STETTINGS



MADE-TO-ORDER



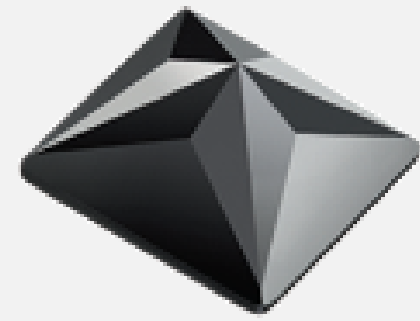
SEW-ON STONES



CUPCHAINS



FINE JEWELRY STONES



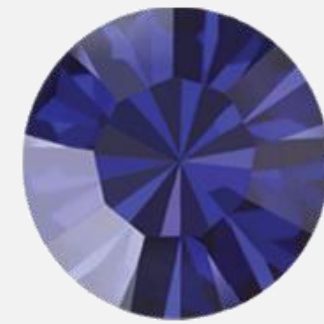
Crystals

Made from the finest locally sourced raw ingredients

Unparalleled in both quality and shine

Made in the Czech Republic (EU)

Still crafted according to centuries-old Bohemian glassmaking techniques



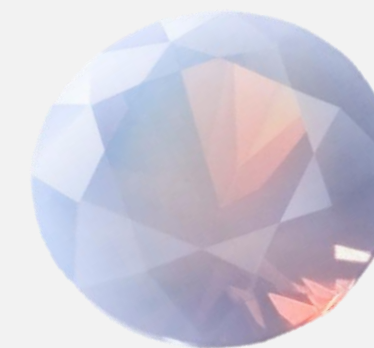
Fine *Jewelry* Stones

Responsibly sourced synthetic and genuine Fine Jewelry Stones

Made in the Czech Republic (EU)

Individually cut and polished to stunning perfection

State-of-the-art technology and centuries of glassmaking tradition
come together to form an assortment of stones that are simply one cut
above the rest.



Product *Certification*



ASTM F2923

Standard Specification for Consumer Product Safety for Children's Jewelry



ASTM F963

Standard Consumer Safety Specification for Toy Safety



CPSC 16 CFR 1303

Lead in a Surface Coating



CPSIA

Consumer Product Safety Improvement Act



SAFETY OF TOYS

Heavy metal migration limits according to Directive 2009/48/EC



OEKO-TEX STANDARD 100

Product class II



REACH

Registration, Evaluation, Authorization and Restriction of Chemical Substances



ROHS

Restriction on Use of hazardous substances



Segment Specialization

Fashion Jewelry

Fine Jewelry

Textile

Shoes

Handbags

Glasses

Watches

Bridal

Dance

DIY



Boost Your *Brand* with Preciosa

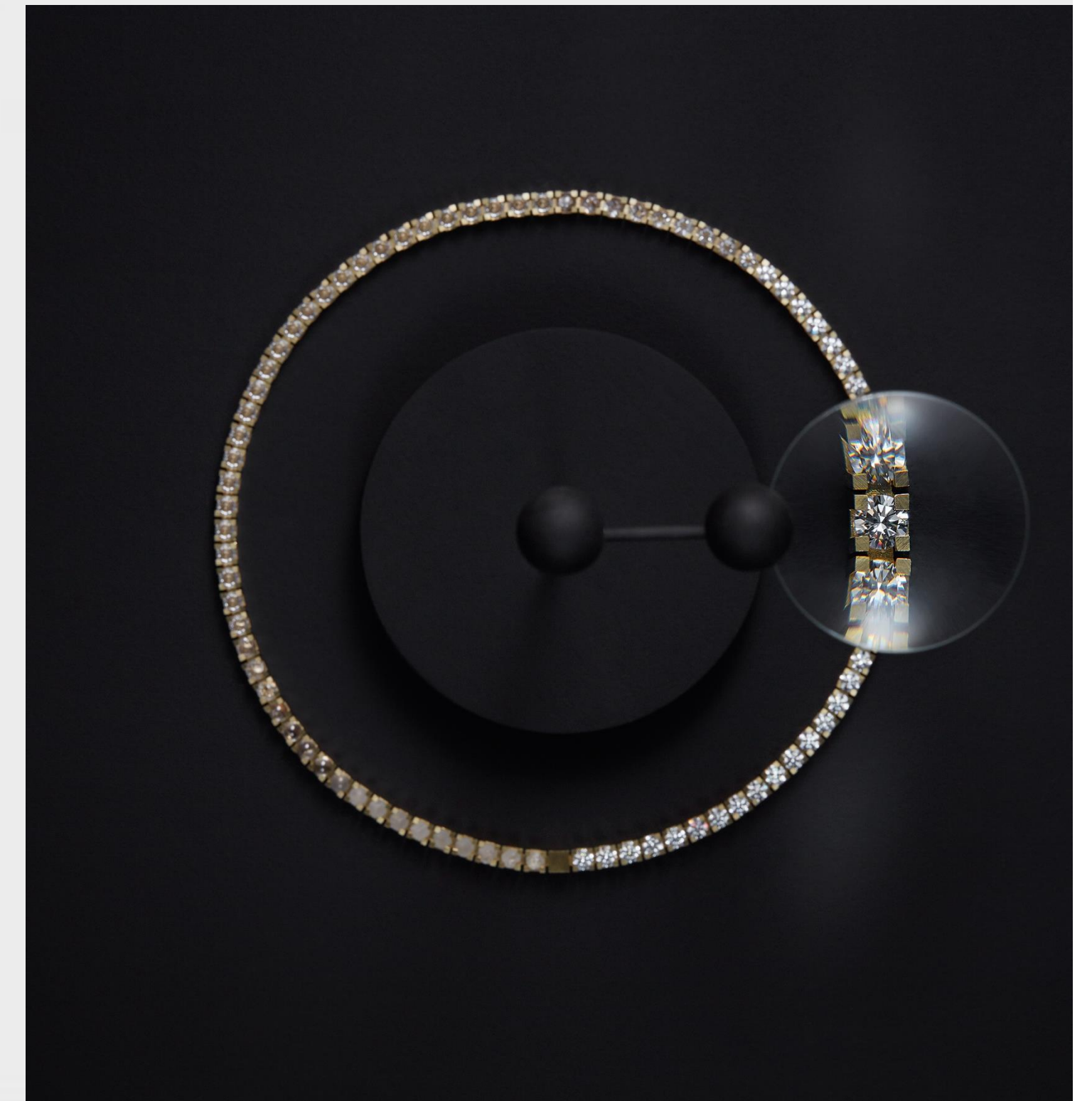
Rise above the competition by letting customers know that your designs contain authentic Bohemian crystals or fine jewelry stones.



CRYSTALS BY
PRECIOSA

The seals we provide to our Ingredient Branding partners serve as a certificate of authenticity and assurance of quality for any design containing Preciosa crystals or fine jewelry stones.

FINE JEWELRY STONES BY
PRECIOSA



Ingredient Branding *Partners*

AREA

THEBLONDS

**CHRISTIAN
COWAN**

GCDS

Christian
Louboutin

MANOLO BLAHNIK

BIBHU
mohapatra

BAJA EAST

WRONG



PRECIOSA

Key Benefits

Strengthen both brands and benefit from positive associations

Design support by our Design Lab

Integration in Preciosa's marketing communication platforms

Use of the Ingredient brand logo in partner's communication materials

Access to Preciosa's effective point-of-sale solutions

Online package with free POS tools (PR texts, campaign pictures and videos, etc.).





Social Media



Facebook



Instagram



YouTube



LinkedIn



Wechat



Weibo



Youku

Ingredient Branding Materials

PRECIOSA



PRECIOSA

Seal the deal!

PRECIOSA



Are you...

...a designer of high quality fashion or sportswear, accessories or jewelry?

...committed to using the only the best ingredients in your products?

...ready to join some of the world's most internationally recognized brands in using exclusively Preciosa crystals and fine jewelry stones?

If you answered "Yes!", then Preciosa's Ingredient Branding program is a great fit for you!

Become a Preciosa Ingredient Branding *Partner*



Step 1

Get in touch with your local Preciosa contact and fill in the submission form.

Step 2

Our marketing department will contact you with further details. You might be asked to send samples for quality analysis.

Step 3

Once approved, you will receive the licensing agreement and access to our full range of branding solutions to start marketing your products.

Thank you

Preciosa Components

Opletalova 3197/17, 466 01 Jablonec nad Nisou, Czech Republic

P +420 488 115 555 – F +420 488 115 665

PreciosaComponents.com

PRECIOSA