

SWAROVSKI



THE XIRIUS
FLAT BACK
COLLECTION



THE XIRIUS FAMILY

Revolutionary

Representing a major leap forward in its tradition of innovation, XIRIUS is Swarovski's most brilliant crystal yet. Improving on the success of the revolutionary chaton cut, the XIRIUS range has now been expanded to include Flat Back Hoflix and No Hoflix, Sew-on Stone, Lochrose, and Forward Integrated Elements, using the XIRIUS Rose cut. XIRIUS was named after Sirius, the brightest star in the galaxy - a sparkling vision reflected in each new product. The beautifully intricate star cut, rich color, and enhanced foiling come together to produce unrivaled brilliance and an exceptionally durable new generation of crystal.

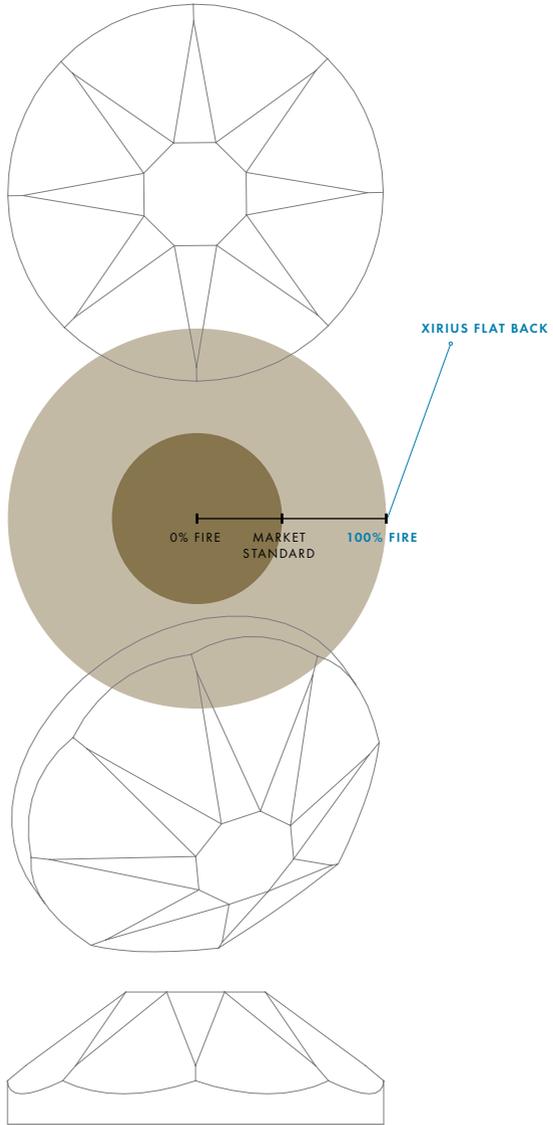
**THE XIRIUS FAMILY TAKES
CRYSTAL ONE STEP CLOSER TO THE DIAMOND.**



A bright, glowing blue diagonal line of light cuts across the frame from the top-left towards the bottom-right. The background is a dark, gradient teal color. The light line has a soft, ethereal quality, fading into the background as it moves away from the viewer.

XIRIUS FLAT BACK





CELESTIAL-INSPIRED XIRIUS CUT

DEVELOPMENT

Handpicked

Using the most innovative and unique multilayer cut in the market, Swarovski has created the celestial-inspired XIRIUS cut.

From over 10,000 photometric simulation cuts, thirteen were chosen to be evaluated by Swarovski experts. Three were considered fit for a subsequent market survey, which elected the XIRIUS design as a sparkling new addition.

FROM 10,000 CANDIDATES WE CHOSE ONE STAR.

X-CUT

Refined

Using advanced optical measurement and high-precision techniques, the exclusive **X-Cut technology** delivers premium gemstone-like cuts. Their unrivaled levels of radiance and clarity have been scientifically shown to surpass the market standard. The result is a myriad of light, which is reflected and refracted in the many facets and angles of the cut, creating extraordinary sparkle and shine.

The science of precision cutting and the celebration of crystal as an art form come together in the XIRIUS products, Swarovski's most brilliant crystal stones.

**X-CUT TECHNOLOGY OFFERS UNCOMPROMISING
PRECISION FOR 100% PERFECTION.**



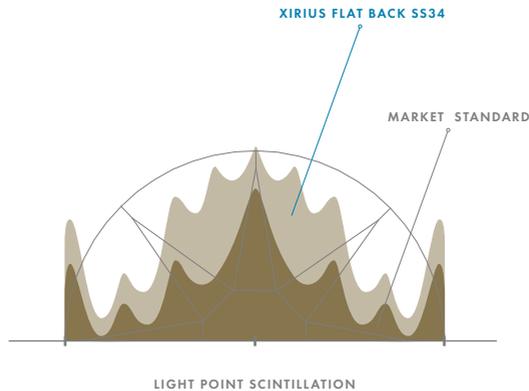
BRILLIANCE

Bedazzling

The exceptional sparkle and light refraction of the XIRIUS Rose cut can be demonstrated scientifically, but is also evident to the naked eye. According to Light-Point-Scintillation measurements, XIRIUS Rose shows an optimized light point distribution compared to other products.

By solving the mystery of the symbiotic relationship between light and radiance, advanced materials and cut, XIRIUS Rose unlocks record brilliance in every product.

**EXPERIENCE A NEW LEVEL OF BRILLIANCE,
SCIENTIFICALLY PROVEN.**



LONGEVITY

Customer-friendly

HOTFIX – quick, easy, and versatile

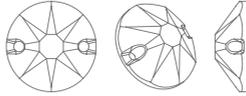
Swarovski's revolutionary Hotfix technology offers a flexible and durable way to apply crystals. With application already possible from low temperatures, Hotfix allows for customers to adjust the application time to their specific requirements. The adhesive strength and washability of Hotfix is suitable for most textiles.

PLATINUM PRO for maximum resistance and extended lifespan

Platinum Pro, an enhanced foiling that has increased the durability of all XIRIUS products, has been specially engineered to meet all regulatory requirements and withstand even the most demanding processing methods. As such, the crystal is able to resist damage from common environmental factors such as chlorine, salt water, and perfume.

HOTFIX AND PLATINUM PRO: QUICK FIX, LONG LAST.





XIRIUS SEW-ON STONE

Intelligent

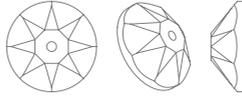
With the addition of the **XIRIUS Sew-on Stone**, the range of classic Sew-on products has been extended to include an even more dazzling spectrum of colors and effects.

Its hole diameters are adapted to allow for the perfect fit of all commonly used threads, plus the rounded edges of the entry and exit minimize thread damage. Easily sewn on either by hand or with a standard domestic or industrial sewing machine, XIRIUS Sew-on Stone is ideal for use in a wide range of decorative applications, including fine embroidery and jewelry. The ratio of table size to base size has been expertly calculated to achieve optimum levels of brilliance and ease of application.

THE SEW-ON STONE IS AS USEFUL AS IT IS BRILLIANT.







XIRIUS LOCHROSE

Multifaceted

The secret to **XIRIUS Lochrose** is the uniqueness of its multifaceted finish. Made for hand-sewn, decorative applications, XIRIUS Lochrose shines when used in traditional wear and bridalwear. It features the same functional advantages as the XIRIUS Sew-on Stone.

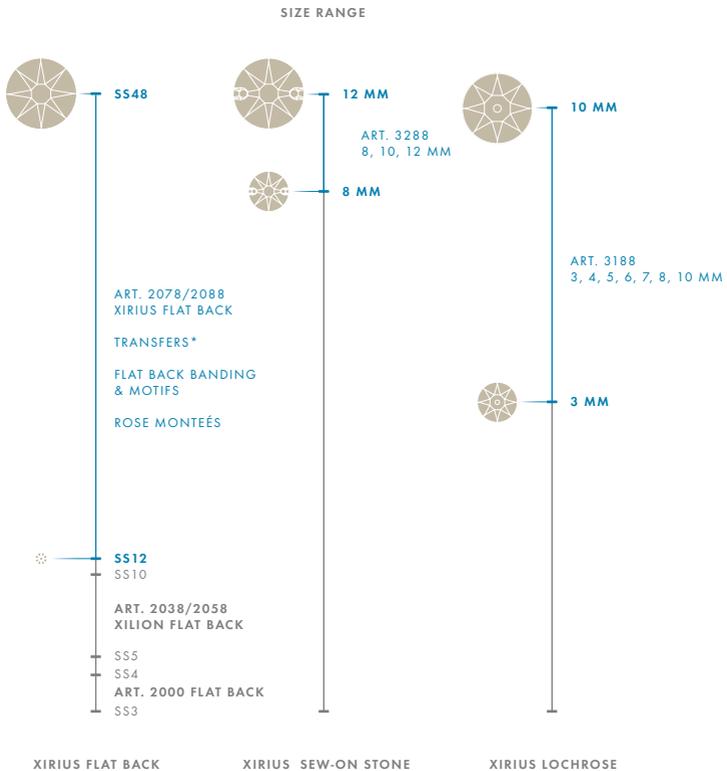
**EACH ONE OF ITS SPARKLING FACETS MAKES THE
XIRIUS LOCHROSE A SUCCESS.**

SELECTION

Colorful

XIRIUS is available in a wide range of colors and effects. Swarovski's researchers and trend experts are always on the cutting edge of future trends, launching new colors and effects twice a year.

THE MATERIAL OF TOMORROW – CAPTURED IN A RAINBOW.



* Forward Integrated Elements using SS12-SS48 will be upgraded to XIRIUS (please see table of products in this brochure)

RESPONSIBILITY

Sustainable

Not only does XIRIUS have the Oeko-Tex® Standard 100 certification, which guarantees its chemical safety when in direct contact with skin, but Swarovski's own CLEAR program is in place to provide regular legal monitoring and testing to ensure absolute peace of mind for customers.

Furthermore, XIRIUS is made according to the ADVANCED CRYSTAL standard. A patented lead-free* formula, it has revolutionized the DNA of crystal while still offering Swarovski's famous sparkle, variety, and dependability.

**ENJOY ABSOLUTE PEACE OF MIND WHEN BUYING
A XIRIUS PRODUCT.**

*Crystal glass and all other materials containing 0.009 % lead or less.



INGREDIENT BRANDING PROGRAM

Cooperative

When you become part of the Ingredient Branding program, you associate your brand with Swarovski, which means:

- **laying the foundations for increased turnover and profit**
- **strengthening your brand and enjoying the positive rub-off effect**
- **benefiting from our exclusive communication support to help market your products**

By displaying the seal of authenticity you highlight the fact that your products are made with genuine Swarovski crystals.

With its strong associations with Swarovski's rich history and extensive experience, the Swarovski seal taps into the heart of our maxim: "creating value for our customers." It authenticates the premium quality of these precious ingredients and adds an aura of glamour to everything they touch. Sophisticated design features, such as the seal's hologram effect and tracking number, provide your customers with proof of the origin and quality of the crystals used in your products.

**SEAL YOUR SUCCESS AND SHOW YOUR CUSTOMERS THAT
YOU WORK WITH NOTHING BUT THE BEST.**



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Swarovski is the premium brand for the finest crystal embellishments, and has been ever since 1895. It is recognized for its innovative excellence and its collaborations with top-class designers and brands in the fashion, jewelry, accessories, interior design, and lighting industries across the globe. Available in a myriad of colors, effects, shapes, and sizes, crystals from Swarovski offer designers a fabulous palette of inspiration, and are produced according to the innovative, lead-free* Advanced Crystal standard. Born out of a passion for detail and high-precision cutting, these precious ingredients impart refined glamour to everything they embellish. They can be recognized by the Swarovski seal, which serves as a certificate of authenticity for products with genuine Swarovski crystals.

For further general information please visit:
SWAROVSKI.COM/PROFESSIONAL

*Crystal glass and all other materials containing 0.009 % lead or less.



In the event that the sample envelope is missing please contact customer service.

Imprint: D. Swarovski Distribution GmbH, Swarovskistrasse 30, 6112 Wattens, Austria

	PRODUCT GROUP	ARTICLE NO.	STONE SIZE
	FLAT BACK NO HOTFIX	2088	SS12, 14, 16, 20, 30, 34, 40, 48
	FLAT BACK HOTFIX	2078	SS12, 16, 20, 30, 34, 40, 48
	SEW-ON STONE	3288	8, 10, 12 MM
	LOCHROSE	3188	3, 4, 5, 6, 7, 8, 10 MM
	TRANSFERS	ALL HOT FIX TRANSFERS	SS12, 16, 20, 30, 40, 48
	FLAT BACK BANDING & MOTIFS	55 000, 55 001 55 500, 55 501 ALL FLAT BACK MOTIFS	SS12, 20
	ROSE MONTEÈS	53 100, 53 102, 53 103	SS12, 16, 30

