

# SWAROVSKI ELEMENTS



*BeCharmed*

PRE-SEASON LAUNCH SPRING/SUMMER 2014



*designers' choice* SINCE 1895

## BECHARMED

After the successful Spring/Summer 2012 launch of BeCharmed Beads, SWAROVSKI ELEMENTS followed it in 2013/14 with a comprehensive BeCharmed assortment consisting of BeCharmed Bead, Crystal BeCharmed Pearl, and BeCharmed Rondelle. Available in a wide palette of colors and effects, all except the BeCharmed Rondelle have stainless steel inner rings embossed with the SWAROVSKI ELEMENTS branding, giving greater value to designs, together with added functionality.

## BECHARMED PAVÉ

Bringing yet more sparkle to the BeCharmed assortment, SWAROVSKI ELEMENTS is now launching a new collection of BeCharmed Pavé products. These elements are characterized by dazzling brilliance, thanks to the incorporation, variously, of XILION Chaton, XILION Square Fancy Stone, or Baguette Fancy Stone, and by the enhanced functionality of their logo-engraved 4.5 mm hole. Perfectly suited to necklaces, bracelets, key rings, and entire jewelry sets, they offer a variety of ways to make a style statement, and can be easily combined with the whole BeCharmed assortment.

ENCHANTING ROMANCE *color inspirations*



product reference (from left)

- 80 301** Crystal (001)
- 80 101** Rose (209)
- 5928** Light Rose (223)
- 77 512** Crystal (001) silver casing
- 5890** Crystal White Pearl (001 650)
- 80 201** Crystal AB (001 AB)
- 5948** Fuchsia (502)
- 80 101** Light Rose (223)
- 5890** Crystal Ivory Pearl (001 708)
- 5928** Rose (209)

LAVENDER BAY *color inspirations*



product reference (from left)

- 5948 Amethyst (204)
- 80 101 Crystal AB (001 AB)
- 5928 Violet (371)
- 77 512 Crystal (001) silver casing
- 5890 Crystal Cream Pearl (001 620)
- 80 201 Tanzanite (539)
- 80 301 Amethyst (204)
- 5948 Light Amethyst (212)
- 5890 Crystal Lavender Pearl (001 524)
- 5890 Crystal Burgundy Pearl (001 301)

MAGIC AND MYSTERY *color inspirations*



product reference (from left)

**5890** Crystal Tahitian-look Pearl (001 297)

**77 512** Crystal (001) silver casing

**5928** Light Sapphire (211)

**5890** Crystal Dark Lapis Pearl (001 719)

**5948** Montana (207)

**5890** Crystal Petrol Pearl (001 600)

**80 101** Black Diamond (215)

**80 201** Crystal Silver Night (001 SINI)

**80 101** Crystal (001)

BLUE OCEAN *color inspirations*



product reference (from left)

- 5948 Crystal Satin (001 SAT)
- 5928 Indicolite (001 379)
- 77 512 Crystal (001) silver casing
- 5948 Indian Sapphire (217)
- 5928 Aquamarine (202)
- 5890 Crystal Lapis Pearl (001 717)
- 80 201 Black Diamond (215)
- 80 101 Aquamarine (202)



FOREST DREAM *color inspirations*



product reference (from left)

**5948** Olivine (228)

**5928** Chrysolite (238)

**5890** Crystal Jade Pearl (001 715)

**5948** Crystal AB (001 AB)

**77 512** Crystal (001) silver casing

**5948** Fern Green (291)

**80 101** Jonquil (213)

**80 101** Peridot (214)

GLAM DIVA *color inspirations*



product reference (from left)

- 5948 Crystal Red Magma (001 REDM)
- 5890 Crystal Gold Pearl (001 296)
- 77 512 Crystal (001) silver casing
- 5928 Light Topaz (226)
- 5890 Crystal Cream Pearl (001 620)
- 5948 Jonquil (213)
- 5890 Crystal Vintage Gold Pearl (001 651)
- 5928 Crystal Cooper (001 COP)
- 80 101 Crystal Golden Shadow (001 GSHA)
- 80 201 Siam (208)



GOLDEN TIMES *color inspirations*



product reference (from left)

- 5890** Crystal Mystic Black Pearl (001 335)
- 5948** Crystal Golden Shadow (001 GSHA)
- 77 512** Crystal (001) silver casing
- 5928** Light Smoked Topaz (221)
- 5890** Crystal Brown Pearl (001 815)
- 5928** Crystal Bronze Shade (001 BRSH)
- 5948** Mocca (286)
- 80 301** Crystal (001)
- 80 101** Jet Hematite (280 HEM)

TIMELESS CLASSIC *color inspirations*



product reference (from left)

**5948** Jet (280)

**5928** Crystal (001)

**77 512** Crystal (001) silver casing

**5948** Crystal AB (001 AB)

**5890** Crystal White Pearl (001 650)

**5948** Crystal Silver Shade (001 SSHA)

**5890** Crystal Grey Pearl (001 731)

**80 101** Jet (280)

**80 101** Crystal Silver Night (001 SINI)

BRIGHT OUTLOOK *color inspirations*



product reference (from left)

**5948** Light Topaz (226)

**5948** Rose (209)

**5890** Crystal Neon Pink Pearl (001 732)

**5928** Crystal AB (001 AB)

**5890** Crystal Neon Yellow Pearl (001 734)

**5948** Crystal Astral Pink (001 API)

**80 101** Light Rose (223)

**80 101** Crystal Astral Pink (001 API)

## BIRTHSTONES *color inspirations*



product reference (from left)

- 5948** Crystal Red Magma (001 REDM)
- 5928** Light Amethyst (212)
- 5928** Aquamarine (202)
- 5948** Crystal (001)
- 5890** Crystal Jade Pearl (001 715)
- 5928** Amethyst (204)
- 5890** Crystal Red Coral Pearl (001 718)
- 5948** Peridot (214)
- 5948** Indian Sapphire (217)
- 5928** Rose (209)
- 5928** Topaz (203)
- 5948** Denim Blue (266)

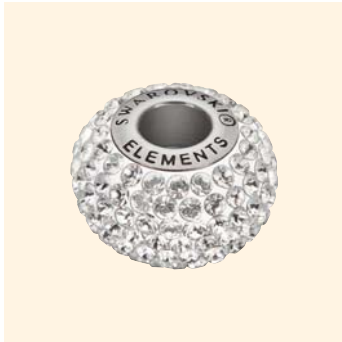
# BECHARMED PAVÉ

The new BeCharmed Pavé are definitely unique: their stylish stainless steel rings feature the SWAROVSKI ELEMENT logo and offer many brilliant ways to make a style statement. Dazzling brilliance and functionality characterize the BeCharmed Pavé.

Necklaces, bracelets, key rings and whole jewelry sets can all be created using the BeCharmed Pavés. The 4.5 mm hole can be threaded on different materials and easily combined with the whole BeCharmed assortment.

## ARTICLE EXPLANATION

### 80 101 Becharmed Pavé



<b>S</b>	14 mm	
<b>M</b>	12 PCS	<b>100%</b>

<b>80 101</b>	<b>S</b>	<b>M</b>	<b>100 %</b>
Article number	Size	Minimum order quantity in pieces (PCS)	Documentation size in %

## EXPLANATION „COLOR COMBINATIONS“

All mentioned color combinations are preestablished in terms of

- Color of crystal
- Color of Ceralun™\*

and not modifiable.

For ordering BeCharmed Pavés please follow the ordering example systematic below.

## ORDERING EXAMPLE & PRODUCT VARIETY EXPLANATION

<b>1</b>	<b>80 101</b>	<b>01</b>	<b>001</b>
Metal Core	Article number	Color of ceralun	Color of crystal
1 Stainless Steel		Please see the respective product matrix for all available code reference	Please see the respective product matrix for all available code reference

\* Ceralun™ is a versatile and strong two-component, high-performance ceramic epoxy composite, which has been especially developed for the application of Swarovski crystals

## AVAILABLE BECHARMED PAVÉ COLORS

Color pictures of article 80 101 (Pavé with Chatons), only color Siam picture with article 80 201 (Pavé with Square Fancy)



Crystal F (001)



Crystal Aurore Boreale (001 AB)



Black Diamond (215)



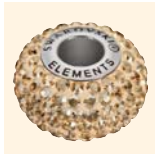
Jet (280)



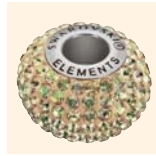
Jet Hematite (280 HEM)



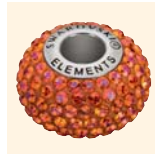
Crystal Silver Night (001 SINI)



Crystal Golden Shadow (001 GSHA)



Crystal Luminous Green (001 LUMG)



Crystal Astral Pink (001 API)



Jonquil (213)



Light Rose (223)



Rose (209)



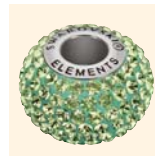
Indian Siam (327)



Amethyst (204)



Tanzanite (539)



Peridot (214)



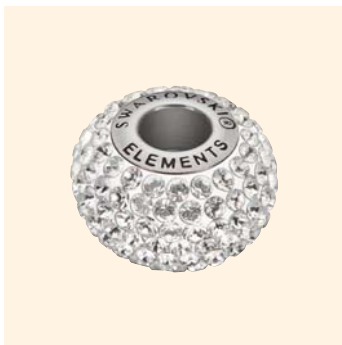
Aquamarine (202)



Siam (208)

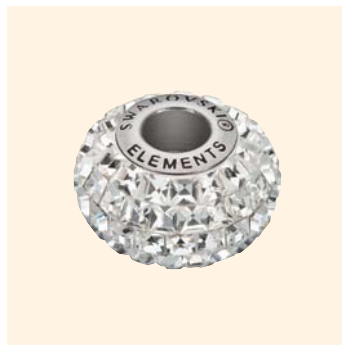
## NEW BECHARMED PAVÉ

### 80 101 BeCharmed Pavé



S	14 mm		
M	12 PCS		100%

### 80 201



S	15 mm		
M	12 PCS		100%

### 80 301



S	10.5 mm		
M	12 PCS		100%



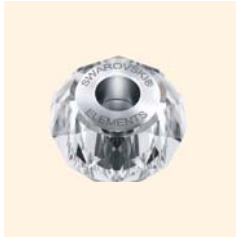
# BECHARMED ARTICLE OVERVIEW

## BeCharmed Beads

5928



5948



## Crystal BeCharmed Pearl

5890



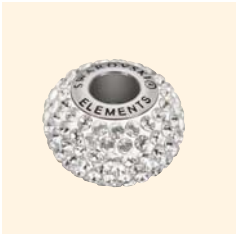
## BeCharmed Rondelle

77 512

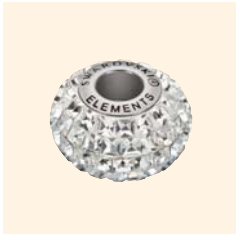


## BeCharmed Pavé <sup>NEW</sup>

80 101



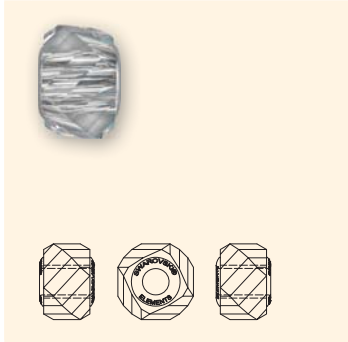
80 201



80 301



### 5928 BeCharmed Helix Bead



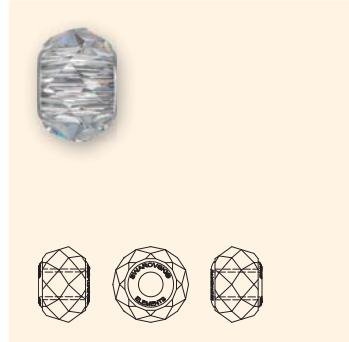
Size

14 mm STEEL

#### Color

- Crystal (001)
- Crystal AB (001 AB)
- Crystal Astral Pink (001 API)
- Crystal Blue Shade (001 BLSH)
- Crystal Bronze Shade (001 BRSH)
- Crystal Copper (001 COP)
- Crystal Golden Shadow (001 GSHA)
- Crystal Red Magma (001 REDM)
- Crystal Satin (001 SAT)
- Crystal Silver Shade (001 SSHA)
- Jet (280)
- Amethyst (204)
- Aquamarine (202)
- Chrysolite (238)
- Emerald (205)
- Fern Green (291)
- Fuchsia (502)
- Indian Sapphire (217)
- Indicolite (379)
- Jonquil (213)
- Light Amethyst (212)
- Light Rose (223)
- Light Sapphire (211)
- Light Smoked Topaz (221)
- Light Topaz (226)
- Mocca (286)
- Montana (207)
- Olivine (228)
- Peridot (214)
- Rosaline (508)
- Rose (209)
- Sapphire (206)
- Smoked Topaz (220)
- Topaz (203)
- Violet (371)
- White Opal (234)

### 5948 BeCharmed Briolette Bead



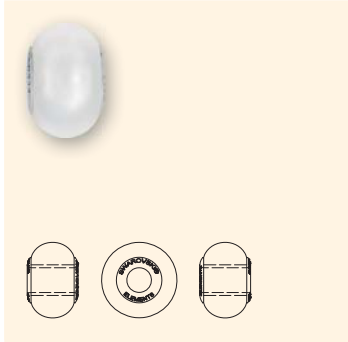
Size

14 mm STEEL

#### Color

- Crystal (001)
- Crystal AB (001 AB)
- Crystal Astral Pink (001 API)
- Crystal Blue Shade (001 BLSH)
- Crystal Bronze Shade (001 BRSH)
- Crystal Copper (001 COP)
- Crystal Golden Shadow (001 GSHA)
- Crystal Red Magma (001 REDM)
- Crystal Satin (001 SAT)
- Crystal Silver Shade (001 SSHA)
- Jet (280)
- Amethyst (204)
- Aquamarine (202)
- Chrysolite (238)
- Emerald (205)
- Fern Green (291)
- Fuchsia (502)
- Indian Sapphire (217)
- Indicolite (379)
- Jonquil (213)
- Light Amethyst (212)
- Light Rose (223)
- Light Sapphire (211)
- Light Smoked Topaz (221)
- Light Topaz (226)
- Mocca (286)
- Montana (207)
- Olivine (228)
- Peridot (214)
- Rosaline (508)
- Rose (209)
- Sapphire (206)
- Smoked Topaz (220)
- Topaz (203)
- Violet (371)
- White Opal (234)

## 5890 Crystal BeCharmed Pearl



Size

14 mm STEEL

### Color

- Crystal Black Pearl (001 298)
- Crystal Bronze Pearl (001 295)
- Crystal Brown Pearl (001 815)
- Crystal Burgundy Pearl (001 301)
- Crystal Cream Pearl (001 620)
- Crystal Creamrose Pearl (001 621)
- Crystal Gold Pearl (001 296)
- Crystal Grey Pearl (001 731)
- Crystal Lavender Pearl (001 524)
- Crystal Light Grey Pearl (001 616)
- Crystal Petrol Pearl (001 600)
- Crystal Platinum Pearl (001 459)
- Crystal Rosaline Pearl (001 294)
- Crystal Rose Peach Pearl (001 674)
- Crystal Tahitian-look Pearl (001 297)
- Crystal Vintage Gold Pearl (001 651)
- Crystal White Pearl (001 650)

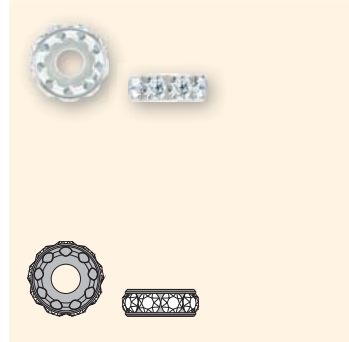
### Gemcolor

- Crystal Coral Pearl (001 816)
- Crystal Dark Lapis Pearl (001 719)
- Crystal Ivory Pearl (001 708)
- Crystal Jade Pearl (001 715)
- Crystal Lapis Pearl (001 717)
- Crystal Mystic Black Pearl (001 335)
- Crystal Pink Coral Pearl (001 716)
- Crystal Red Coral Pearl (001 718)
- Crystal Turquoise Pearl (001 709)

### Neoncolor

- Crystal Neon Green Pearl (001 771)
- Crystal Neon Orange Pearl (001 733)
- Crystal Neon Pink Pearl (001 732)
- Crystal Neon Red Pearl (001 770)
- Crystal Neon Yellow Pearl (001 734)

## 77 512 BeCharmed Rondelle

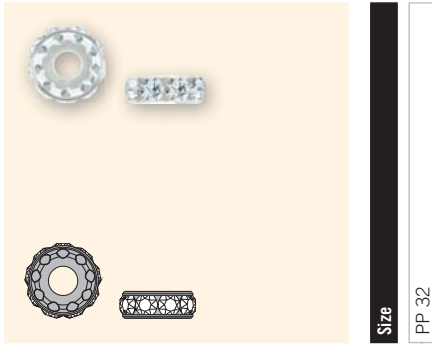


Size

PP 32

### Color

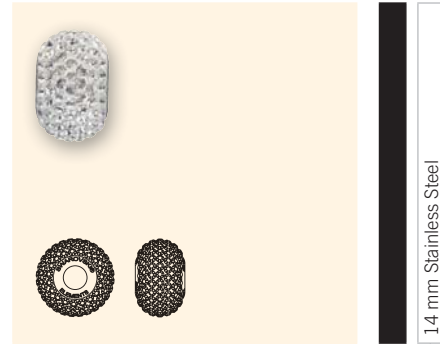
- Crystal F (001)
- Crystal Golden Shadow F (001 GSHA)
- Crystal Moonlight F (001 MOL)
- Crystal Silver Shade F (001 SSHA)
- Jet (280)
- Air Blue Opal F (285)
- Amethyst F (204)
- Aquamarine F (202)
- Black Diamond F (215)
- Blue Zircon F (229)
- Burgundy F (515)
- Capri Blue F (243)
- Caribbean Blue Opal F (394)
- Chrysolite F (238)
- Chrysolite Opal F (294)
- Cyclamen Opal F (398)
- Dark Indigo F (288)
- Denim Blue F (266)
- Emerald F (205)
- Erinite F (360)
- Fern Green F (291)
- Fuchsia F (502)
- Garnet F (241)
- Greige F (284)
- Hyacinth F (236)
- Indian Pink F (289)
- Indian Sapphire F (217)
- Indian Siam F (327)
- Indicolite F (379)
- Jonquil F (213)
- Khaki F (550)
- Light Amethyst F (212)
- Light Azore F (361)
- Light Colorado Topaz F (246)
- Light Grey Opal F (383)



Size  
PP 32

Color	
Light Peach F (362)	<input type="checkbox"/>
Light Rose F (223)	<input type="checkbox"/>
Light Sapphire F (211)	<input type="checkbox"/>
Light Siam F (227)	<input type="checkbox"/>
Light Smoked Topaz F (221)	<input type="checkbox"/>
Light Topaz F (226)	<input type="checkbox"/>
Light Turquoise F (263)	<input type="checkbox"/>
Montana F (207)	<input type="checkbox"/>
Pacific Opal F (390)	<input type="checkbox"/>
Padparadscha F (542)	<input type="checkbox"/>
Palace Green Opal F (393)	<input type="checkbox"/>
Peridot F (214)	<input type="checkbox"/>
Provence Lavender F (283)	<input type="checkbox"/>
Purple Velvet F (277)	<input type="checkbox"/>
Rose F (209)	<input type="checkbox"/>
Rose Peach F (262)	<input type="checkbox"/>
Rose Water Opal F (395)	<input type="checkbox"/>
Ruby F (501)	<input type="checkbox"/>
Sand Opal F (287)	<input type="checkbox"/>
Sapphire F (206)	<input type="checkbox"/>
Siam F (208)	<input type="checkbox"/>
Silk F (391)	<input type="checkbox"/>
Smoked Topaz F (220)	<input type="checkbox"/>
Smoky Quartz F (225)	<input type="checkbox"/>
Sunflower F (292)	<input type="checkbox"/>
Tanzanite F (539)	<input type="checkbox"/>
Topaz F (203)	<input type="checkbox"/>
Turquoise (267)	<input type="checkbox"/>
Vintage Rose F (319)	<input type="checkbox"/>
Violet F (371)	<input type="checkbox"/>
White Opal F (234)	<input type="checkbox"/>

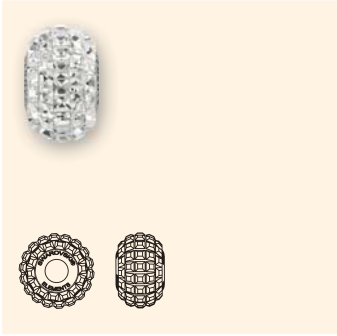
80 101 BeCharmed Pavé <sup>NEW</sup>



14 mm Stainless Steel

Color	
Crystal (001)	<input type="checkbox"/>
White (01)	<input type="checkbox"/>
Crystal AB (001 AB)	<input type="checkbox"/>
White (01)	<input type="checkbox"/>
Crystal Astral Pink (001 API)	<input type="checkbox"/>
Shining Curry (12)	<input type="checkbox"/>
Crystal Golden Shadow (001 GSHA)	<input type="checkbox"/>
Pearl Silk (05)	<input type="checkbox"/>
Crystal Luminous Green (001 LUMG)	<input type="checkbox"/>
Pearl Silk (05)	<input type="checkbox"/>
Crystal Silver Night (001 SINI)	<input type="checkbox"/>
Black (02)	<input type="checkbox"/>
Jet (280)	<input type="checkbox"/>
Black (02)	<input type="checkbox"/>
Jet Hematite (280 HEM)	<input type="checkbox"/>
Black (02)	<input type="checkbox"/>
Amethyst (204)	<input type="checkbox"/>
Dark Lila (09)	<input type="checkbox"/>
Aquamarine (202)	<input type="checkbox"/>
Light Blue (11)	<input type="checkbox"/>
Black Diamond (215)	<input type="checkbox"/>
Silver (03)	<input type="checkbox"/>
Indian Siam (327)	<input type="checkbox"/>
Shining Red (07)	<input type="checkbox"/>
Jonquil (213)	<input type="checkbox"/>
Gold (04)	<input type="checkbox"/>
Light Rose (223)	<input type="checkbox"/>
Rose (06)	<input type="checkbox"/>
Peridot (214)	<input type="checkbox"/>
Light Green (10)	<input type="checkbox"/>
Rose (209)	<input type="checkbox"/>
Rose (06)	<input type="checkbox"/>
Tanzanite (539)	<input type="checkbox"/>
Purple (08)	<input type="checkbox"/>

80 201 BeCharmed Pavé <sup>NEW</sup>

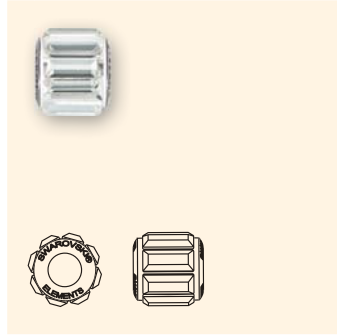


15 mm Stainless Steel

Color

- Crystal (001)
- White (01)
- Crystal AB (001 AB)
- White (01)
- Crystal Golden Shadow (001 GSHA)
- Pearl Silk (05)
- Crystal Luminous Green (001 LUMG)
- Pearl Silk (05)
- Crystal Silver Night (001 SINI)
- Black (02)
- Jet (280)
- Black (02)
- Jet Hematite (280 HEM)
- Black (02)
- Amethyst (204)
- Dark Lila (09)
- Aquamarine (202)
- Light Blue (11)
- Black Diamond (215)
- Silver (03)
- Light Rose (223)
- Rose (06)
- Peridot (214)
- Light Green (10)
- Rose (209)
- Rose (06)
- Siam (208)
- Shining Red (07)
- Tanzanite (539)
- Purple (08)

80 301 BeCharmed Pavé <sup>NEW</sup>



10.5 mm Stainless Steel

Color

- Crystal (001)
- White (01)
- Crystal AB (001 AB)
- White (01)
- Crystal Golden Shadow (001 GSHA)
- Pearl Silk (05)
- Jet (280)
- Black (02)
- Amethyst (204)
- Dark Lila (09)
- Aquamarine (202)
- Light Blue (11)
- Black Diamond (215)
- Silver (03)
- Indian Siam (327)
- Shining Red (07)
- Light Rose (223)
- Rose (06)
- Peridot (214)
- Light Green (10)
- Rose (209)
- Rose (06)
- Tanzanite (539)
- Purple (08)