



SWAROVSKI

ZIRCONIA

2019/2020

SWAROVSKI
GEMSTONES™



Trust the Original

Swarovski was the first company to recognize zirconia's full potential and expanded its expertise in precision cutting to the manufacture and supply of machine-cut zirconia already in 1976 - a first for the international jewelry industry.

Following its pioneering spirit, Swarovski started to set the industry standards for product quality, reliability, innovations, and corporate social responsibility, as well as trend and design initiatives.



BEING PIONEERS IS
IN OUR DNA.

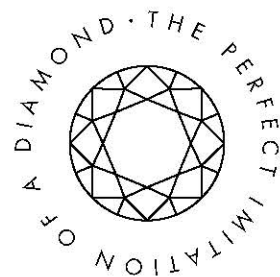
What Is Zirconia?

Zirconia is an artificially produced crystalline imitation of a diamond made of Zirconiumoxide, which is very hard and is characterized by a light refraction that is close to that of a diamond.

Zirconia can withstand very high temperatures (2750°C) and can therefore be set like a diamond.

Zirconia is also called Cubic Zirconia (CZ) and it is considered the best diamond imitation because it has a crystalline structure like diamonds.

Zirconia can be applied to jewelry without the need for adhesives, making it extremely durable and ideal for everyday wear



COMPARATIVE ANALYSIS

To demonstrate the supreme optical quality of zirconia, the following table compares our created stones with their natural counterparts.

Material	Zirconia	Diamond	White Topaz	Crystal
Refractive index	2.2	2.42	1.62	1.52 - 1.58
Dispersion (CF)	0.065	0.044	0.014	0.009 - 0.098
Hardness (Mohs)	8.5	10.0	8.0	5.0 - 6.0
Specific Gravity	5.6	3.53	3.54	2.7 - 3.3

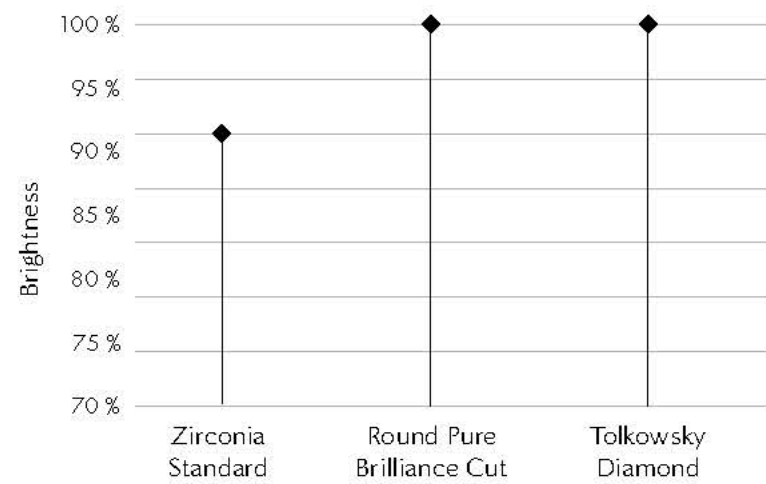
What Makes Swarovski Zirconia So Unique?

For the first time in history, Swarovski has applied ideal diamond-cut standards to zirconia.

Swarovski's Pure Brilliance Cut makes Swarovski Zirconia the finest diamond simulant on the market. The Round Pure Brilliance Cut offers the same brightness as a Tolkowsky ideal cut, recognized as the world's most perfect diamond cut. It is indeed the only zirconia to be cut in accordance with the cutting parameters stated by the GIA as being, ideal for diamonds'.

THE PROOF OF QUALITY

Every single stone is marked with a microscopic engraving that is completely invisible to the naked eye: "Swarovski Zirconia". The laser-engraved quality seal serves as your assurance that you are acquiring stones of highest precision and brilliance meeting the cutting standards of the high-quality diamond industry.



PACKAGING & LABELING

We take great care and pride in the handling and packaging of our exclusive products. The individual construction of our packaging allows for stacking, while the unique see-through design enables quick and easy identification of the contents. As a guarantee of quality and security, a special seal ensures that your Swarovski product is both original and intact.

BAR CODING

To guarantee the quality of our products, and to help trace the history of an order, each of our packages is tagged with a unique bar code label.

TRUSTSEAL

Our specially created Trustseal secures each product package and verifies the authenticity of our Swarovski Genuine Gemstones and Created Stones. The complex design of the seal is similar to a hologram, making it virtually impossible to imitate.

SAFETY TAB

Our strict manufacturing standards call for dependable security solutions. In order to protect our packages from tampering, we have developed the Safety Tab – an important new security feature, which is applied at the final stage of packaging.

Once broken, the Safety Tabs cannot be reused, giving the customer a clear indication that the package has been tampered with. Should any of our packages be delivered damaged or with broken Safety Tabs, we kindly ask our customers to report the incident to their local sales office as soon as possible. The superior quality of our genuine Swarovski products can only be guaranteed when the Safety Tabs are fully intact. In order to open the packaging, please move the Safety Tabs in the direction of the arrow.



Swarovski Zirconia Is a Conscious Choice

Throughout its history, Swarovski has endeavored to remain true to its founder Daniel Swarovski's vision of a responsible company that not only has its employees' wellbeing at heart but also that of the environment and society as a whole. This vision drives the company's dedication to **conscious luxury: producing beautiful products using responsible methods that drive positive change.**

Swarovski Zirconia is the most responsible zirconia on the market. It is crafted according to **industry-leading environmental, safety and labor standards.** Our own best-in-class production centers are **certified by the Responsible Jewellery Council.** They offer a safe, fair and comfortable working environment and innovative manufacturing processes ensure the efficient consumption of natural resources.

We have **a transparent and tightly managed supply chain**, which makes each stone traceable back to its very origin. The laser engraving on every single Swarovski Zirconia testifies its secure provenance.

Strict standards on product safety, which are based on the REACH regulation programme of the European Union, guarantee that Swarovski Zirconia is free from harmful substances.

Up- and downstream of the value chain we aim to **inspire our suppliers and customers** to find solutions for the most compelling sustainability issues together.

By choosing Swarovski Zirconia you trust in a product that respects people and the planet.



