



WELCOME TO CRYSTAL VALLEY

The Story  
of *Bohemian*  
Crystal

PRECIOSA



# *Crystal Valley*

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Preciosa's tradition of glassmaking can be traced back nearly five centuries to 1548 when the first glass kiln was ignited in a picturesque, mountainous region of Northern Bohemia, known today as Crystal Valley. It was here that a new industry emerged over the next several hundred years in the workshops and ateliers scattered across the majestic Jizera Mountains, located in present day Czech Republic. In the heart of it all was, and still is, a small

town called Jablonec nad Nisou, where 25 independent glassmakers came together exactly four centuries later in 1948 to establish one supreme crystal manufacturer: Preciosa.

**BOHEMIAN CRAFTED SINCE 1548**

# 1548

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A new industry emerges as workshops and ateliers for glass-making begin to pop up across Northern Bohemia's Jizera Mountains and Crystal Valley is born.

# 1680

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Bohemian jewelers and craftsmen begin making the first glass bead necklaces, which quickly become a sought-after commodity among Bohemian and Saxon aristocracy for their exquisitely polished and perfectly cut stones.

# 1688

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A new, pristine, clear glass, practically indistinguishable from natural mountain crystal, is created and is hard enough to be polished for brightness.

# 1715

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Bohemian glassmakers discover the art of melting colored glass.

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# 1898

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Bohemian glassmakers revolutionise the jewelry-making industry by introducing a new technique of fastening crystal components into metal jewelry cups.

# 1908

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Machine-cut jewelry stones, known as „chatons“, are for the first time produced on proprietary cutting and polishing machines, resulting in a boom of new designs and applications.

# 1948

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Preciosa is officially established in the wake of World War II when 25 small, medium and large-scale companies and factories scattered throughout the Crystal Valley merge together into one company in Jablonec nad Nisou, where Preciosa is still headquartered today.

# 1956

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Preciosa founds the Research Institute of Glass and Jewelry in Jablonec nad Nisou, which today serves as an integral part of the company and remains one of the most respected R&D facilities in the glass industry.

# 1760

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Georg Friedrich Strass, an Alsatian jeweler, invents the first ever rhinestone (artificial gemstone) from a special type crystal found in the Rhine River.

# 1765

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The art of colored glass stone-making and cutting is refined, which leads to the introduction of imitation gemstones and new spectacular pieces of jewelry.

# 1856

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Less than two decades after the first school of glass is founded in Crystal Valley, the first school of glass jewelry-making is founded in Jablonec nad Nisou.

# 1878

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The World Exhibition in Paris brings with it a newfound demand for „diamond jewels“ that can be sewn onto clothing. Crystal Valley glassmakers respond, creating a glass component with a „silver mirror“ on the underside of the stone, known today as foiling paper.

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# 2011

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Preciosa introduces its trademarked Hi-Pure Crystal technology for an even more defined brightness as well as its Dura-Foiling process, which allows for better adhesion and stronger durability during secondary manufacturing.

# 2013

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The times call for greener products and Preciosa comes through with lead-free, known as our Maxima line. This unique material, with its extraordinary sparkle, meets the highest international standards of quality and environmental certification.

# 2017

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After more than three years of development, Preciosa introduces its premium MC Chaton Rose Maxima stone. Capable of reflecting up to 264 unique rays of light - the most of any competing product available on the global market - this new crystal becomes the shiniest in the world.

# About Preciosa

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Founded upon the ideals of quality, durability and innovation, Preciosa has throughout the centuries achieved new technological breakthroughs and introduced the world over to the truly captivating and timeless quality of authentically crafted Bohemian crystal, zirconia and nanogems.

Today, Preciosa Components offers an assortment of more than 25,000 premium fashion and jewelry stones to an extensive portfolio of luxury and fashion brands, designers and manufacturers across six continents. In addition to our headquarters in Jablonec nad Nisou, Czech Republic,

we operate representative offices in the US, UK, Russia, China, Hong Kong, South Korea and Dubai.

As a member of the Preciosa Group, we are part of a global network that boasts 11 regional offices, more than 1,200 flights to customers annually and sales transactions in 148 countries. Together; we offer more than 500,000 components, 800 glass colors and melt more than 40 tons of glass every day.

**WELCOME TO THE WORLD OF PRECIOSA**



## Preciosa Components

A member of the Preciosa Group

Preciosa Group is a global leader in products *manufactured from crystal*.  
From the world famous Czech Beads and Crystal Components used  
in fashion industry, to tailor made Lighting projects for luxury hotels,  
royal palaces and yachts, the true craftsmanship of crystal production  
has been present in Bohemia since 16th century.

[PreciosaComponents.com](https://www.PreciosaComponents.com)