

# SWAROVSKI




## INTRODUCING JEWEL CUT FLAT BACKS



### DEAR VALUED CUSTOMER,

Reflecting the major trend for lavish embellishment, Swarovski North America has launched gemstone-inspired crystals for the dancesport industry. Jewel Cut Flat Backs are available in Marquise Flat Back (14×6 mm 17.8 ×9 mm) and Pear Flat Back (14×9 mm, 18×13 mm), in both Crystal Color and Crystal AB Effect.

- Classic gem cuts that offer a premium look
  - Can be used in myriad glamorous and statement designs
  - Unique among the Flat Back family
  - These crystals shout out: "Fearlessly glam!"
  - Pair perfectly with the Rivoli and Cross Square Flat Backs
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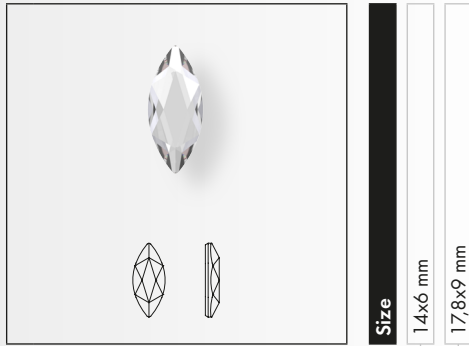
### THE STORY...

There is a special beauty, elegance and sophistication that can be found in the classic gem-shaped cuts used in jewelry. Swarovski's extensive experience working with the world's most famous jewelry and top fashion designers has led to the creation of the gemstone-inspired flat back crystals in the distinctive Pear and Marquise classic cuts. The same beauty, elegance and sophistication that is expressed through jewelry designs is now available to adorn dancesport outfits ensuring every performance is a cut above the rest!



# PRODUCT ASSORTMENT

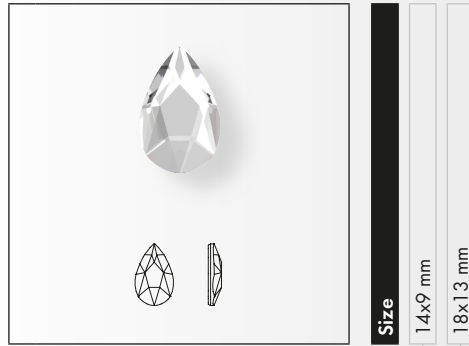
**2201 Marquise Flat Back**



**Size**  
14x6 mm  
17,8x9 mm

- Crystal**
- Crystal F (001)
- Crystal Effects**
- Transparent Effects**
- Crystal AB F (001 AB)

**2303 Pear Flat Back**

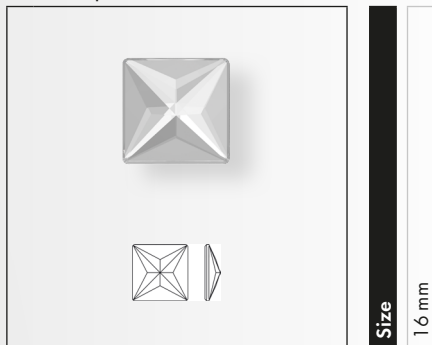


**Size**  
14x9 mm  
18x13 mm

- Crystal**
- Crystal F (001)
- Crystal Effects**
- Transparent Effects**
- Crystal AB F (001 AB)

Try combining the Pear and Marquise Flat Back novelty crystals with the existing Square and Rivoli Flat Back, for example, to create a striking statement.

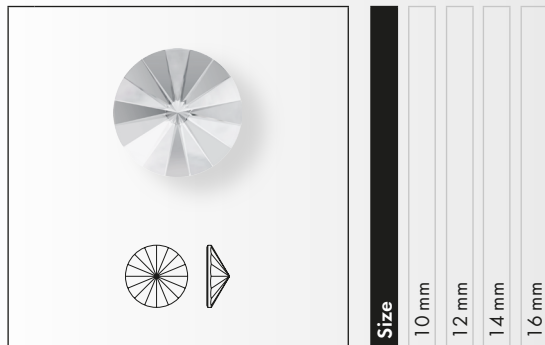
**2404 Square Flat Back**



**Size**  
16 mm

- Crystal**
- Crystal F (001)
- Crystal Effects**
- Transparent Effects**
- Crystal AB F (001 AB)

**2006 Rivoli Flat Back**



**Size**  
10 mm  
12 mm  
14 mm  
16 mm

- Crystal**
- Crystal F (001)
- Crystal Effects**
- Transparent Effects**
- Crystal AB F (001 AB)

