

PRECIOSA

PRESS RELEASE

Made in Jablonec 2024

Zásada, January 11, 2024

The 2024 Made in Jablonec fashion show presented the latest trends in costume jewelry! Preciosa Ornela exhibited different ways of using jewelry and presented a flawless symbiosis!

The beginning of the year opened traditionally with the magnificent Made in Jablonec fashion show organised by the Association of Glass and Costume Jewellery Manufacturers. The secondary title for this year's 12th annual event was "Starring jewelry".

Leading Czech costume jewelry companies and jewelers, fashion designers, specialist schools and lovers of beauty came together in Jablonec nad Nisou. The public was presented with unique clothing designs that included breath-taking glass jewelry. Preciosa Ornela cooperated with a number of specialist schools to present 13 designs on the catwalk.

Jewelry as part of clothing: Preciosa Ornela presented a flawless symbiosis.

The Preciosa Ornela fashion collection displayed different ways of using jewelry. In doing so, it subtly showed that jewelry need not only take the form of a necklace, a ring or a bracelet, but can also be part of the clothing. A simple piece of clothing thus came alive thanks to jewelry made from beads and seed beads.

1. Preciosa Ornela cooperated with Atlas Bijoux and the designers Petra Lejsková and Helena Chmelíková



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The first four designs involved gold jewelry based on designs by Preciosa Ornela's producer and designer, Petra Lejsková, who also produced some of the pieces herself. Golden seed beads, which were dominated by long bugles, rocailles and two-cut beads, elevated the more commonplace black and white clothing. The classic black jacket, which was dominated by golden seed bead embroidery produced by Atlas Bijoux, drew the crowd's attention, while the lace skirt was merely an accessory to the design. The simple, minimalist miniskirts that were precisely sewn by the workshop of the fashion designer Iva Brabcová and came from the Styl Iva fashion salon were adorned with a striking graphic pattern sewn using long glass bugles. This design was also supplemented with a belt and long seed bead cords, all created by Petra Lejsková. The white shirt was elevated with a corset sewn from seed beads in a set that included shoes decorated with seed beads and a handbag created by the designer Helena Chmelíková. This fashion design included also hand made bead brooch by Lucie Tomanová, České Brože. The elegant skirt with a crop-top designed by Iva Brabcová was enhanced by a necklace sewn directly into the clothing by Petra Lejsková.

The black jacket – Atlas Bijoux

The miniskirts – Petra Lejsková, Preciosa Ornela

The corsets, shoes and handbag – Helena Chmelíková, Preciosa Ornela

The brooch – Lucie Tomanová, České brože

The crop-top – Petra Lejsková, Preciosa Ornela

2. Preciosa Ornela cooperated with the Applied Arts Secondary School in Jablonec nad Nisou



The next two designs were produced by the talented students at the Applied Arts School in Jablonec nad Nisou based on designs created by Petra Lejsková. Judge for yourself how interestingly the designed pieces of jewelry in the form of patches and embroidery perfectly brightened up regularly worn pieces of clothing, such as some jeans and a jean jacket. The perfection was further enhanced by classic canvas tennis shoes sewn with beads and seed beads and a bead handbag. A long purple coat sewn with seed beads was excellently supplemented with high boots with long seed bead tassels and embroidery. The embroidery, patches and appliques thus became absolutely integral parts of the presented fashion designs and the collection would not have been anywhere near as perfect without this jewelry.

The white tennis shoes - Amálie Fabiánová

The jeans - Denisa Bušková and Natálie Christi Rohánková

The jean jacket - Šárka Rajnohová and Josefína Preislerová



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The handbag – Natálie Christi Rohánková
The purple coat - Žofie Nováková
The boots - Vanesa Tuzarová
The black velvet handbag - Amálie Stuchlíková

3. Preciosa Ornela cooperated with the Integrated Trade Secondary School in Pilsen

Natálie Sýkorová, a student from the Integrated Trade Secondary School in Pilsen, also played with jewelry in an interesting way. Her jewelry collection constituted part of a delicate, pink tulle dress, where the silver seed beads sewn into the dress' belt and into the necklace perfectly complimented the outfit.

The pink dress – Natálie Sýkorová

4. Preciosa Ornela cooperated with the Applied Arts University in Prague



Preciosa Ornela's glass beads have been part of Martin Pondělíček's creative life since he first started studying at the Applied Arts University in Prague. His collection entitled CUP OF PATIENCE was yet a further example of an unconventional use of seed beads. The collection is a demonstration of the author's original approach to including seed beads in hand weaving and embroidery.

The Cup of Patience Collection – Martin Pondělíček



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5. Preciosa Ornela cooperated with the designer Jaroslava Růžičková



The 2024 color of the year, Apricot Crush, full of warm shades ranging from juicy apricots and red-orange Rooibos tea to citrus orange inspired Preciosa Ornela's Marketing Manager, Jaroslava Růžičková, to create a collection with rich classic hand embroidery using beads and seed beads from the PRECIOSA Traditional Czech Beads™ brand. The beads and seed beads in delicate orange and copper shades flawlessly complimented the textile designs with a slightly renaissance and romantic feel that were also the work of Jaroslava Růžičková. The captivating bead cords or shoulder straps were distinctive part of the designs. All three designs excellently complimented one another with their appliques and embroidery.

The Apricot Crush Collection – Jaroslava Růžičková



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