



Handmade Dreams

Contemporary
Czech Fashion
Jewellery





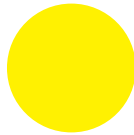
CZECH CENTRES
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Ministerstvo zahraničních věcí
České republiky



MUZEUM SKLA A BIŽUTERIE
V JABLONCI NAD NISOU



Czech Centres
Museum of Glass and Jewellery in Jablonec nad Nisou
Ministry of Foreign Affairs of the Czech Republic





Organisers: Czech Centres
Museum of Glass and Jewellery in Jablonec nad Nisou
Ministry of Foreign Affairs of the Czech Republic

Exhibition Curator: Petr Nový

Project Manager: Sandra Karácsony

Main Partner: Preciosa

Partners: AAC
G&B Bijoux
Odvárka Bijoux
Preciosa Beauty
Preciosa Ornela
Ralton
ŠENYR Bijoux
Master of Crystal
(competition for fashion jewellery designers)
High School of Applied Arts for Glassmaking in Železný Brod
(fashion jewellery design)
High School of Applied Arts and Higher Vocational School
in Jablonec nad Nisou (fashion jewellery design)
Technical University of Liberec – Jewellery (studio)
ZORYA (jewellery studio)
LLEV (design studio)
CzechTourism

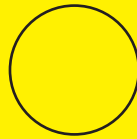
Exhibition Design: Qubus Design Studio

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Dear visitors

The exhibition Handmade Dreams features contemporary Czech fashion jewellery, highlighting the tradition and originality of design and production that keeps it in the limelight, despite the competitive environment on the international market. You might wonder, what are the Czech Centres doing involved with fashion jewellery? Well, the answer is simple: We are a distinctive institution characterised by flexibility, openness, and dedication to quality. We promote the Czech Republic abroad, and Czech fashion jewellery, especially the mastery of Czech glassmakers, is a fundamental part of our country's tradition. Can you imagine a more elegant message from a country in the heart of Europe? These words are not meant to be merely romantic and nostalgic, however. Our strategic support of the Czech glassmaking and fashion jewellery industries includes creating opportunities to present them to the international market. We try to help with integrated marketing, direct export support, and previously untried marketing tools. We aim to draw attention, to surprise, and to show that the Czech Republic is not just a former East Bloc state, but a country with a rich history and excellence in a variety of fields. Czech fashion jewellery is a true national treasure. If you don't believe me, go and see it. I'm sure you will agree with me.

Zdeněk Lyčka
Czech Centres Acting Director



One of the main tasks of Czech foreign policy is to uphold the good reputation of our country abroad. When thinking about how the Czech Republic can contribute to global culture, the first thing that comes to mind is our distinctive heritage: not only the historical sites visited by millions of tourists each year, but also our rich tradition of artistic creation. Traditional Czech arts have gone through challenging times recently, yet Czech craftsmanship has adapted to changes in both society and aesthetic perceptions to produce some truly timeless artefacts. I am delighted to welcome you to the Handmade Dreams exhibition, presenting the latest trends in fashion jewellery, rightly considered the Czech ‘family silver’. Now this exhibition heads out into the world, employing the captivating charm of fashion jewellery to convey the image of the Czech Republic as a country rich in cultural and industrial tradition, a country that has creatively developed its heritage even as it responds to contemporary trends.

Enjoy the exhibition!

Kristina Larischová
Junior Deputy Minister, Chancery of the Ministry of Foreign Affairs;
Director, Department of Public Diplomacy



Museum of Glass and Jewellery

The Museum of Glass and Jewellery in Jablonec nad Nisou is the only museum in the Czech Republic specialising in glass and costume jewellery. Because of the unique character of its collections, it has been managed by the Ministry of Culture since 2003. The museum houses a permanent exhibition of historical and contemporary glass and costume jewellery. The glass collection, spanning seven centuries, is the largest showcase of this medium in the country, and the jewellery collection is the most comprehensive in the world. The museum organises its exhibitions on a thematic basis, accompanied by multilingual publications, and maintains ongoing cooperation with companies, individuals, and professional and interest groups both in the Czech Republic and abroad.

www.msb-jablonec.cz





Czech Centres

Agency of the Ministry of Foreign Affairs of the Czech Republic, established to promote the Czech Republic around the world. The network of centres is an active instrument of the Czech Republic's foreign policy used in public diplomacy. We support presentations associated with culture, external economic relations and tourism. We provide an information service about the Czech Republic. The Czech Centres network consists of the Czech Centres headquarters in Prague, 22 branches abroad, and the Czech House in Moscow.

www.czechcentres.cz





Czech fashion jewellery and glassmaking are globally recognised traditions in this Central European country, lying at the crossroads of East and West, North and South. Perhaps that is why Czechs have always understood the tastes of consumers from around the world, exporting products as early as the 17th century. Within three centuries, these talented producers, courageous businessmen, and glassmakers succeeded in turning the North Bohemian region into a 'crystal valley', a grand 'open-air factory', turning Jablonec nad Nisou into an export centre, and, as a result, one of the largest towns in Bohemia at the time.

Although mass-produced fashion jewellery was initially an imitation of luxury jewellery, intended for less affluent consumers, originals and collections for exhibitions and demanding clients were also produced as early as the 19th century. This trend peaked in the 20th century, when Jablonec fashion jewellery shone at international exhibitions, adorning film stars and appearing as accessories in the creations of fashion designers.

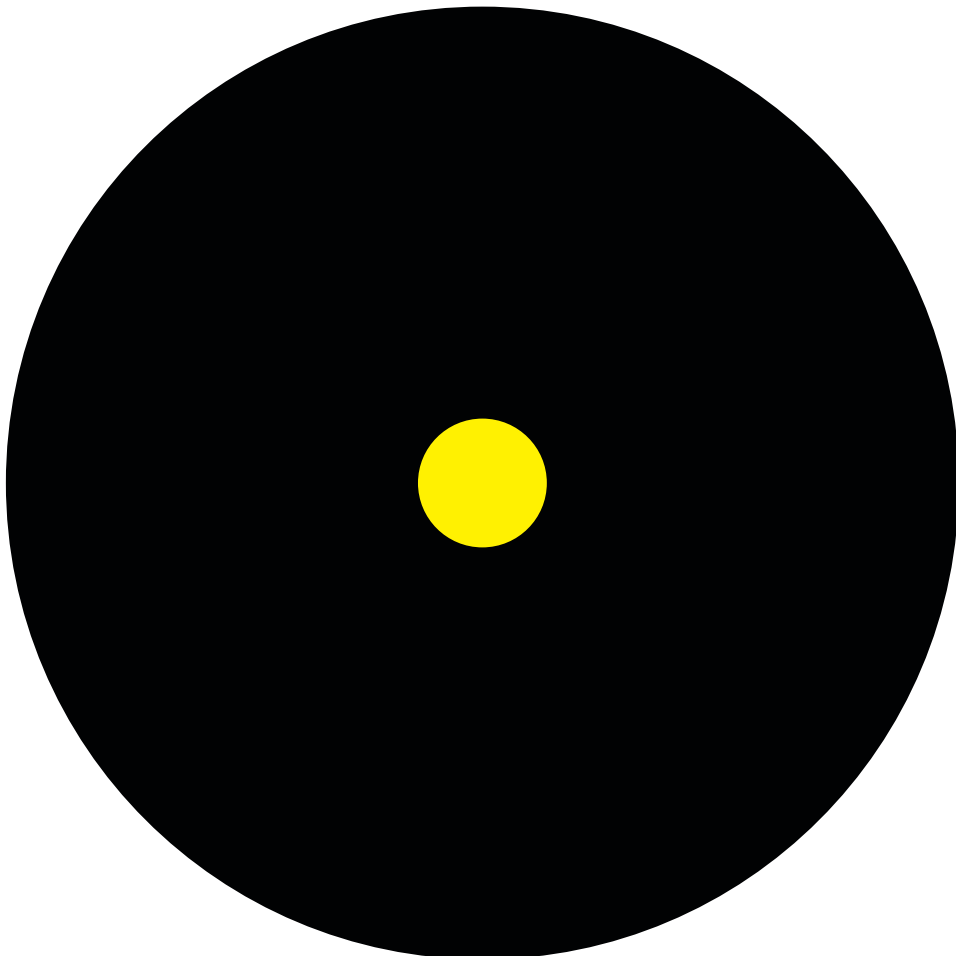
Contemporary Czech fashion jewellery features a wide variety of traditional and modern designs. There are still producers with vision, a drive to experiment, and a desire to explore. High-quality materials and craftsmanship remain the foundation, but for international success those are not enough. The work also needs to stir the emotions. That is why this exhibition features companies that do more than just rely on the reputation of Jablonec and the designs of the past. It is also why we included student designs and works from the Master of Crystal competition. Czech fashion jewellery isn't just a rich history and a success in the present, but also a promising future.

Petr Nový
Exhibition Curator / Chief Curator of the Museum of Glass
and Jewellery in Jablonec nad Nisou



The Genesis of Czech Fashion Jewellery







300-100 BC
First glass jewellery (bracelets and beads) created by the Celts

1200-1300
Early production of rosary beads, exported to German countries

1685
First written evidence of production of Venetian glass beads at the glassworks in Falknov, near Nový Bor, sold by Johann Kaspar Kittel in Bohemia, Saxony, and the cities of the Hanseatic League

1715
Turnov, formerly renowned for gemstone cutting and polishing, becomes the Bohemian centre of glass jewellery production and export. Innovation soon spreads to the Jizera Mountains, inhabited predominantly by German speakers.



1848
Brooches became a standard item of fashion jewellery. Jablonec takes over from Turnov as export centre.

1851
Bohemian and Czech fashion jewellery displayed in every universal exposition from 19th to late 20th century. Josef Pfeiffer & Co. from Jablonec win a gold medal at the first one, EXPO London 1851, held in the Crystal Palace.

1860-1870
Thanks to increasing demand for fashion jewellery, the Jizera Mountains earn the nickname 'Austrian California'. Major foreign exporters settle in Jablonec nad Nisou as Bohemian fashion jewellery gains worldwide renown.

1874
Iridescent decoration of fashion jewellery begins in Jizera Mountains



1735
Johann Wenzel Hübner establishes his business in Jablonec nad Nisou – Vrkoslavice with approximately 30 people employed in production. He sells his goods in Prague, Vienna, Trieste, and Hamburg.

1750
The Fisher brothers from Turnov invent a way to pre-shape glass jewellery products from short glass rods using molded pliers. This simplifies and speeds up production, making it less expensive.

1780–1800
Large glassworks in Jizera Mountains begin manufacture of semi-finished products for glass jewellery from soda-lime glass instead of expensive lead glass. This enables production of a greater variety of products and larger volumes at lower cost.

1817
Production of quality metal fashion jewellery begins in Jablonec nad Nisou

1879
Production of plastic fashion jewellery begins in Jizera Mountains

1880
Specialized school for fashion jewellery founded in Jablonec

1880–1890
The term ‘Gablonzer Ware’ or ‘Gablonz Goods’ (Gablonz = Jablonec) is coined, making its appearance on international markets. The term applies to all types of Bohemian fashion jewellery, from glass beads and stones to buttons and bracelets.

1904
First permanent exhibition opens at Museum of Glass and Jewellery in Jablonec





1908

First mechanical stonemaking shops set up in Jablonec and Minkovice near Liberec. Today both are owned by the Preciosa company. Wooden beads and buttons are important items in the Jablonec selection at this time.

1918

Bohemian fashion jewellery becomes entirely dependent on exports after collapse of the Austro-Hungarian Empire and establishment of Czechoslovakia. In 1921, 667 export companies are established in Jablonec, with some 30,000 people working in production and sales.

1920

Specialized glassmaking and business school founded in Železný Brod. Instruction begins in decoration of fashion jewellery.

1930-1934

Global economic crisis causes 50 percent drop in exports, with 80 percent of fashion jewellery workers losing their jobs.



1958

All state-owned companies in Jizera Mountains producing fashion jewellery now subject to central management. Jablonex also part of this establishment from 1965 to 1980. World's largest factory for decoration of glass beads launches production in Zásada.

1965

First international exhibition of fashion jewellery held in Jablonec. Attended by 356,000 people, including 60,000 international visitors. Museum of Glass and Jewellery is one of the organisers.

1978

Conglomerate Jablonecká bižuterie (Jablonec Jewellery) founded in Jablonec nad Nisou, with all factories for fashion jewellery under its direction, employing nearly 30,000.

1985

Modern factory for production of beads opens in Desná.



1938–1939
After occupation of Czech borderlands by Hitler's army, fashion jewellery becomes part of the German economy, but once war breaks out, demand for jewellery ceases.

1945–1948
Sudeten Germans expelled and new owners take over production and sales of fashion jewellery after capitulation of Germany and end of World War II. Communists seize power in Czechoslovakia and nationalize economy, creating large companies by merger of individual plants. At this point, fashion jewellery from Jablonec is 75 percent of world market volume.

1952
State-owned company Jablonex founded in Jablonec as sole exporter of Czech fashion jewellery.

1956
Glass and Fashion Jewellery Research Institute founded in Jablonec nad Nisou. Introduces innovations to production to maintain competitiveness.




1990
Shortly after the 'Velvet Revolution' and the end of communism in Czechoslovakia, Jablonecká bižuterie closes down and its individual parts are privatised. Jablonex also gets new owners, and new companies are established. Fashion jewellery remains an important export item but now accounts for only 5 percent of global sales.

2002
Preciosa introduces imitation gemstones made from cubic zirconia

2008
Preciosa announces first Master of Crystal competition, aiming to boost cooperation with art school students and graduates in the design and decoration of fashion jewellery

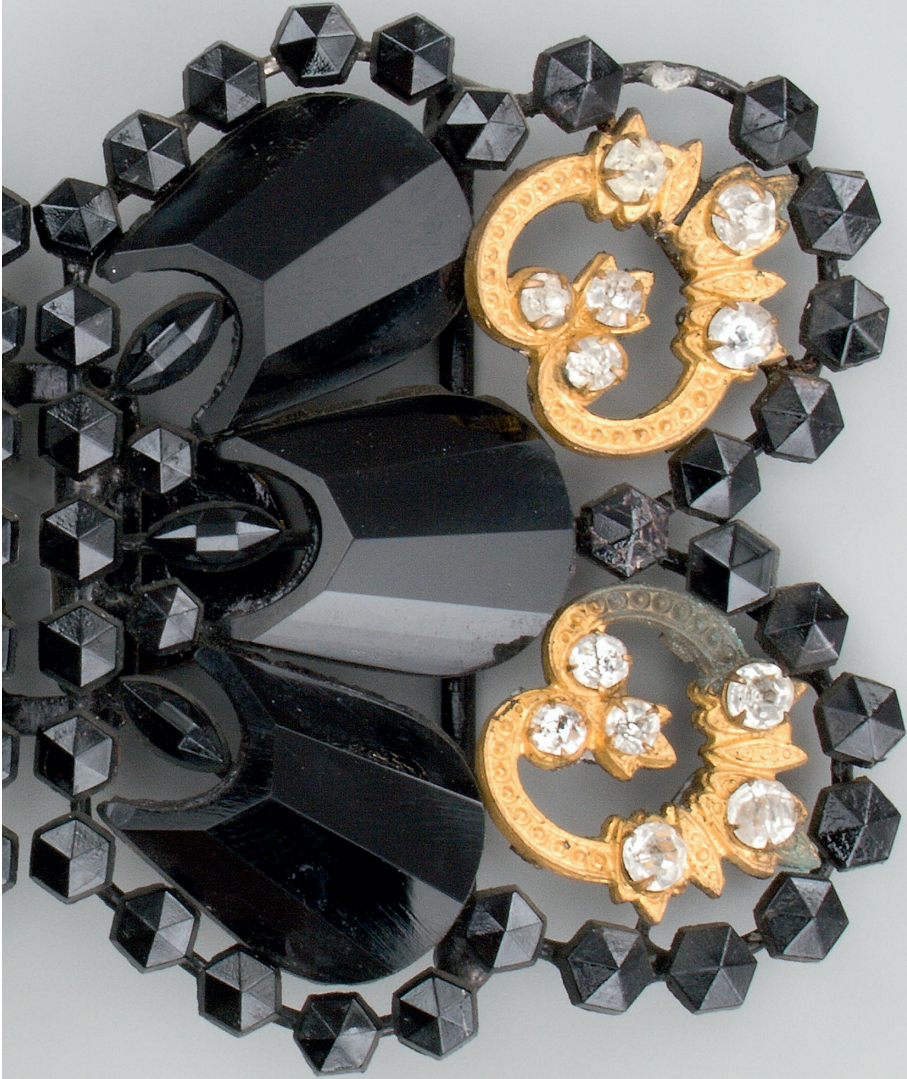
2014
Museum of Glass and Jewellery in Jablonec rekindles tradition of international fashion jewellery exhibitions, holding International Triennial of Glass and Jewellery Jablonec 2014





1900

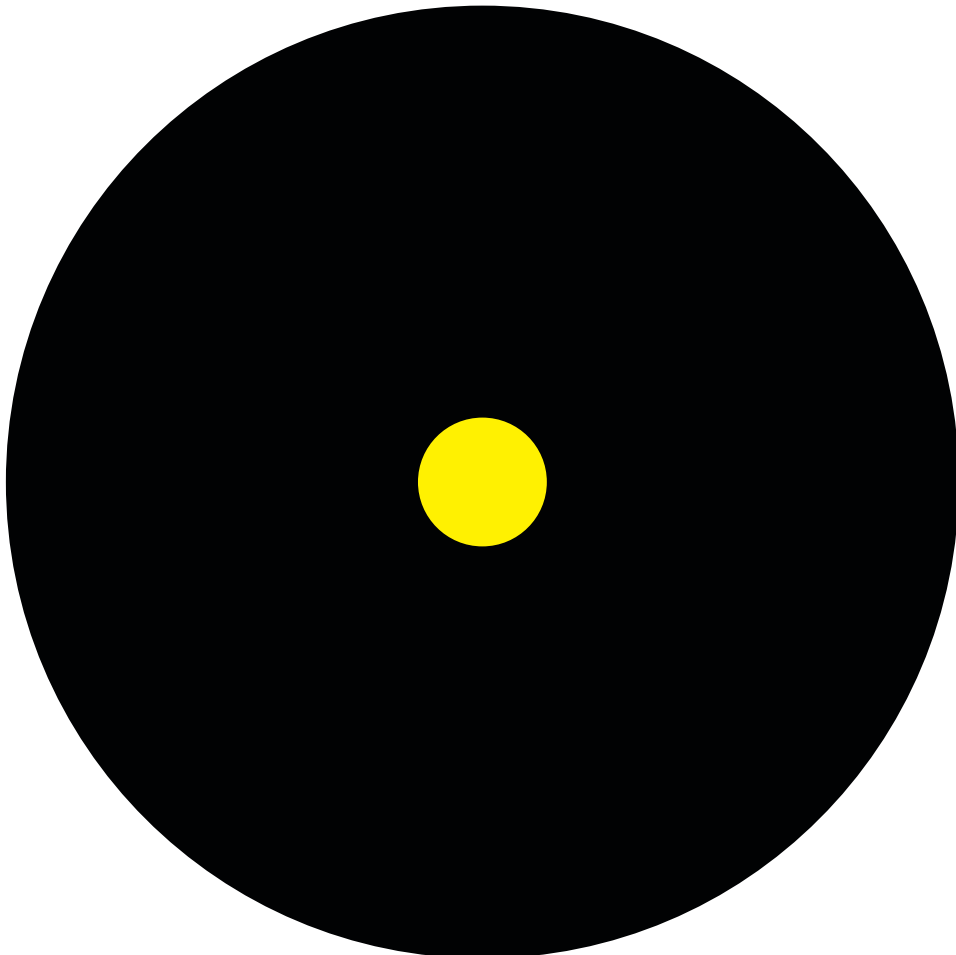






Handmade Dreams *Company* *Profiles*







AAC

AAC, established in 2002, specializes in the production of original glass jewellery from handmade lampwork beads. Original jewellery from the MiSAMo design studio is a suitable accessory for any occasion. New collections are presented twice a year, for the spring-summer and autumn-winter fashion trends. The company also produces custom-made jewellery. Manual production allows beads to be decorated with silver, gold, aventurine, and mosaics and to be shaped into geometrical and imaginary forms, in diameters from 6 to 50 mm. The production line also features genuine pearls, lampwork beads imitating gemstones, and glass pendants in the shape of flowers, insects, and other animals. Luxury glass jewellery complements clothing by leading fashion designers.

SET, lampwork beads, design by Michaela Möllerová

www.aac-bizuterie.cz

A: Jirchářská 50
468 22 Železný Brod
T: (+420) 720936606
E: mmm.aac@seznam.cz





G&B bijoux

Founded in 1995, G&B bijoux not only produces its own collections, but also designs decorations for leading international fashion brands. G&B beads, its sister company, produces top-quality pressed, cut, and lampwork beads in a wide variety of shapes, sizes, colours and finishes, as well as developing new products and innovations. In the past few years, G&B bijoux has introduced dozens of original designs that have been copied by other producers. Both companies have been part of G&B Holding Corp. since 2006.

Set CLEOPATRA, pressed beads, design by Ivana Spurová

www.gbbijoux.cz

A: Janovská 132/39
466 04 Jablonec nad Nisou
T: (+420) 483317929
E: sales@gbbijoux.cz





LLEV

A design studio founded in 2004 by Eva Mochalová and Marcel Mochal, alumni of the Academy of Arts, Architecture and Design in Prague. Based in Turnov, the LLEV studio designs products and graphics, using modern methods to work with traditional materials and craft techniques. Although specializing in furniture and interior decoration, the collection also includes glass jewellery and handmade glass designs. LLEV has many well-known brands among its clients, including Becherovka, Laufen CZ, Jika, Klanc architects, Lush CZ, Manumade, Rohozec brewery, Ton, and UniCreditBank.

Necklace BALOON, black glass and steel, design by LLEV

www.llev.cz

A: Pelešany 109
511 01 Turnov
T: (+420) 775325444
E: marcel@llev.cz





Odvárka Bijoux

Odvárka Bijoux has been in existence for over a decade, focusing on design, production, and wholesaling of strass and rhinestone jewellery. The company participates in major trade fairs and design exhibitions in France, Italy, and Germany, and Martin Odvárka's designs are often viewed as trendsetting. The company also works with fashion designers and supplies luxury fashion jewellery for beauty pageants. All products are made exclusively in the Jablonec region.

NECKLACES AND EARRINGS, crystal and black jewellery stones,
white metal, design by Martin Odvárka

www.odvarkabijoux.com

A: Barvířská 128
460 07 Liberec
T: +420 603 995 182
E: shop@odvarkabijoux.com





Preciosa Beauty

Preciosa Beauty is a part of Preciosa Group, the largest glassmaking and fashion jewellery production company in the Czech Republic. Products range from cut crystal stones, colour jewellery stones, pearls and beads, luxury crystal jewellery, and decorations to commercial and design light fittings, lighting objects, and installations for architectural structures. Preciosa Beauty focuses on design and sales of luxury crystal jewellery, gifts, decorations, trophies, and corporate souvenirs. Luxury fashion jewellery with stones from cubic zirconia is also part of the company's portfolio. Preciosa Beauty takes part in trade fairs and exhibitions around the world, and partners with many cultural and sporting events.

Set GALAXIAS, Studio Collection, rose and smoke crystal stones, silver combined with rhodium, design by Veronika Součková (Preciosa)

www.preciosa.com

A: Opletalova 3197
466 67 Jablonec nad Nisou
T: (+420) 488115555
E: info@preciosa.com





Preciosa Ornela

Preciosa Ornela is part of Preciosa Group, the largest glassmaking and fashion jewellery producing company in the Czech Republic. One of the leading producers of Czech glass products, from glass rods to technical and utility glass to a variety of glass seed beads and beads. The company is the world's largest producer of glass seed beads and beads, under the Preciosa Traditional Czech Beads brand, which guarantees top quality in a wide range of shapes, sizes, and colours. Glass rods and technical glass are also produced under the Preciosa Traditional Czech Glass brand.

Set DREAM, sawn glass seed beads,
design by Natalia Škodová, designed for a Saudi princess

www.preciosa-ornela.com

A: Zásada 317
468 25 Zásada
T: (+420) 488117711
E: beads@preciosa.com





Ralton

Established by Petr Svoboda in 1991, Ralton produces distinctive glass components and luxury fashion jewellery. Combining tradition and modern innovation, the company utilizes the heritage of centuries of the traditional techniques of glass production. Since 1998, Ralton has worked with leading fashion brands, including Lanvin, Rochas, Chanel, Dior, Nina Ricci, Jean Paul Gaultier, Louis Vuitton, Yves Saint Laurent, and Prada. Since 1999, under the name of Camée Jewellery, it has marketed unique and original fashion jewellery, using its in-house created and manufactured glass beads and glass stones. Customers for the company's exclusive jewellery collections come from Japan, Russia, Australia, Indonesia, and China, as well as Europe and the Americas.

Set FRACTAL DREAM, cut jewellery stones, leather, metal, design by Ralton

www.ralton.cz

A: Vedlejší 4706/21
466 04 Jablonec Nad Nisou
T: (+420) 483317911
E: info@ralton.cz





ŠENÝR Bijoux

ŠENÝR Bijoux was established in 1992 as a producer of luxury fashion jewellery with a family tradition dating back more than a century. Specializing in decorations and collections for special events as well as ordinary occasions, the company's products are often used by fashion designers, and the company has a special reputation for designing crowns. The first collection was created in 1996, followed by beauty pageants both in the Czech Republic and abroad (Miss America Teen Pageant, Miss Reunion, and Czech Miss). ŠENÝR Bijoux regularly attends prestigious trade fairs and exhibitions, and in 2012–15, the company won the Fashion Trend award at the Eclat de Mode in Paris. The company supports various charity projects of UNICEF, the Red Cross, and the Tereza Maxová Foundation.

Sophia Loren SET, jewellery stones, beads, metal, galvanized,
design by ŠENÝR Bijoux, produced for the occasion of Sophia Loren's participation
as part of the committee of the Czech Miss 2014 pageant

www.senyrr.eu

A: Pasířská 40
46601 Jablonec Nad Nisou
T: (+420) 483 711 158
E: info@senyrr.eu



Foto: M. Rossi - Contrasto / Contrasto



Zorya

The establishment of the Zorya studio in 2011 sprang from a long-term collaboration between Zdeněk Vacek and Daniel Pošta. Their jewellery uses precious metals, surgical steel, flaxen ropes, diamonds, pearls, and cultivated crystals, and is created simultaneously in several lines. The dominant feature here is precise handiwork supported by special tailor-made tools and technologies. The interplay of new combinations and materials is based on a solid grounding in traditional goldsmithing. Zorya has received the most prestigious design award in the country, the Czech Grand Design, and has presented its works at numerous international exhibitions and fairs: Premiere Classe Paris, Inhorgenta Munich, SOFA NY, SOFA Chicago, Milano Design Week, and others. Its expanding sales network includes Prague, Los Angeles, New York, Chicago, the Maldives, Konstanz, and Dubai.

www.zorya.eu

A: Jana Zajíce 40
170 00 Praha 7
T: (+420) 777609121
E: marie@zorya.eu

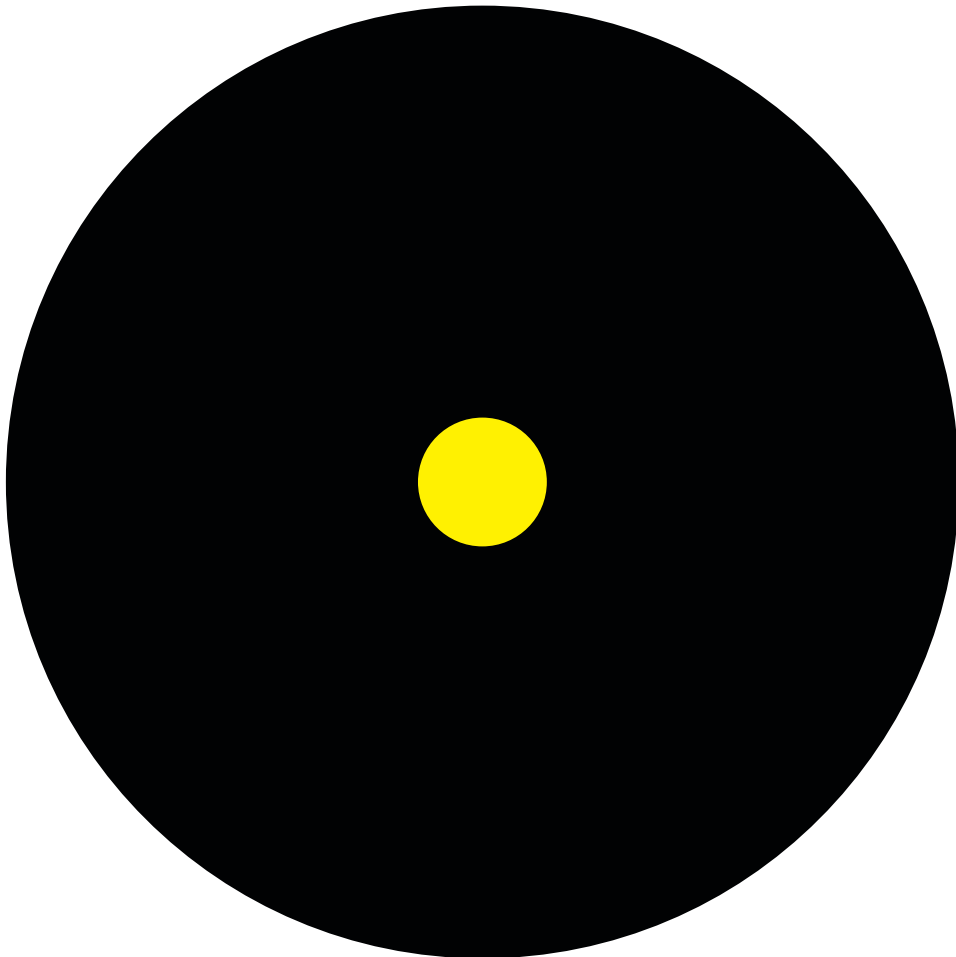
Set VIRUS, linen ropes, grown crystals, design by Daniel Pošta – Zdeněk Vacek





Handmade Dreams *Schools &* *Competition*







Master of Crystal

Master of Crystal, a competition for high-school and university students and applied arts school graduates, aims to explore new paths and find new inspirations in the fields of glass jewellery and lighting. Established by Preciosa Group in 2008, it has since attracted partners such as the Museum of Glass and Jewellery in Jablonec nad Nisou and the Czech Glass Society. Winning designs are produced and presented to experts, as well as the general public, at trade fairs and Preciosa presentations. The overall winner receives a sum of money and the chance to take part in a prestigious sales show of fashion jewellery abroad.

Set ORIGINS, metal, glass semi-finished jewellery products,
design by Klára Mikešová, winner of the Master of Crystal 2015 competition

www.preciosa.com





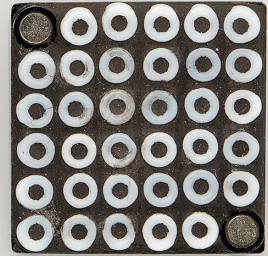
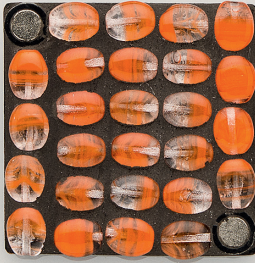
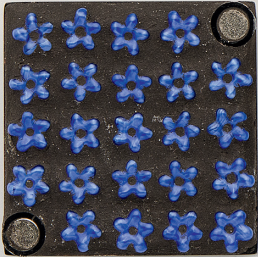
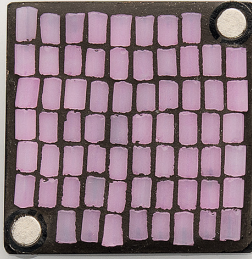
High School of Applied Arts for Glassmaking in Železný Brod

The glassmaking school in Železný Brod was established in 1920. It currently offers four-year study programmes concluded by a graduation exam. The programme in Jewellery and Fashion Accessories Design focuses on contemporary trends while emphasizing originality, the development of new technologies and materials, and experimental work. It includes participation in designer competitions, exhibitions at home and abroad, and fashion shows offering real-life experience. By working directly on problem-solving with fashion designers, students gain invaluable insight and knowledge for their future careers.

MOSAIC BROOCHES, glass semi-finished jewellery products,
metal, magnets, design by Eliška Lhotská, 3rd year

www.supss.cz

A: Smetanovo zátíší 470
468 22 Železný Brod
T: (+420) 483346162
E: sekretariat@supss.cz





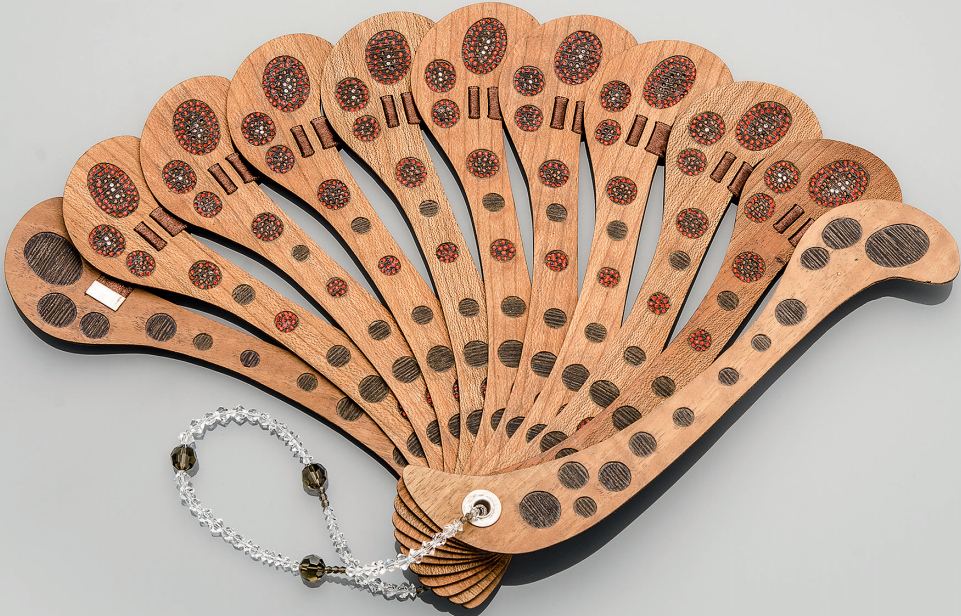
High School of Applied Arts and Technical College In Jablonec Nad Nisou

Established in 1880 to support the craft, technology, and art of fashion jewellery in the Jablonec region, the high school of applied arts originally focused on instruction in drawing, modelling, and chiselling. Gradually, other specializations – girdler, engraver, decorator, and bronze goods maker – were added. Today it offers a four-year Design and Production of Fashion Jewellery programme. Students can further specialize in Metal and Jewels or Fashion Jewellery and Fashion Accessory Design studios. Students present their works both in the Czech Republic and abroad, participating in designer competitions and working with fashion designers. The technical college was established in 1995 and offers a programme in Medals and Coins.

FAN, exotic wood veneer and cut Swarovski components,
design by Klára Wünschová, graduation work

www.supsavos.cz

A: Horní náměstí 1
466 80 Jablonec nad Nisou
T: (+420) 483312805
E: sekretariat@supsavos.cz





Technical University of Liberec

TUL, founded in 1953, offers technical, liberal arts, and natural-sciences programmes in six faculties, an expert institute, and a centre for research on nanomaterials. One of the Department of Design programmes at the Faculty of Textile Engineering (Textile and Fashion Design: Design of Glass and Jewellery) offers students their own workshops, participation in design competitions, cooperation with fashion designers, and presentation of their work at home and abroad.

'SEEGER' bracelets, steel, brass, galvanization,
design Marta Havlíčková, 2nd year, course work

www.ft.tul.cz

A: Jehlářská 14/520
466 01 Jablonec nad Nisou
T: (+420) 485354473
E: galerie.n@tul.cz

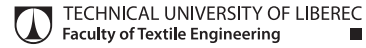




Main Partner



Partners



CzechRepublic
Land of Stories

How does wine taste

in glass of North Bohemia?



www.czechtraditions.com



Download free application Czech traditions for your iPhone and Android.

Discover magic by the craftsmanship of North Bohemian glass makers, who can create the most fragile and soft glass with just one breath. Gentle jewellery and shining crystal chandeliers are changed nowadays by the hands of the best Czech designers into pieces of art and it's just up to you, which one will charm you. Visit small ateliers and choose a glass, that will support a taste of your favourite wine, and let yourself be carried away by the brilliant connection.

Be inspired on www.czechtraditions.com and experience the captivating beauty of North Bohemia.

Enjoy Czech traditions with all senses!

