

SWAROVSKI OR PURECRYSTAL: WHAT ARE THE DIFFERENCES FOR YOUR JEWELRY?

By : Pauline Perles Co



0 minutes

Have you been looking for Swarovski beads for your next DIY project and come across the PureCrystal brand? Don't panic, you're on the right track. There's a simple explanation, and it changes everything about the way you shop.

In reality, Swarovski and PureCrystal are the same thing. The only difference is the name. On the other hand, buying crystals under the Swarovski brand name is reserved for professionals, whereas PureCrystal is the Perles&Co brand created to give private customers access to these same crystals. We explain!

Swarovski, a global crystal reference **SWAROVSKI**

It's hard to talk about quality crystal without mentioning Swarovski. For decades, this Austrian brand has established its pearls and pendants as the benchmark for jewelry designers, both in professional workshops and among DIY enthusiasts.

Their secret? Ultra-precise European manufacturing, meticulously cut facets and incomparable transparency that catches the light from every angle. Each shape - top, heart, drop, round, cabochon - is designed to maximize reflections and sparkle.

At Perles&Co, Swarovski crystals remain available. But only for a specific clientele. Which clientele? Professionals.

Why the Swarovski brand is reserved for professionals

In 2021, Swarovski changed its distribution policy. The sale of its crystals under the Swarovski brand is now reserved for professional buyers: jewelry designers, fashion brands, authorized retailers.

In concrete terms, if you are a private individual, even an experienced enthusiast, you can no longer buy Swarovski-branded crystals from mainstream boutiques. This change came as a surprise to many DIY designers accustomed to ordering their spinning tops or cabochons without constraint.

But here's the good news: PureCrystal lets you buy identical crystals, but under a different brand name.

PureCrystal: the same exceptional crystal, available to all **PURE ☆ CRYSTAL**

That's exactly what PureCrystal is all about, the Perles&Co brand designed to continue offering you the same high-quality European crystal, with unrestricted access. PureCrystal offers the same crystals and features as Swarovski, but is accessible to all non-professional designers and enthusiasts.

Only the name changes. The crystal itself remains the same:

- Sparkling reflections that change with the light
- Incomparable transparency and brilliance thanks to richly nuanced colors
- A wide variety of shapes: round beads, spinning tops, hearts, drops, cabochons, pendants, rhinestones...
- Unique effects such as the AB effect, the Shimmer effect, or exclusive Swarovski colors

A range designed for all your creative projects

Whether you're just starting out in jewelry design or already have hundreds of pieces to your credit, PureCrystal crystals, like Swarovski crystals, can be adapted to your every desire.

Here are a few ideas to get you started or reinvent yourself:

- An elastic bracelet with round beads or cube versions.
- Pendant earrings with Crystal AB drops for an iridescent effect.
- A choker necklace with spinning tops tinted in an exclusive color like Reinvented Cool Blue.
- Stick-on or sew-on rhinestones to personalize a garment or accessory.

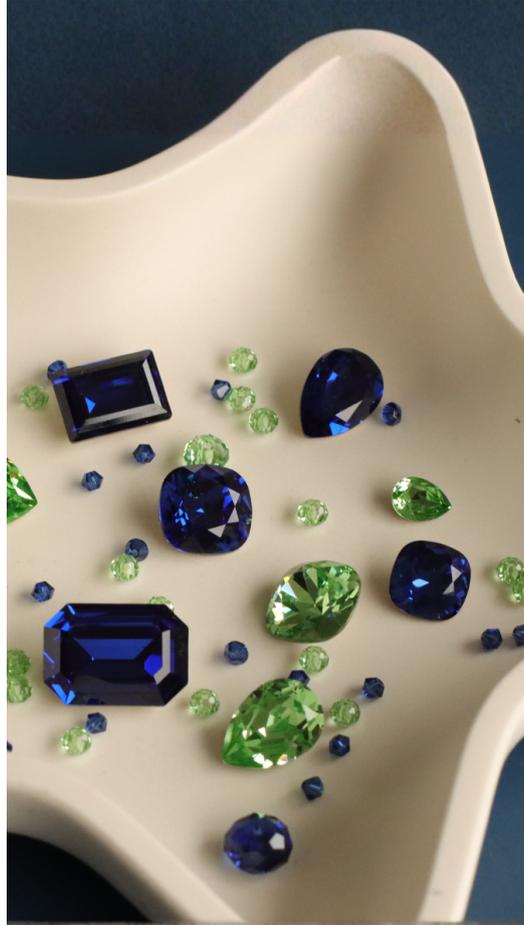
Perles&Co's jewelry tutorials guide you step by step, whether you're a beginner or an experienced designer.



Things to remember

	Swarovski	PureCrystal
Crystal quality	☑ European, high-end	☑ European, high-end
Manufacture	In Europe, by Swarovski	In Europe, by Swarovski
Available shapes	Beads, cabochons, strass...	Beads, cabochons, strass...
Available to private customers	☑ Reserved for professionals	☑ Yes
Available on Perles&Co	☑ For professionals	☑ For all

Result



LE SAVIEZ-VOUS ?

**QUELLES DIFFÉRENCES
ENTRE PURECRYSTAL ET
SWAROVSKI ?**

