

# SWAROVSKI, PURECRYSTAL, AURORA OR PRECIOSA: WHICH CRYSTAL TO CHOOSE?

By : Pauline Perles Co



0 minutes

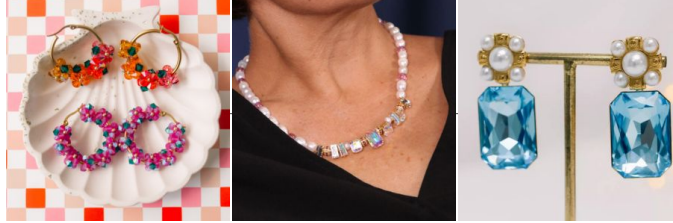
Are you hesitating between several crystal brands and don't know which one to choose for your next piece of jewelry? You're not alone. Between Swarovski, PureCrystal, Aurora and Preciosa, the differences aren't immediately obvious... and yet they can influence your plans. We'll help you sort them out.

### What is jewelry crystal?

Before comparing brands, let's get down to basics. Jewelry crystal is not a natural stone: it's cut glass with a specific structure. It comes from the fusion of silica, potash and lead oxide (the % of lead oxide varies between 11, 24 and 32%, depending on the purity of the crystal). Unlike rock crystal, it is not found in its natural state.

In Europe, and in many countries, "crystal" is a protected designation subject to precise standards (69/493/EEC).

Crystals come in many forms: spinning tops, round beads, cabochons, drops, navettes, hotfix rhinestones, pendants... Each brand has its own specialties, exclusive finishes and range of colors.



Swarovski: the reference in prestige crystal

When we talk about Swarovski crystals, we're talking about the world's best-known brand in the world of jewelry. Founded in Austria in 1895, Swarovski revolutionized crystal-cutting thanks to its unique precision technology.

What sets Swarovski apart:

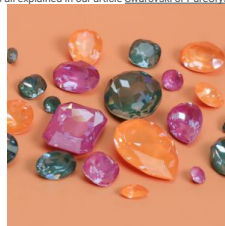
- Incomparable precision cutting for maximum brilliance.
- Exclusive finishes: Crystal AB, Shimmer, Ignite, Paradise Shine, Golden Shadow...
- A wide range: round beads, spinning tops (5328), cabochons (1088, 1122, 4120, 4320...), drops, pendants, Swarovski rhinestones, Crystal Mesh, Crystal Fabric, pearlescent... Swarovski crystals are unique in that they can only be purchased by professionals.



PureCrystal: Swarovski crystal for everyone

PureCrystal crystals are exactly the same as Swarovski crystals. The only difference is the name.

Since the purchase of Swarovski crystals is reserved for professionals, we at Perles&Co have created the PureCrystal brand. It enables all designers, even those without professional status, to buy Swarovski crystals. Only the brand name is different. Want to know more? It's all explained in our article [Swarovski or PureCrystal: what's the difference?](#)



Aurora: European crystal with unique reflections

Less well known to the general public, the Aurora brand is nevertheless highly appreciated by costume jewelry enthusiasts. Made in Europe, Aurora crystals are distinguished by their rich reflections and irreproachable optical quality.

The Aurora range in detail:

Aurora crystals are referenced by precise codes, like Swarovski:

- A1088: cabochon chaton, the timeless classic.
- A1122: Rivoli, ideal for settings.
- A4120, A4200, A4320: cabochons in various shapes (oval, octagonal, navette...).
- A4470, A4500, A4527, A4610, A4627: geometric shapes for contemporary looks.
- A4831, A4827: heart-shaped crystals / crystal hearts.
- A5810: pearly pearls with holes.



Preciosa: Czech excellence

The Czech brand Preciosa is an institution in the world of crystal. Founded in Jablonec nad Nisou in Bohemia, it is renowned for the quality of its pearly beads and the precision of its cutting.

The Preciosa range available at Perles & Co:

- Perles Nacrées Maxima: round pearly beads with a deep, uniform pearl effect, very popular for elegant ornaments.
- PearShape Pearls: pear-shaped pearls, perfect for creating pendants or drop earrings.
- Preciosa crystal round beads: the classic Bohemian glass cut.
- Toupies Preciosa beads: bicones of remarkable precision.
- Maxima Rose chaton rhinestones: faceted chatons with intense brilliance, ideal for embroidery and setting.

What sets Preciosa apart is above all the specific brilliance of Bohemian glass. It's the brand to go for if you're working on wedding ornaments, romantic jewelry or haute couture embroidery.

### Swarovski, PureCrystal, Aurora or Preciosa?

|                             | Swarovski  | PureCrystal   | Aurora  | Preciosa  |
|-----------------------------|--|---|---|---|
| Origin                      | Austria  | Austria   | Europe  | Czech Republic (Bohemia)  |
| Types of products available | Toupies, round beads, cabochons (1088, 1122, 4120, 4320, 4527...) drops, pendants, hearts, navettes, strass, Crystal Mesh, Crystal Fabric, pearlescent, spacers, buttons | same products as Swarovski  | Cabochons, pearly beads, set crystals   | Round beads, bicone spinners, Maxima pearl beads, PearShape beads, rhinestones                                    |
| Colors and finishes         | Wide range: over 100 colors, exclusive finishes: AB, Shimmer, Ignite, Golden Shadow, Paradise Shine, ReCreated, Vitrail, Bermuda Blue...                                 | Identical to Swarovski: same colors, same finishes AB, Shimmer, Ignite... (same product, same manufacturing). | Intermediate range: classic colors + very intense, iridescent AB effects, particularly pronounced reflections | Focused on pearlescent and classic tones: Maxima deep pearlescence, warm, elegant colors, fewer special finishes. |
| Glass quality               | Austrian glass, maximum precision size, incomparable brilliance and homogeneity  | Swarovski quality   | High-quality European glass, slightly less precision in size  | Renowned Bohemian glass   |
| Bulk packaging              | ☑ Yes on some ranges   | ☑ Yes on some ranges  | ☑ No  | ☑ No  |
| Accessibility               | ☑ Reserved for approved professionals: purchase subject to validation of pro status  | ☑ Accessible to all designers   | ☑ Accessible to all designers   | ☑ Accessible to all designers   |

### Which crystal should you choose for your project?

That's THE question. Here's a quick guide based on your situation:

- You're just starting out in jewelry design: opt for Aurora or Preciosa. Solid quality, affordable prices, wide enough range to explore.
- If you're creating bridal jewelry or romantic ornaments: Preciosa is your ally. Its Maxima pearly beads are unsurpassed for a soft, elegant finish.
- You want the best possible sparkle, but aren't a designer with pro status: PureCrystal is the obvious answer. Swarovski quality, accessible to all.
- You're a professional looking for absolute excellence: Swarovski remains the benchmark, with the most complete range and the most exclusive finishes.
- If you work in large quantities (reseller, professional designer): Swarovski and PureCrystal offer bulk packaging on a wide range of products.

Result

