

JEWELRY

Fred offers up interpretations of number 8 to honor 80-year anniversary

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Liu Bolin for Fred's 8 o collection

By STAFF REPORTS

LVMH-owned jeweler Fred is celebrating eight decades of contemporary jewelry design with a collection featuring a good luck motif.

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Founded in 1936 by Fred Samuel, the Parisian jeweler is known for its simplistic and modern designs. To celebrate its milestone anniversary, Fred has designed the 8 o collection, which evokes the jeweler's simplistic and timeless spirit through the use of a good luck emblem.

Luck be a Fred

The 8 o collection bracelet builds off Fred's Force 10 line. Designed by Mr. Samuel's eldest son in 1966, the unisex Force 10 features braided steel cable and a clasp inspired by a sailing shackle.

Fred's 8 o bracelet, designed for the 80th anniversary of the house, is viewed as a lucky charm. The piece features a simple leather cable fixed with a curved knot and gold clasp.

Depending on the wear's interpretation, the curved knot can be seen as lucky number 8 or the infinity symbol.

With a starting price of about \$2,850, the 8 o bracelet can be customized. The consumer can select either white, yellow or rose gold, with or without diamond embellishment and a number of colored cords.

[fred. 8 o collection 2](#)



Liu Bolin for Fred's 80 collection

To introduce the 80 collection for its 80th anniversary, Fred has worked with Chinese artist Liu Bolin. The resulting campaign illustrates four facets of luck: love, success, vitality and freedom.

On its social media channels, Fred has asked consumers to #DefineYourLuck along with the prompt "What would bring you luck?" On Facebook, Fred has paired the hashtag and prompt with text imagery reinforce the four facets.

In addition to the four posters illustrating the themes, Mr. Bolin has also created four animated videos and a long form film defining his personal definition of luck. The video content is hosted on a Define Your Luck microsite, found [here](#).

Fred.80 collection 1



Liu Bolin for Fred's 80 collection

The use of good luck charms is common in jewelry design.

For example, French couture house Christian Dior explored one of its eponymous founder's good luck charms through a fine jewelry collection.

The piece, a medallion created by Dior Joaillerie creative director Victoire de Castellane, represents a lucky metal star that Mr. Dior found when the house was established in 1947 and always carried on his person. Dior continuously connects its past and famed founder to modern day interpretations of the brand to avoid straying from its roots while maintaining a sense of modernity ([see story](#)).