

JEWELRY

Fred wields app to give consumers complete customization control

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Fred's Force 10 bracelet

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LVMH-owned jeweler Fred is innovating in the custom jewelry space by catering to the individual through a mobile application, bringing in-store solutions home.

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For its Force 10 bracelet, Fred has created a mobile app that allows users to pinpoint exactly which color they would like. Customers will be able to get an exact size and order a bracelet made just for them.

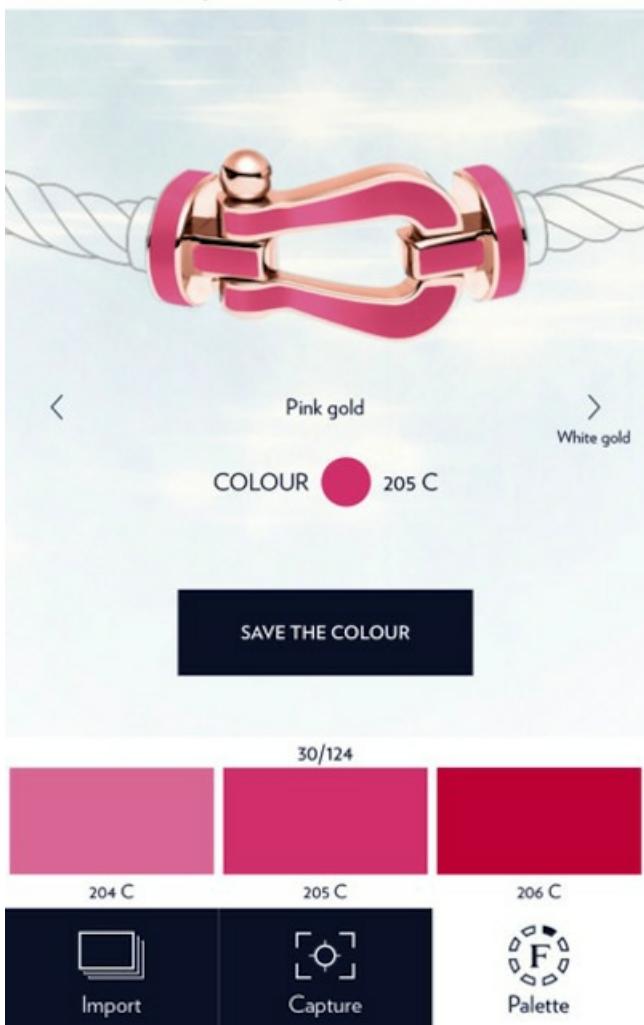
"We know consumers today see themselves as curators of their own lives, and brands that are able to capture a consumer's personal aesthetic and reflect that in their products are seen as a partner in that person's life narrative," said Fernanda Burgel, associate creative director at [Walton Isaacson](#). "That creates a meaningful, unique connection between a brand and their target."

Customization

As innovation in retail has been pushed forward by mobile, customers are armed with more tools than ever to help them make their purchases. Perhaps customized jewelry has one of the most substantial potentials in the mobile tools space.



Preview your colour on your Force 10 buckle



Fred's custom app

Fred launched the app on the App Store and Google Play, allowing customers to order a custom bracelet. The app allows users to upload photos, take a photo or choose from its color palette to find the color of their choice for a Force 10 bracelet.

Customers can customize the buckle as well as the band through the app and save the color. While customizing, users can see what the bracelet will look like by generating a preview of the bracelet with the shade of interest.

Users can order their bracelet directly through the app. The convenience factor and complete customization experience has the ability to drive sales and favorability amongst affluent consumers.



Capture a unique colour and
customise your Force 10 bracelet



Fred's mobile app

Fred's Force 10 bracelet is a customizable-rope band fitted with a buckle made of metal of your choosing. The buckle itself is colored for the most part with accents of gold, white gold or pink gold, etc.

Innovations

The LVMH-owned jeweler recently celebrated eight decades of contemporary jewelry design with a collection featuring a good luck motif.

Founded in 1936 by Fred Samuel, the Parisian jeweler is known for its simplistic and modern designs. To celebrate its milestone anniversary, Fred designed the 80 collection, which evokes the jeweler's simplistic and timeless spirit through the use of a good luck emblem ([see more](#)).

Similarly, Italian fashion label Gucci gave consumers more creative control over their wardrobes by extending its DIY program to include menswear, shoes and jackets.

Launched at its Milan flagship, Gucci DIY was originally limited to the brand's Dionysus handbags, but during men's fashion week in Milan, the brand added more garments and accessories to the service. Allowing consumers to create something that reflects their personal style within the confines of the Gucci brand is a way to make clientele feel closer to the label ([see more](#)).

"Consumers are constantly looking to buy products that reinforce their sense of self," Ms. Burgel said. "Fred Atelier is providing a tool which helps consumers design and showcase an exclusive product created by using one's own unique vision."