

JEWELRY

Lalique to launch 1927/1928 jewelry line exclusively online

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A bracelet and ring featured in Lalique's latest fashion jewelry line, 1927/1928. Image courtesy of Lalique

By STAFF REPORTS

French lifestyle brand Lalique is the latest maker of fine jewelry to offer a new collection as an ecommerce exclusive.

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From June 15, Lalique will sell a new collection of fashion jewelry on its Web site. The online exclusive is a first for Lalique, but as a whole the fine jewelry category is easing up its concerns regarding online selling as consumer behavior now dictates that ecommerce is unavoidable.

Lalique online

Lalique offers consumers an extensive jewelry collection within three categories. Only Lalique's lower priced fashion or costume jewelry for women and men's cufflinks are available for online purchase.

The higher end fine jewelry and its exceptional jewelry are excluded from Lalique's ecommerce platform, although online inquiries can be made if a piece is of interest.

On June 15, Lalique will introduce its latest collection 1927/1928 as an online exclusive.

As with much of the brand's offerings, the 1927/1928 fashion jewelry collection draws its inspiration from Lalique founder Ren Lalique and the Art Deco era.



Two bracelet styles featured in 1927/1928. Image courtesy of Lalique

Lalique's namesake founder is often considered the inventor of modern jewelry design. In his designs, Ren Lalique mixed precious and semi-precious stones and materials, letting the piece dictate what was used rather than the other way around.

The 1927/1928 collection embraces Lalique's tradition of mixing materials by combining elements of crystal, gold and brass.

Lalique's 1927/1928 collection features pendants and necklaces, cuff and double-wrap bracelets, standard, double and between-the-finger rings as well as earrings.

Pieces in the 1927 segment of the collection feature 18-karat yellow gold, satin-polished Lalique crystal and black resin while the 1928 items include 18-karat pink gold, silver and satin-polished Lalique crystal and glass crafted to resemble marble.



Lalique's 1927/1928 combines different materials such as crystal, gold and resin. Image courtesy of Lalique

Online exclusives within the jewelry sector are growing in popularity. Often, if a brand does not operate its own ecommerce or has limited available within its online shop, a third party retailer is brought on to facilitate sales.

For example, Richemont-owned Cartier debuted its revived Panthre de Cartier timepiece on ecommerce seller Net-A-Porter prior to a launch at its own points of sale.

Cartier teamed with Net-A-Porter for an exclusive online pop-up shop May 2-31 to bring the 80s classic back to market. As jewelers and watchmakers continue to warm to online selling, Net-A-Porter has emerged as the go-to partner for exclusive launches, working with Chanel, Tiffany & Co. and IWC, to just name a few ([see story](#)).

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