

JEWELRY

Faberg hides surprises in its latest design

March 23, 2018



Faberg hosts a special egg hunt. Image credit: Faberg.

By STAFF REPORTS

Russian jeweler Faberg is putting an elegant spin on the traditional egg hunt, making it a high-class event in time for Easter.

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Starting March 25, Faberg will be hosting a worldwide egg hunt in collaboration with special retail partners. The winner will receive a prize related to the event after finding special surprises throughout various outlets.

Hunting luxury

Faberg will be giving away special hints throughout the duration of the game on its official Instagram page.

Participants in the hunt will have to find various surprises within Faberg's egg-shaped lockets by scouring the Web.

It's time to count down to the [#FabEggHunt2018](#), which is taking place from 25th March 2018 to Sunday 1st April 2018. Find out more about the special prize draw:

[#https://t.co/Nc5owRh4LJ#FabEggHunt18](https://t.co/Nc5owRh4LJ#FabEggHunt18) [#officialfaberge](#) [#fabergefavourites](#)
pic.twitter.com/KZwlBL1BzG

Faberg (@OfficialFaberge) [March 19, 2018](#)

Those who have found all the surprises will register on Faberg's Web site to be eligible to win. From these entries, Faberg will draw a winner at random.

Faberg' has hinted that its sneak peaks will likely be clues to what the next surprise is, helping interested players find the next piece of the puzzle.

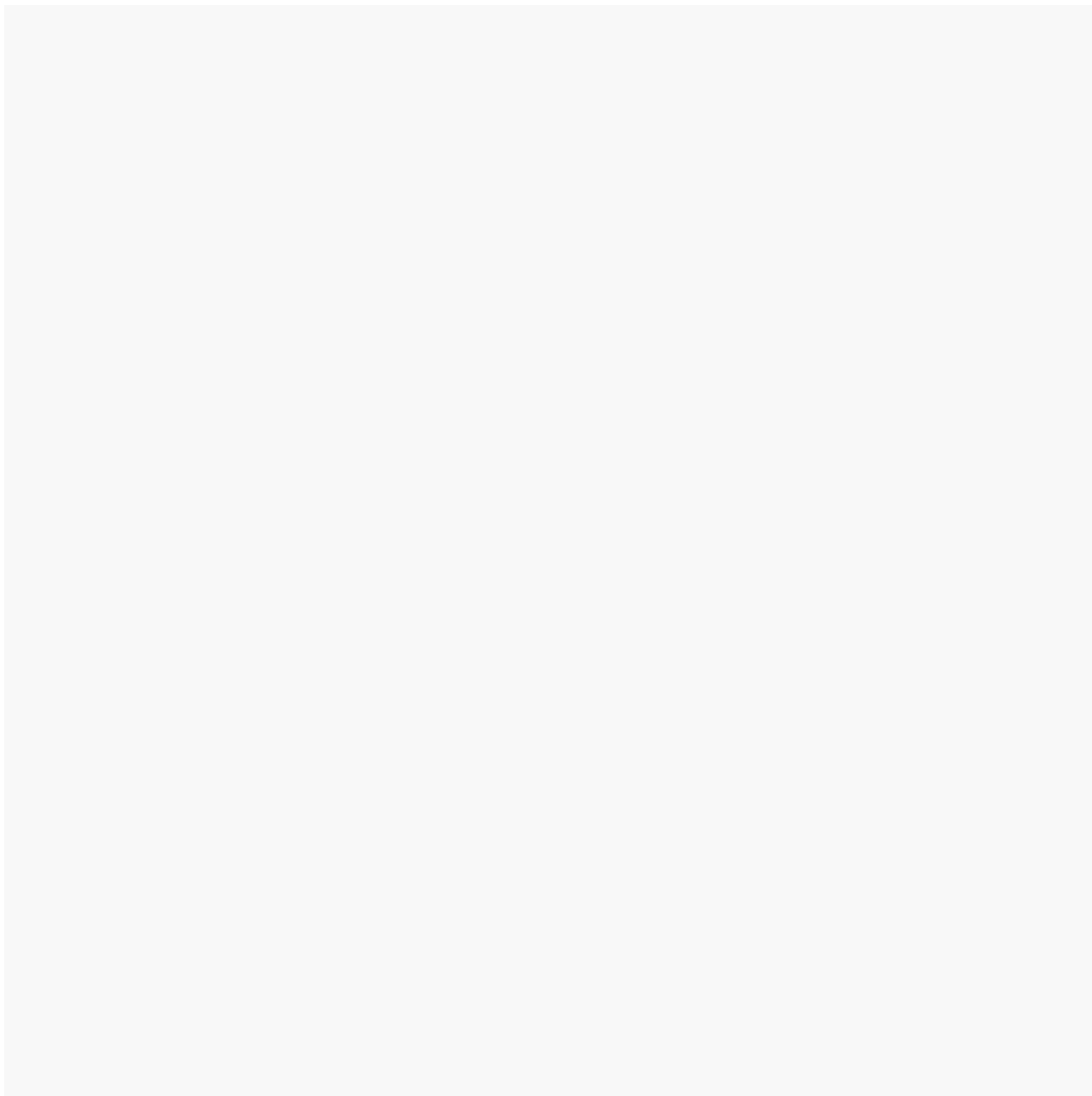
Those that follow the hashtag [#FabEggHunt2018](#) should be able to find the series of images that Faberg and its partners have posted throughout Twitter, Facebook and Instagram.

Each photo features one of the brand's egg-shaped lockets and includes a piece to the code players will need to enter the drawing. When put together, the images will create a word that participants will have to enter into their

online registration.

A total of eight "eggs" will be released throughout the contest, with the last being published on Easter, April 1.

Players will have until April 6 to register online. The winner will receive a personalized 18-carat gold diamond egg pendant.



Our heritage re-imagined. Guess which piece will be part of the #FabEggHunt2018 prize? #LinkinBio
#officialfaberge #alifeincolour #fabergefavourites #finejewellery

A post shared by Faberg (@officialfaberge) on Mar 22, 2018 at 11:00am PDT

The jeweler Faberg says it has reimagined its heritage with these new egg pendants.

This has been a theme within the brand's strategy as it also recently linked the events of 100 years ago with today through a chronograph inspired by an unfinished work.

Faberg's Visionnaire Chronograph pays tribute to the unfinished Constellation Egg of 1917, a piece that was never completed due to the breakout of the Russian Revolution a century ago. When the revolution was at its height,

Faberg's jewelry business shut its doors for nearly a century ([see more](#)).

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