

JEWELRY

## Faberg seeks relief from COVID-19 cycle with Easter egg design campaign

April 2, 2020



Faberge eggs for the spring. Image credit: Faberge

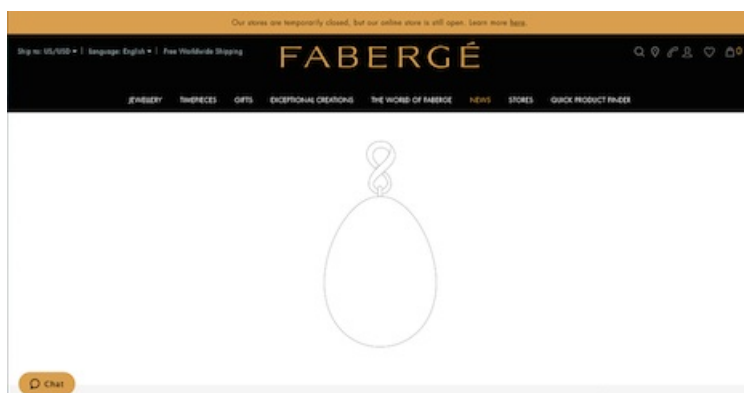
By LUXURY DAILY NEWS SERVICE

Russian jeweler Fabergé has launched a new social media campaign for consumers to design their own egg in time for Easter April 12.

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The effort, a welcome relief from the daily gloom of COVID-19 news, will require consumers on Fabergé's email list to decorate a template that the jeweler has supplied.

Consumers can use their phone, computer or tablet to design the Fabergé egg or [print the template](#) out and color by hand "to relax and restore calm."



The Fabergé Easter egg design page. Image credit: Faberge

Fabergé will share its favorite designs with 200,000 followers on Instagram Stories.

Consumers can get involved by following @officialfaberge and tag their creation with #fabergeeasteregg. The email asks consumers to follow them Fabergé's Instagram.

And the final line: "Have fun and get cracking!"

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