

JEWELRY

## Louis Vuitton launches unisex fine jewelry collection

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*Sharon Alexie for Louis Vuitton's fine jewelry collection, LV Volt. Image credit: Louis Vuitton*

By LUXURY DAILY NEWS SERVICE

French fashion label Louis Vuitton is introducing its new line of genderless fine jewelry with an energetic and fresh campaign.

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LV Volt is a jewelry collection that plays on the graphic shapes formed by the initials "L" and "V." The letters come together in various ways for different pieces that are meant to mix and match, while remaining refined enough for everyday wear for everyone.

LV Volt

LV Volt includes pendants, earrings, rings and bracelets. The collection is an abstract but modern take on the traditional LV monogram.

In some pieces, the L and V come together to mimic a lightning bolt or spark, while other accessories have triangle motifs formed by the L and V. The most elaborate jewelry feature chains made with the interlocking LV triangles.

*LV Volt fine jewelry campaign*

An accompanying campaign was shot by Jean-Baptiste. The talent included ballet dancer Hugo Marchand, Academy Award-winning actress Alicia Vikander, artist Sharon Alexie and model XiaoXing Mao.

In the film, the four individuals are seen dancing on their own in what appears to be slow motion. They slowly dance and pose to a steady electronic beat, subtly showing off the unisex jewelry they're wearing.

Their wardrobes are simple black and white, leaving the focus on the primarily gold and diamond jewelry. Eventually, a split screen is used for close-up images of the LV Volt jewelry alongside the talent wearing them.

The editorial effort manages to balance movement with refinement in a manner that is both subtle and eclectic.

Louis Vuitton has looked to revitalize its jewelry offerings in recent years. In 2018, designer Francesca Amfitheatrof took over as the head of the brand's watch and luxury departments, after serving as design director at Tiffany & Co.

[\(see story\)](#)

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