

JEWELRY

24S launches gender-free capsule collection

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LVMH acquired 24S in 2017, with the rise of ecommerce. Image credit: 24S

By LUXURY DAILY NEWS SERVICE

LVMH-owned online retailer **24S** has debuted a genderfree capsule collection by jewelry designer Charlotte Chesnais, available exclusively on the site.

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For this collection, Ms. Chesnais created ten pieces made exclusively in French ateliers. It features the designer's signature minimalist and sculptural lines with a subtle sense of contemporary style.

Jewelry is for everyone

The collection comprises a necklace and a chain bracelet with large links in solid vermeil or silver, as well as three revisited Creole-style earrings in large, small and mini.

With these genderfree limited editions, 24S encourages consumers to personalize the way jewelry is worn, whether that means superposing pieces or combining them to create new pieces.



The collection features simple gold and silver links. Image credit: 24S

Younger generations are increasingly more willing to break away from traditional gender norms when it comes to dressing and accessorizing, shopping across gender lines and encouraging inclusivity in fashion.

When it comes to both product design and retail experience, beauty and apparel brands are shifting away from the gender binary to foster a more inclusive environment and appeal to this fluid generation of consumers.

During a session at the Vogue Business and Google virtual summit "The Way Forward" on Nov. 10, fashion leaders suggested legacy brands remodel their businesses through category-free and size-inclusive merchandising, gender-free culture in retail spaces and by supporting the LGBTQ+ community ([see story](#)).

The exclusive Charlotte Chesnais genderfree collection ranges in price from 190-1,990 euros, or \$213-\$2,238 at current exchange.

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