

WATCHES AND JEWELRY

## Fred showcasing stunning classics in upcoming exhibition

January 11, 2022



*Fred has rediscovered the incredible yellow diamond, its Soleil D'Or. Image credit: Fred*

By LUXURY DAILY NEWS SERVICE

LVMH-owned jeweler Fred has rediscovered a fan favorite.

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For the maison's first retrospective exhibition, debuting at the Palais de Tokyo in Paris this fall, Fred has embarked on a search of the pieces that have shaped its 85-year history. As part of the search, the maison has rediscovered the stunning Soleil D'or.

"When we put the Soleil D'or in the context of Fred's history, we appreciate how it completely embodies a jewelry house that excels in creating and marketing jewelry in its own unique way," said Charles Leung, CEO of Fred, in a statement.

### Incredible yellow diamonds

Fred has rediscovered the incredible yellow diamond, its Soleil D'Or, after spending more than four decades apart.

Fred Samuel founded his eponymous maison in 1936. He was viewed as both creative and modern, leading him to amass clients from celebrities to royal families.

For these special requests, he began seeking gemstones that would help him create special pieces. The jeweler eventually became known as one specializing in color, with notable pieces including "Pretty Coeur," the "Oiseau" (Bird) brooch and the Soleil D'or.

### *The story behind the Soleil D'or*

The Soleil D'or was admired for representing a feeling of sunshine, and was set to be unveiled to the general public on Nov. 24, 1977. The jewel was showcased at additional events where consumers admired its beauty.

After November 1977, the Soleil D'or vanished from the public eye, behind the secret practices of private collectors.

The founder's granddaughter Valrie Samuel, vice president and artistic director of Fred launched the global campaign "Fred seeks Fred" in 2020.

In 2021, after more than 44 years apart, Ms. Samuel helped rediscover the stone through the search for archive material. It weighs 101.57 carats and with a color described as "fancy intense yellow."

The diamond will be displayed at the brand's traveling exhibit, which will go to Asia in 2023 after the stint in Paris.

Fred continuously enjoys looking to the past for inspiration.

Last year, Fred paid tribute to the 1990 American film *Pretty Woman* with a relaunched collection of jewelry and high jewelry.

The French jeweler has reimagined the collection with a rubellite and diamond "heart within a heart" motif throughout its high jewelry collection and white and pink gold for the jewelry collection. Fred has chosen American actress Emma Roberts, niece of *Pretty Woman* star Julia Roberts, to join in this celebration of love and jewelry ([see story](#)).

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