

JEWELRY

First-ever brand capsule to go live on Heristoria features vintage jewelry from Fred

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The collection is comprised of vintage jewelry releases sourced from the 1970s through the 1990s. Image credit: LVMH/ARR

By LUXURY DAILY NEWS SERVICE

LVMH-owned jeweler Fred is getting involved with archival luxury.

A selection of items from the brand is now live on Heristoria, a high-end sales platform showcasing and selling unique, age-old possessions from LVMH maisons via curated online auctions. Its latest drop involves an assortment of vintage jewelry, marking the first time a brand has received dedicated capsule collection space on the site.

"We're deeply touched by the confidence of a house that holds a special place in the heart of Heristoria and in the creation of our platform," said Grosine Henriot, CEO of [Heristoria](#), in a statement.

"Fred was the first to believe in this LVMH intrapreneurial venture, and their confidence and avant-garde vision enabled us to lay the cornerstone," Ms. Henriot said. "We cannot thank Fred enough.

"By sharing their precious heritage they enable us to illuminate moments of happiness, past, present and future."

Three decades of jewels

Titled "A Touch of Fred," the capsule collection offers a deep dive into Fred's roots.

Supporting the new secondhand sales model which prioritizes goods with heritage behind them, the release is comprised of accessories sourced from the 1970s through the 1990s.

Each piece fits one of three themes: "Bold Designs," "Force 10" and "Collectibles."

The first focuses on craftsmanship, highlighting exclusives that required heavy levels of artisanry and precious gemstone application.



Fred's "Force 10" jewelry is inspired by sailing, complete with steel cables that mimic nautical ropes. Image credit: LVMH/ARR

Made with eight carats of flexible white gold mesh, the Inca Bracelet hails from a namesake 1998 collection and is featured here, decorated with pearls, diamonds and cabochon sapphires.

Objects filed under "Force 10" are rendered genderless: a necklace, earrings, a ring and the oldest piece in the capsule, a bracelet from 1979, complete this part of Fred's Heristoria offering.

Inspired by the nautical world, each is designed with steel cables and yellow gold. Watches and other keepsakes are included as part of a final "Collectibles" section.

Delving into the background of the products, and in celebration of Fred's engagement with Heristoria, born last year of an internal entrepreneurial incubator at LVMH ([see story](#)), a [podcast episode](#) on the project is now available.

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