

Luxury Roundtable

WORLD'S LEADING NETWORK FOR LUXURY PROFESSIONALS, MARKETERS AND WEALTH MANAGERS

Business at its best

Become a more authoritative, connected and informed luxury professional
[JOIN LUXURY ROUNDTABLE NOW](#) and access your benefits

[Subscribe for free to Luxury Roundtable News for the latest luxury news, insights and invitations](#)

WATCHES AND JEWELRY

LVMH-owned Parisian jeweler Fred debuts first lab-grown diamond for high jewelry collection

September 26, 2023



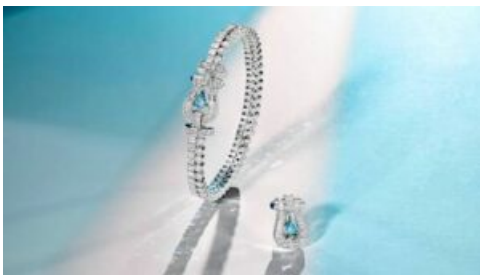
Complex to make and replicate, Fred's new Audacious Blue lab-grown diamond is LVMH's foray into mixing synthetic stones with natural in high jewelry, perhaps setting a trend. Image credit: ARR, Fred

By STAFF REPORTS

Parisian jeweler Fred, a member of the LVMH group, has introduced its first lab-grown diamond as part of its high jewelry collection.

Called Audacious Blue, the maison's inaugural hero cut synthetic blue diamond is set in Fred's new Force 10 Duality High Jewelry set. Interestingly, this collection combines synthetic blue diamonds with natural white diamonds a new high-low convention for luxury jewelry.

"The Fred Audacious Blue is extremely complex to make and perfectly replicate," the brand said in a statement. "The fancy vivid hue of the maison's unique Riviera blue captures all the intense shades of the sea, its reflections of the sun, the movement of the waves, and its radiant luminosity."



Fred's Force 10 bracelet is connected by a buckle, its two lines of brilliant-cut and princess-cut diamonds interchangeable with other bracelets and large buckles from the collection. Both pieces are accompanied by a ring and a single earring to complete the Force 10 Duality set. Image credit: ARR, Fred

Natural progression

This [new High Jewelry set](#) comprises four creations including necklace, bracelet, ring and earring that can be worn daily.

Each creation includes a 0.5-carat Audacious Blue lab-grown diamond certified by the Gemological Institute of America.

Every Fred Audacious Blue diamond is traceable, from creation to final polishing.

The diamond has 36 facets and takes months to shape the rough stone into Fred's trademark design for its diamonds.

"In keeping with its unyielding high standards, Fred has called on leading experts in Europe and the United States to create these exceptional stones," the brand said.

"With Fred Audacious Blue and the Force 10 Duality set, Fred once again transcends the limits of traditional jewelry. The maison has added a new and audacious innovation to its heritage, boldly elevating the synthetic blue diamond to a sparkling place in its high jewelry offering."

MOST READ

1. [What does it take to be a CMO of the future?](#)
2. [Headlines: Capri, Gucci, Dior, Kering, beauty battle, celeb marketing, watches](#)
3. [One overlooked element of executive safety: Data privacy](#)
4. [How to own your market](#)
5. [The dirt on English country gardens](#)
6. [Is your app ADA compliant?](#)
7. [Low consumer trust today is threat to repeat-purchase behavior: Forrester](#)
8. [Upping the retail experience with conversational search](#)
9. [Benefits of embracing the customer effort score](#)
10. [How retail marketers can profitably clear inventory](#)