



STUDIO COLLECTION  
2021 / 2022

# LOOKBOOK



*"We create collections, experiences and vibes"*

Hi there, nice to meet you!

Luck is easy to find at ATLITWStudio! From our office in Amsterdam East we work with our young, creative and driven team on the All the Luck in the World brand, ATLITWStudio.

The brand is born from a passion for designing jewelry and collecting vintage interior and since then we have created several jewelry collections and a unique card and poster line. We choose our own way and find it important to be unique and inspiring, in designing jewelry, packaging, illustrations and creating collections. We therefore regularly add new collections and items. Each collection has its own theme and source of inspiration, so there is something for everyone.

Because we believe that our products can always be worn, we strive to provide the best quality in all our products. This is why our jewelry is handmade with care from high quality materials.

We proudly present you our brand, ATLITWStudio

The ingredients? Passion for jewelry, love for unique items and an eye for quality!

Wishing you All the luck in the world.

With love,

Team All the luck in the world



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# Bella







Let your confidence shine, pretty girl! Don't hold back and show yourself with these beautiful necklaces. Elegance, femininity and beauty combined in this new collection. Wear the necklaces separately or with several at the same time for the ultimate sparkle. The zirconia crystals are handmade and the ombre effect provides a nice subtle twist. Let the different colors define you.







sparkle  
bling  
unique  
subtle

# Jolie



This ring is like a little treasure chest that you wear on your finger. Because one diamond is never enough. This is the perfect addition to any jewelry collection.



# Jolie

This collection is like a treasure chest you wear on your finger. The gems shine and therefore so you do. We sparkle, dance and laugh. The rings make you feel unique and empower you. Combine several rings with each other to go all out.







## The rings make you feel unique and empower you!

The beautiful rings are part of our Jolie collection. Our mood when wearing these rings: sparkle, shine, dance, laugh. The rings make you feel unique and empower you. The stones give energy, vitality and self-confidence. Combine multiple rings/colors with each other. I would say "bring on the bling".





# Aimé

Shine bright like a star and be the one no one can ignore. With this collection nobody can ignore you and we show that every can can be a party. A night out, having coffee with a friend or a business meeting. Every offcasion may gave a little sparkle. Let the good time roll!





# Aimé Aimé Aimé

This beautiful hoop earring is part of our Aimé collection. The handplaced zirconia crystals give your outfit that little sparkle. With this collection we want to show that every dan can be a party. Because life is made for small moments like these. A balance between subtle, yet festive.





# Vivid

collection



Vivid, adjective. ' Busy, cheerful and full of variety'.

The items of this collection stand for colorful, unique and joy. They give your everyday look that extra spark. The graphic, detailed designs have fun and fancy combined! This collection is an ode to less stress and put a smile on your face. So it's time to spread kindness around and feel good. No matter the mood! All earrings, necklaces and rings are made of a combination of 14 karat gold- or silver plated brass and enamel.

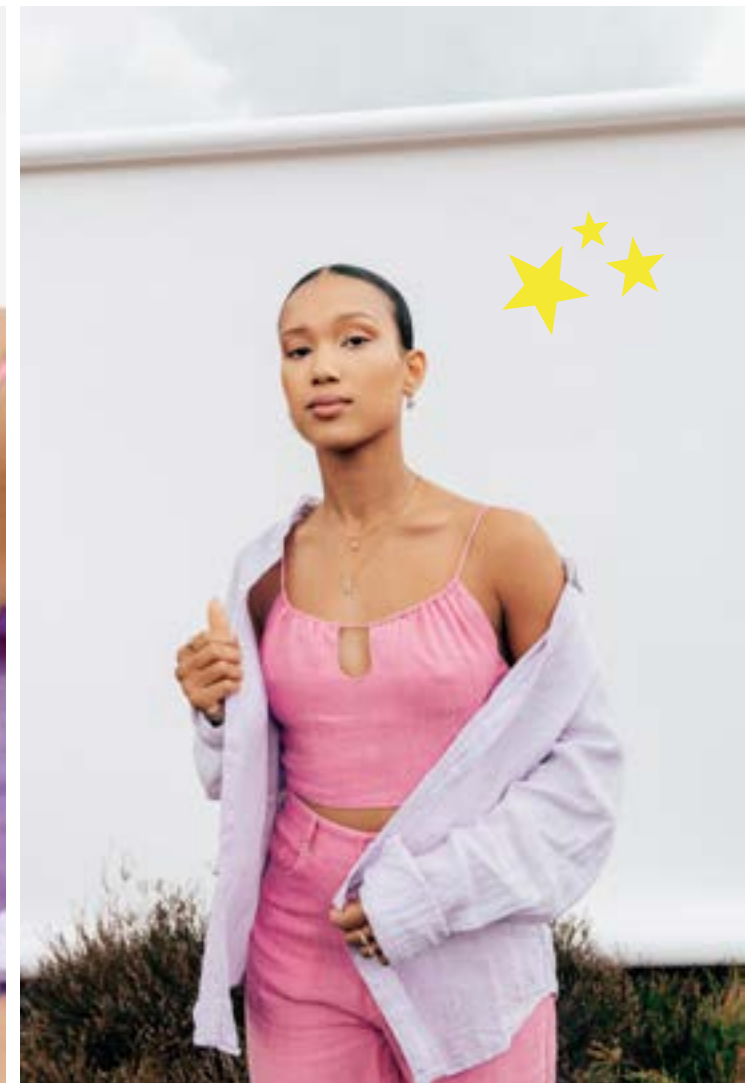
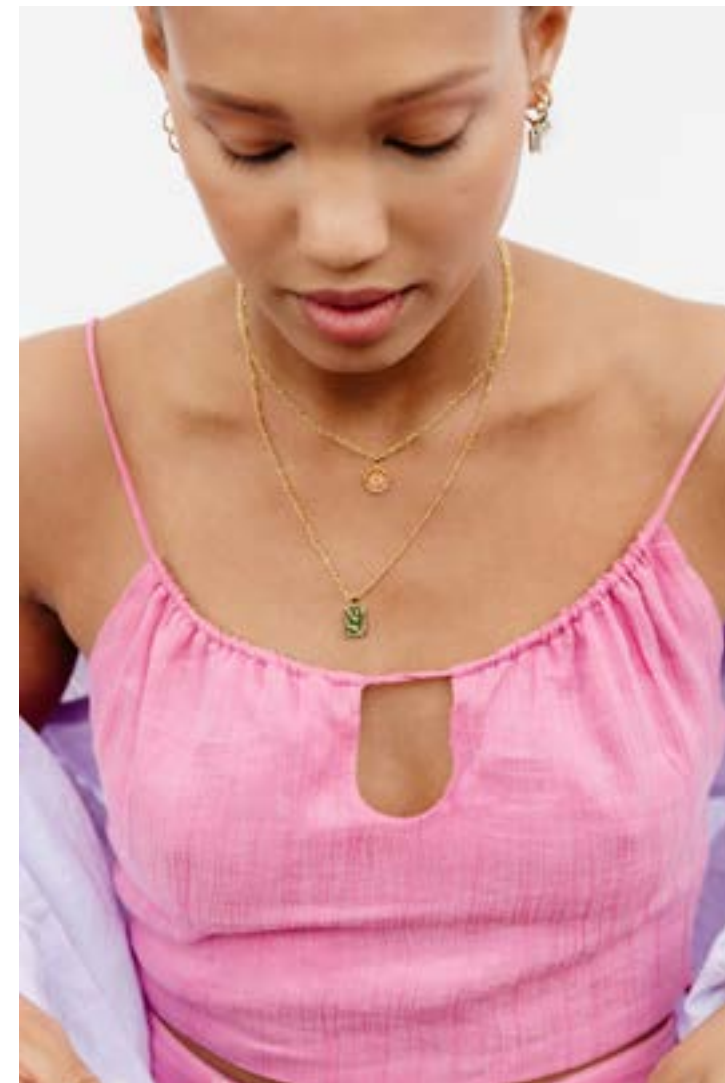








# An ode to less stress and more smiles 😊

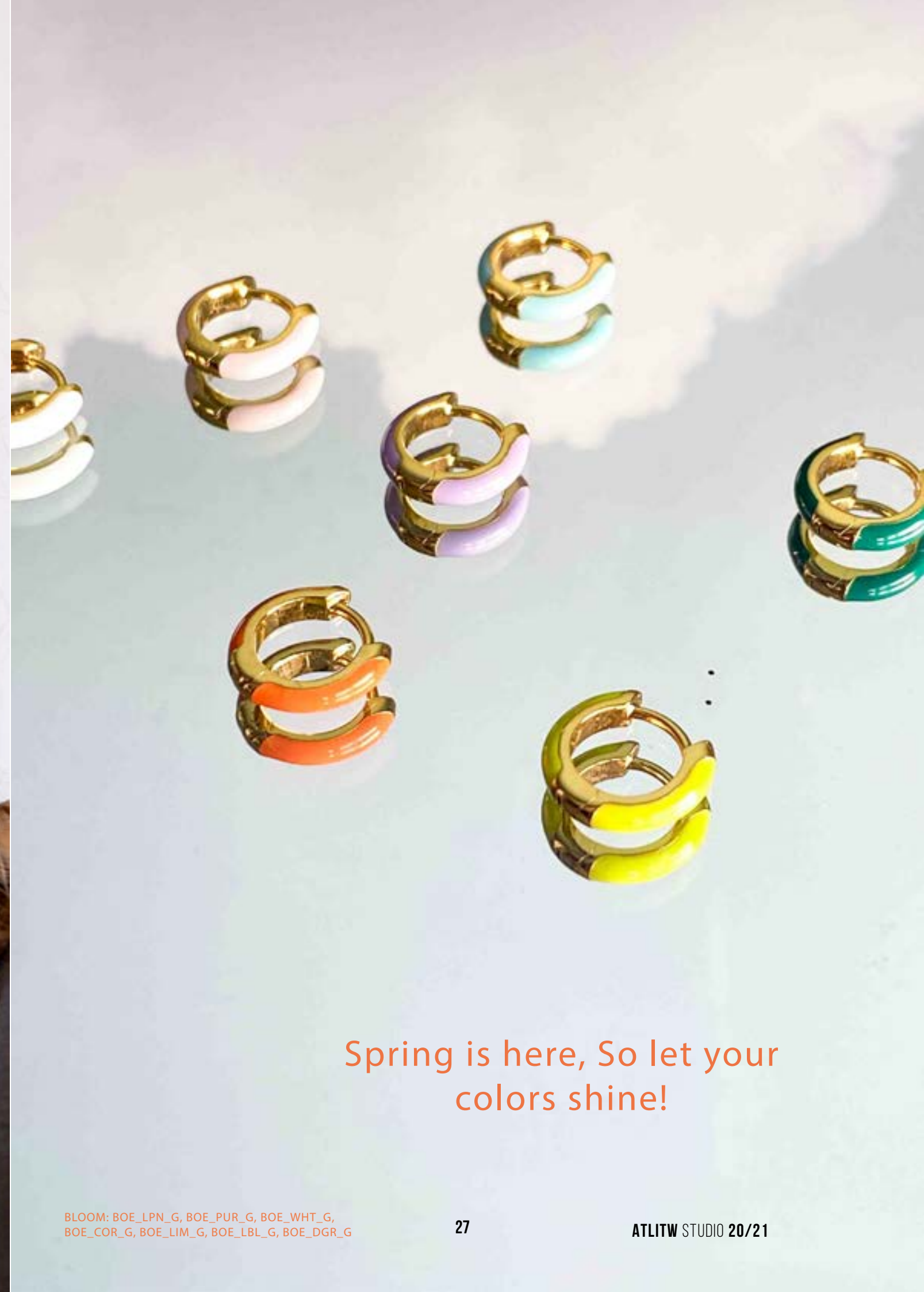




Bloom, all that you are and all that you love, captured in color.

Designed to make a subtle statement, this collection will elevate your everyday look. Wear them to define and redefine your style by choosing colors that express who you are. Let your colors shine, flower child, you are about to bloom.

All earrings are made of a combination of 18 karat gold- or silver- plated brass and enamel.



Spring is here, So let your colors shine!



BLOOM: BOE\_LPN\_G, BOE\_PUR\_G, BOE\_WHT\_G, BOE\_COR\_G





# ESSENTIALS

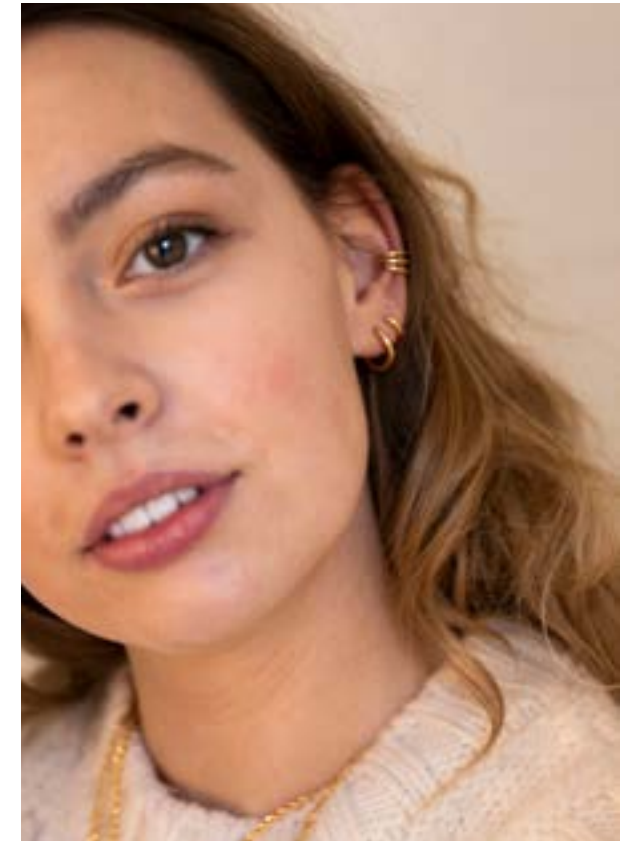
*"elegant today, classic forever"*

Essentials, the name says it all. Essential pieces, perfect to be combined with each other and your favorite signature designs.

The "je ne sais quoi" feeling is the inspiration for this collection: timeless and classic designs that give that effortless chic look what we dream of. Simple, natural and honest: hoops, cuffs and necklaces made of 18 karat gold- or silver- plated brass. *Elegant today, classic forever.*







#### ESSENTIALS

1. ESN\_TRS\_G, ESN\_RSC\_G, ESN\_TRS\_G, ESN\_BOC\_G
2. ESE\_PHS\_G, ESE\_PHX\_G, ESC\_CTA\_G
3. ESE\_HPB\_G, ESE\_HBM\_G
4. ESE\_PCR\_G, ESE\_PTP\_G, ESC\_CTB\_G, ESC\_CZA\_G





# *amour*

*my darling, you are so loved*

My darling, you are so loved! Inspired by the charm of the past, these lovely necklaces bring a variety of vintage inspired designs to suit your style and capture anyone's attention. From deep blue crystals to shiny white opal, the classic shapes and vibrant colours give these pieces an eye-catching allure. All pieces are 18 karat gold plated brass with different colored hand placed zirconia crystals, crystal pearls, synthetic opal and resin stones.

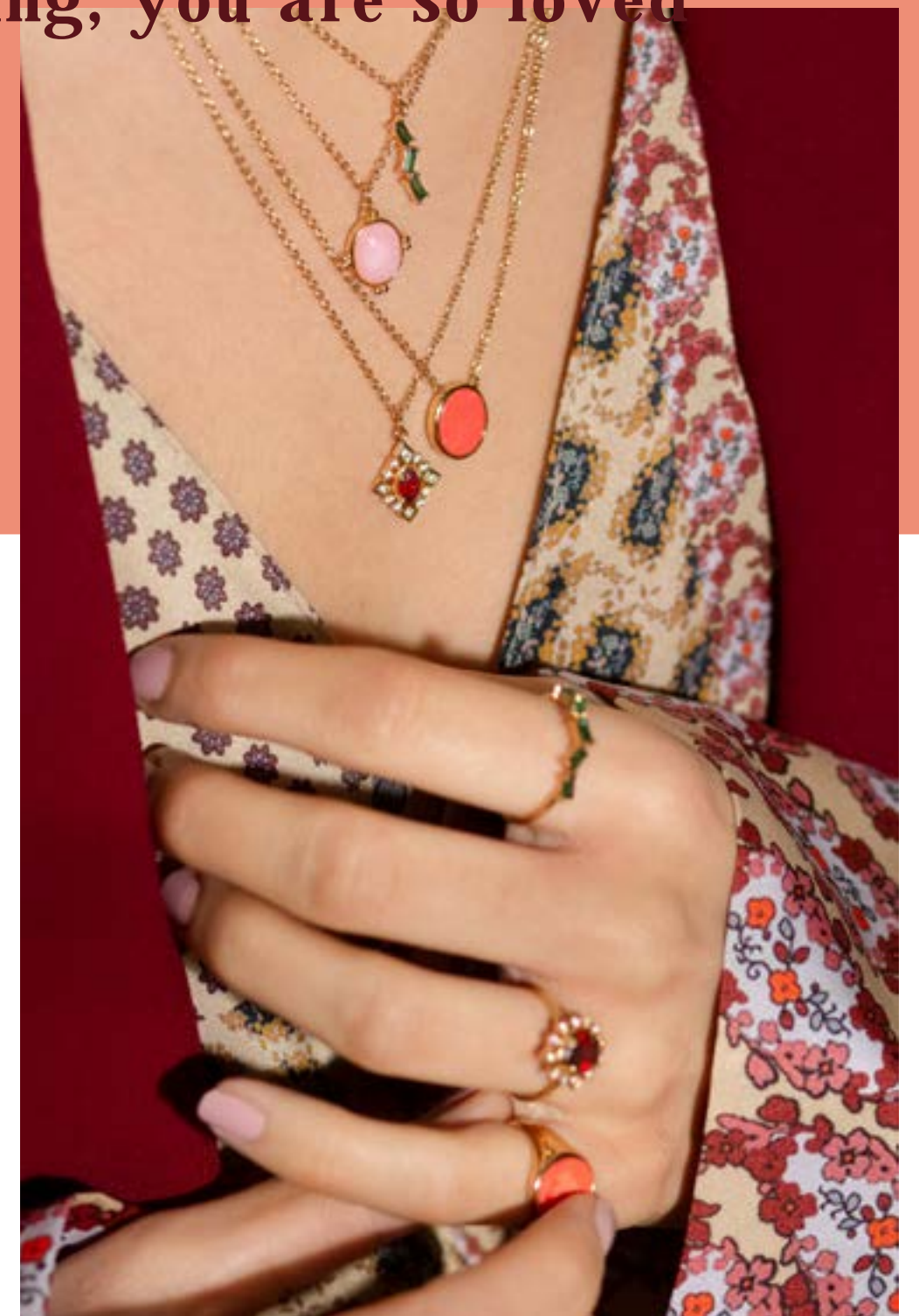






my darling, you are so loved

AMOUR  
LEFT: AMN\_RML\_G, AMN\_OWH\_G, AMN\_OMP\_G  
RIGHT: AMN\_ZZG\_G, AMN\_OMP\_G, AMN\_SOO\_G, AMN\_ORC\_G  
CHERIE: CHR\_ZZG\_G, CHR\_ORC\_G, CHR\_SOO\_G  
CHR\_ZZG\_G, CHR\_ORC\_G





Mix multiple stud earrings and choose from all shapes and designs inspired by the moon, the sun and the stars. Easy to wear and there's one for every occasion - a day at home, the office or a wild night out. What are you waiting for? It's time to bring sparkle to your ear party and dance in the moonlight! The earrings are made of gold plated sterling silver with hand placed zirconia crystals and synthetic opal.

MOONLIGHT: MLE\_TDP\_G / MLE\_FDB\_G  
EAST: EAE\_LCN\_G  
BLISS: BLE\_2SP\_G / BLE\_CRZ\_G



# MOONLIGHT

MOONLIGHT: MLE\_TDC\_G / MLE\_TDO\_G / MLE\_TDW\_G  
SOUVENIR: SVE\_LMN\_G  
BLISS: BLE\_2SP\_G  
CHRISTMAS: CHR\_FDB\_G





MOONLIGHT: MLE\_TDP\_G / MLE\_FDB\_G  
EAST: EAE\_LCN\_G  
BLISS: BLE\_2SP\_G / BLE\_CRZ\_G

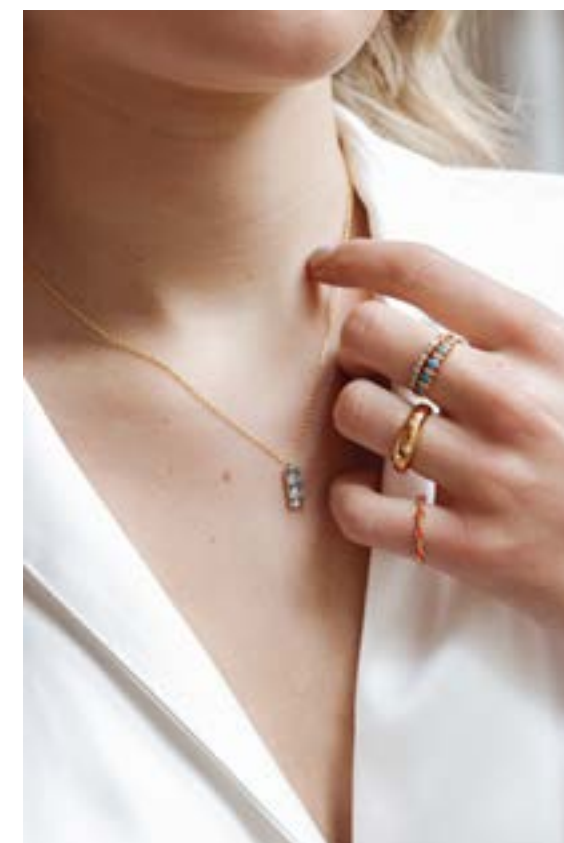
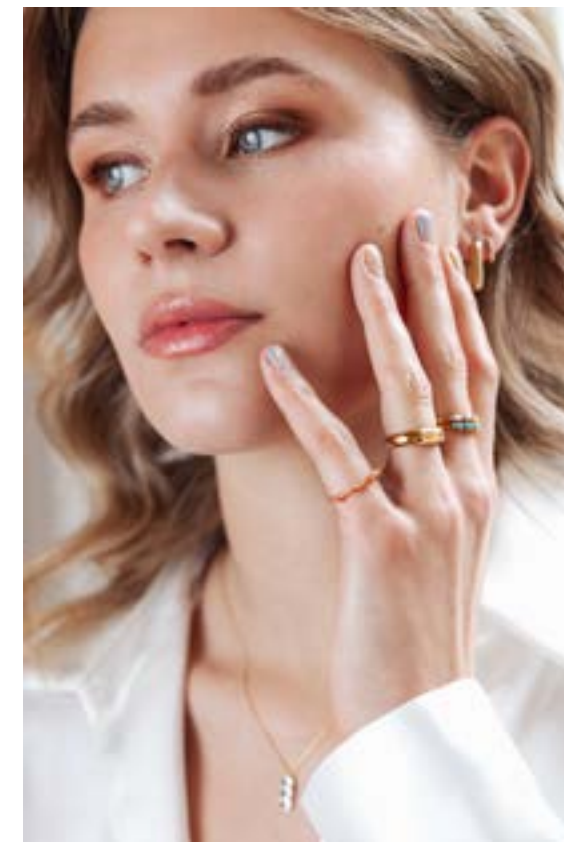
# TIME TO DANCE IN THE MOONLIGHT

MOONLIGHT: MLE\_FDB\_G / MLE\_TDP\_G / MLE\_TDB\_G / MLE\_TSP\_G  
BLISS: BLE\_2SP\_G

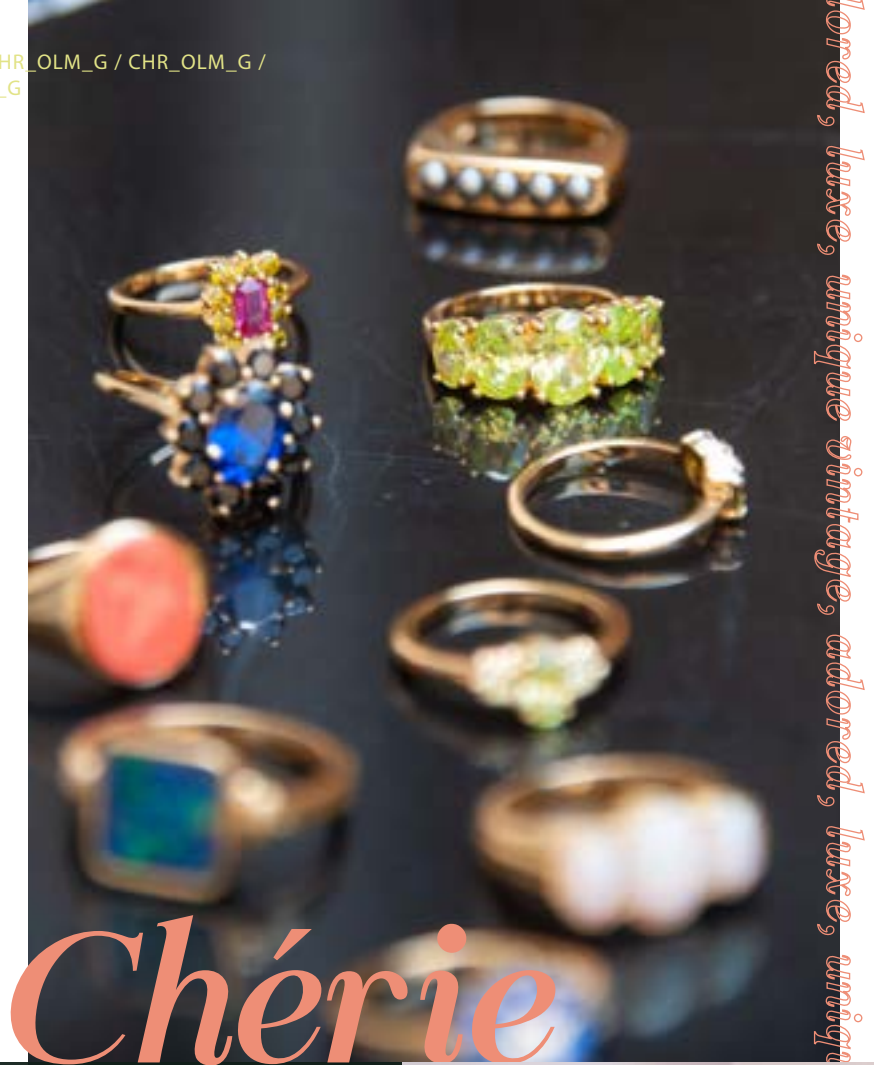




*Chérie*  
*Chérie*  
*Chérie*



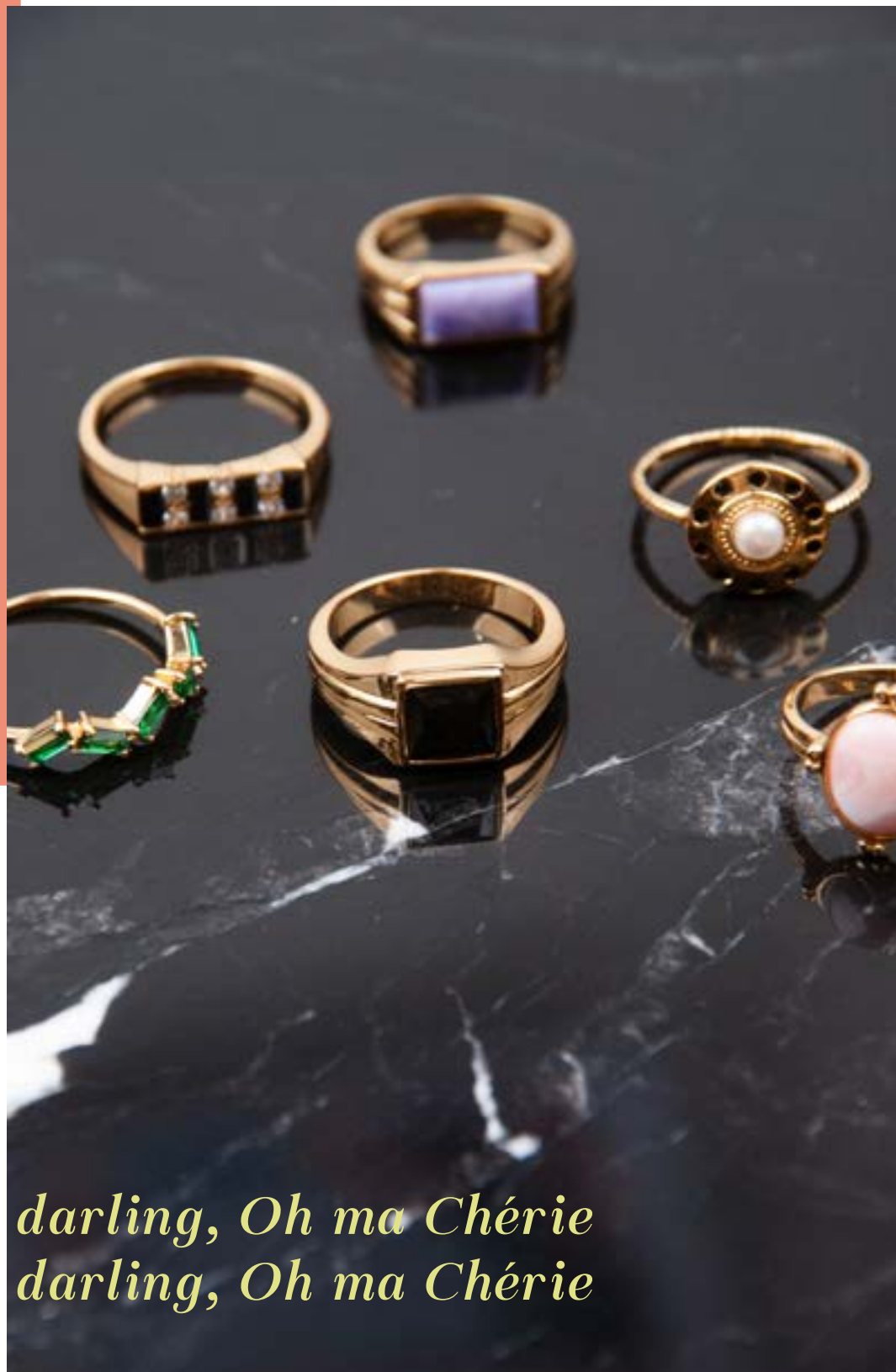




# Chérie



CHERIE: CHR\_RML\_G / CHR\_BBC\_G / CHR\_ZZG\_G / CHR\_QBL\_G / CHR\_CPB\_G / CHR\_OMP\_G



*Oh my darling, Oh ma Chérie  
Oh my darling, Oh ma Chérie*

CHERIE: CHR\_BSG\_G / CHR\_OSL\_G /  
CHR\_FBC\_G / CHR\_OWH\_G / CHR\_DBL\_G





# BOLD



## BE BOLD, BE YOU!

Dare to be different and stand out in the crowd. The necklaces and earrings in this collection are so colorful and sparkly, they will definitely make you greedy. Choose your favorite(s) and wear them proudly, *be bold, be you!* The items are made of 18 karat gold plated brass, embellished with different colored hand placed zirconia crystals.





colorful luxurious spunky party colorful  
colorful luxurious spunky party colorful



BOLD: BDE\_SCB\_G / BDN\_RSM\_G / BDN\_MRB\_G

colorful luxurious spunky party colorful  
colorful luxurious spunky party colorful









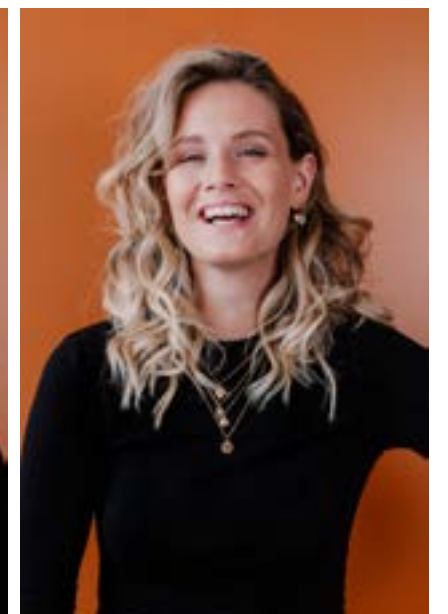
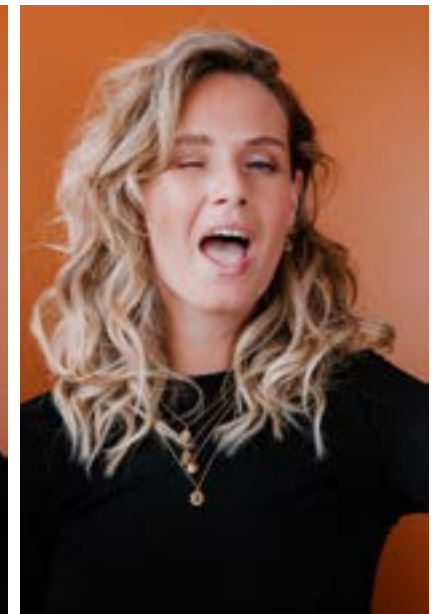
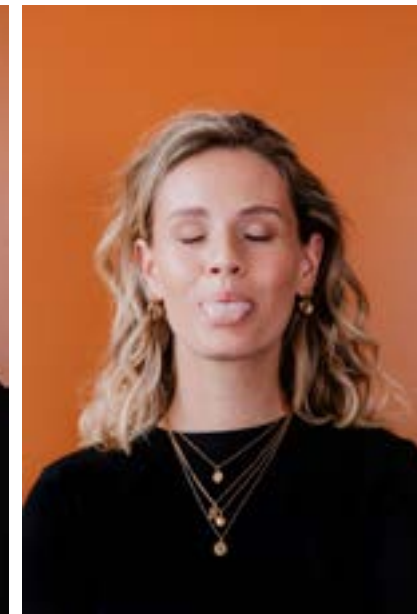
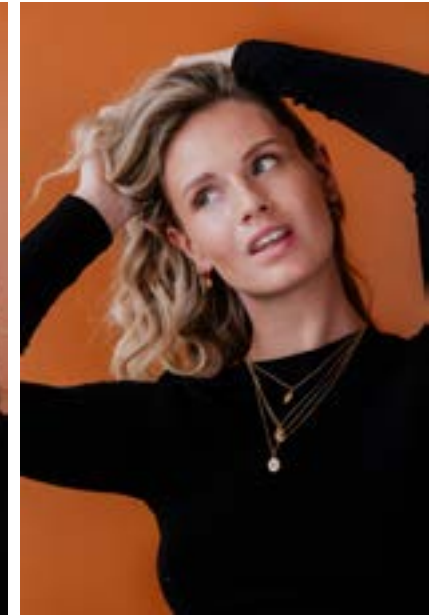


# charm

Let's get lucky! Get inspired and find your lucky charm within the many unique designs. The detailed necklaces and earrings are perfect to wear on their own or combined with each other for an effortless cool look!

Add a touch of confidence to your style with these 18 karat gold- or silver- plated brass jewelry pieces.



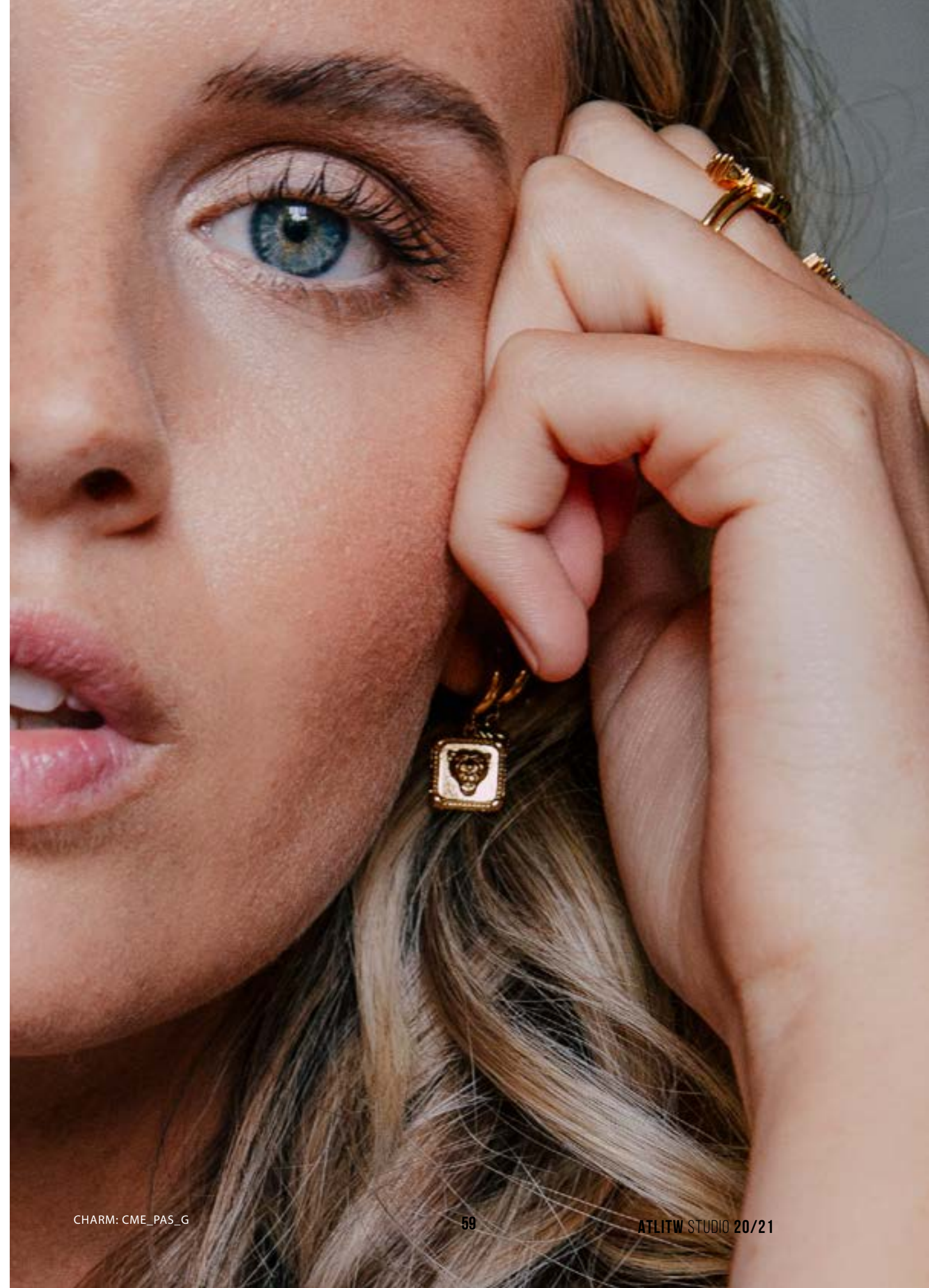




CHARM: CMN\_DIO\_S / CMN\_RAR\_S / CMN\_BSS\_S



**LET'S GET LUCKY!**  
**LET'S GET LUCKY!**  
**LET'S GET LUCKY!**





# MAGIQUE MAGIQUE MAGIQUE

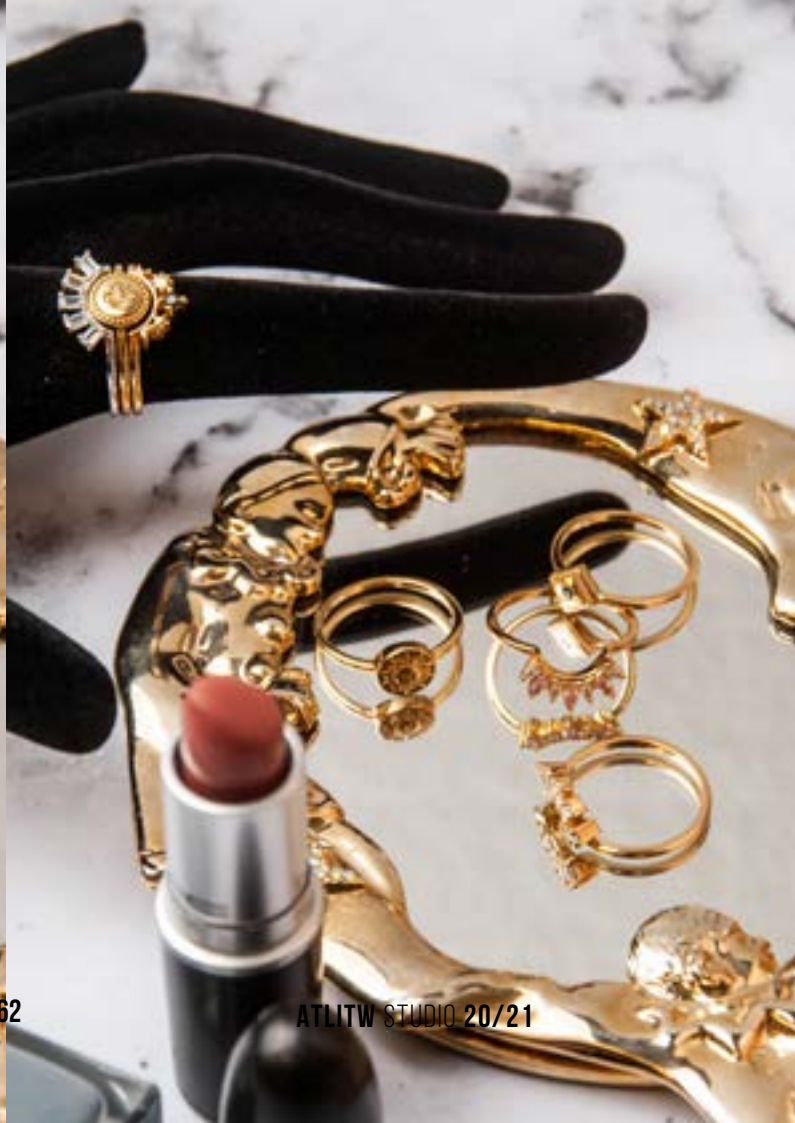


MAGIQUE: MAR\_CAC\_G / MAR\_CBB\_G / MAR\_CBL\_G / MAR\_CSU\_G



MAGIQUE: MAR\_CAC\_G / MAR\_CSU\_G / MAR\_CSB\_G / MAR\_STP\_G





# MAGIQUE

*(S)he's magic, that one.* Celebrate your magical powers with our stackable rings. The collection is inspired by gold vintage treasures from the past. Collect them, mingle them and let's get the ring party started! All pieces are made of 18 karat gold- or silver- plated brass, some embellished with different colored zirconia crystals.





(s)he's **magic,**  
that one.

STEP 1 | Find your perfect match



STEP 3 | Add a crown on top



STEP 2 | Make it personal with a coin



STEP 4 | Mingle with gold and silver



HOW TO STYLE



MAGIQUE: MAR\_CSU\_G / MAR\_CSB\_S / MAR\_SQB\_G / MAR\_CAC\_G / MAR\_CEU\_G / MAR\_CBL\_G  
CHARM: CMN\_SUC\_G / CMN\_MSS\_G / CMN\_DIH\_G  
BOLD: BDN\_SCB\_G





# BLISS BLISS BLISS

# BLISS BLISS BLISS



BLISS: BLE\_CMZ\_G / BLE\_CBZ\_G / BLE\_CRZ\_G



## BLISS

We celebrate the joy of life with this collection of earrings. We have a thing for all the shiny, pretty things in life. Therefore we embellished the earrings with Zirconia Crystals, which symbolize the colors of joy! Wear them in the way you prefer, separately or combined. All pieces are made of 18 karat gold- or silver- plated brass, some embellished with different colored zirconia crystals.





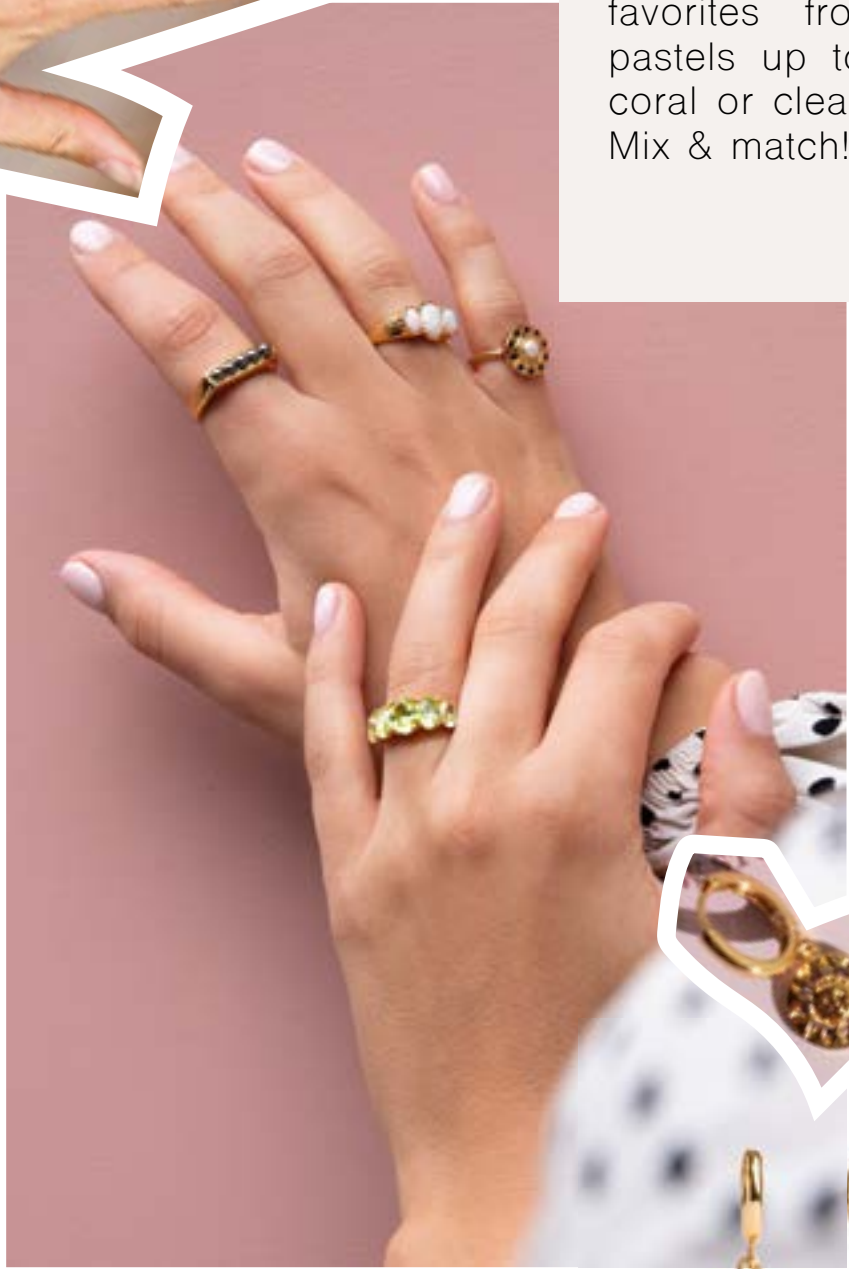


02.



**CANDY JAR**

we love to mix poppy colors for the ultimate summer or party look. Pick your favorites from soft pastels up to bright coral or clear green! Mix & match!



05.

04.



01.



**MOTTO** 'YOU GLOW GIRL'



05.

- 01. Make his/her heart skip a beat / CME\_BUH\_G
- 02. Statement piece / CHR\_SOC\_G, CHR\_BSG\_G, CHR\_OSL\_G
- 03. Sparkle! / BDN\_GCO\_G
- 04. Be the Sunshine! / BDE\_SCP\_G
- 05. Spice it up! / MLE\_TDG\_G

01.



**MOOD** 'JUST KICK ASS!'

02.



**BABE, YOU GOT THIS**

Feelin' moody or can't decide what to wear? Add jewelry to your outfit and you can handle the world again! Play with gold & silver to create a cool '*je ne sais quoi*' look!

06.



05.



05.



04.



- 01. hey cool kid / CHR\_SOV\_G, CHR\_BBC\_G
- 02. Lucky Star / SVE\_OST\_G
- 03. Personal Support / UBB\_GGL\_G
- 04. Love by the Moon / SVB\_LMN\_G
- 05. Go get 'em tiger! / SVN\_LPD\_G
- 06. She's magical / MAR\_CSB\_S, MAR\_CSU\_S, MAR\_CAC\_S, MAR\_SQB\_S





# 東

## EAST

This collection brings you all the luck in the world. The colorful Oriental culture was our source of inspiration. Imagine yourself in Oriental style by wearing this beautiful jewelry line.

Some of the items are embellished with zirconia crystals, for a rich, chic look. The collection is playful but elegant, think of a pretty Chinese lucky coin and a graceful Japanese crane, which stands for luck, love and loyalty. Both the earrings as the necklaces are made of 18 karat gold- or silver- plated brass, some embellished with different colored hand placed zirconia crystals.



EAST: EAE\_LCN\_G  
BLISS: BLE\_CBZ\_G  
PARADE: PDE\_KOC\_G



# BREATHE IN THE **ORIENTAL** CULTURE





















# Souvenir

Our favourite thing to do in the whole world? Going on adventures, discovering new places and making memories. This collection is the recipe for a wild child, find your spirit animal, be your true self and be happy. Don't take life too seriously and enjoy it to the fullest. The earrings, bracelets and necklaces are made of 18 karat gold- or silver- plated brass.

SOUVENIR: SVE\_STB\_G / SVE\_TTH\_G

*adventures . discovering . travel . wild child . memories*

*adventures . discovering . travel . wild child . memories*



SOUVENIR: SVE\_STB\_G  
CHARACTER: CHE\_LTB\_G

*adventures . discovering . travel . wild child . memories*









SOUVENIR: SVE\_OTR\_G / SVE\_LIN\_G



ATLITW STUDIO 20/21

90



Don't look  
each one's re  
n  
and  
th  
be  
and your eyes

91

ATLITW STUDIO 20/21



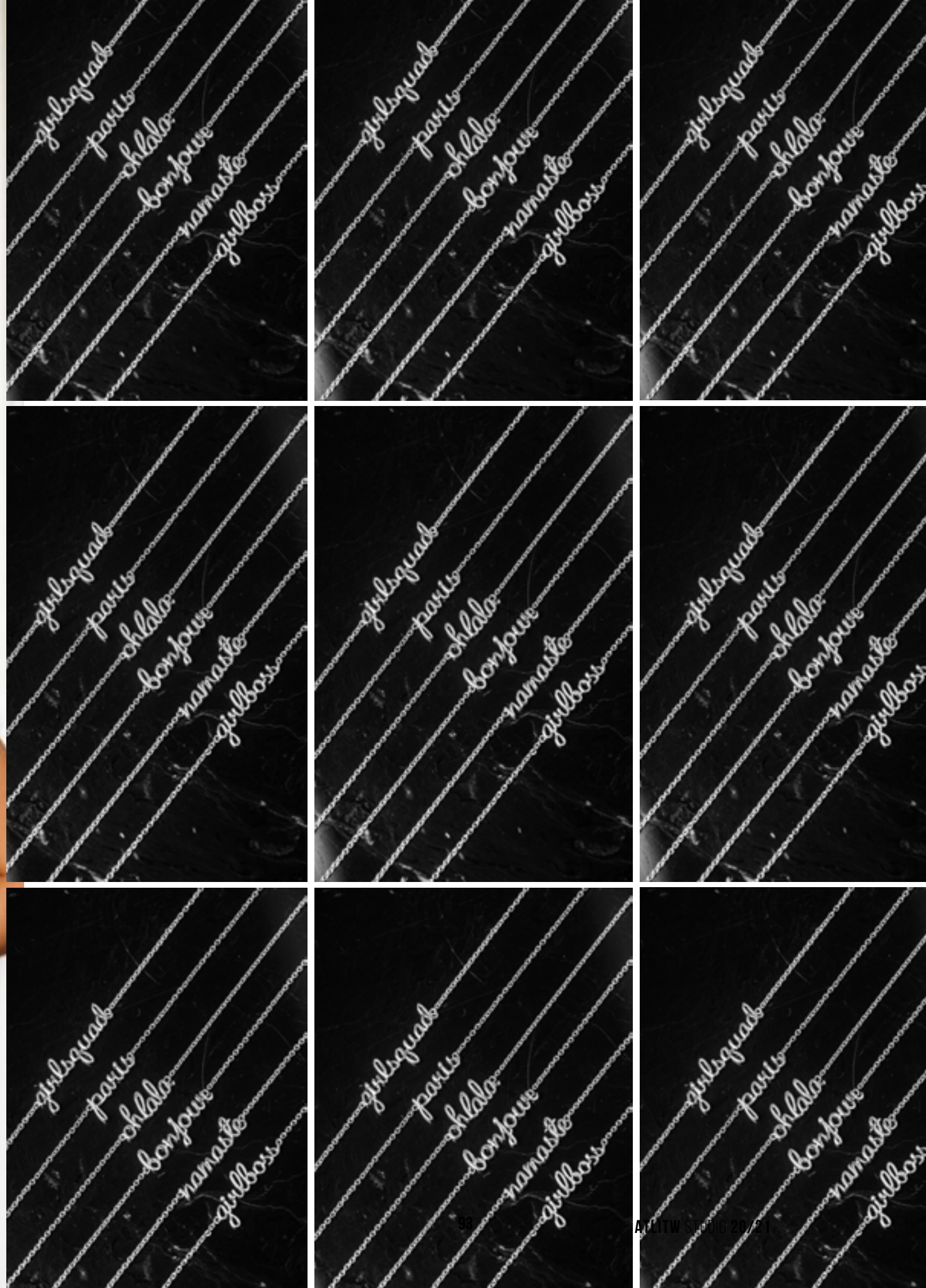
URBAN: UBN\_GLB\_G  
CHARACTER: CHB\_LTL\_G  
SOUVENIR: SVB\_HRN\_G

URBAN: UBB\_GLS\_S / UBB\_CPS\_S /  
UBB\_OLL\_S / UBB\_BNJ\_S /  
UBB\_NMT\_S / UBB\_GLB\_S



# urban

We absolutely love the city life. We get energy from the vibrant city Amsterdam. *'Work hard, play hard'. Every day!* This collection is inspired on European city Street Style, but we keep it classy. From a downtown relaxing yoga class, to dancing in a club with the girls and late night snacks. Make the city your home. Both the bracelets as the necklaces are made of 18 karat gold- or silver-plated brass.











URBAN: UBB\_CAM\_G / UBB\_GNT\_G /  
UBB\_OLL\_G / UBB\_BNJ\_G



CITY | STREET STYLE | PLAYFUL | ENERGY



today we dance  
tomorrow we  
sleep  
let's stay  
playfull



CHARACTER: CHN\_LTB\_S / CHN\_LTL\_S  
SOUVENIR: SVN\_CCT\_S



ABC, ALWAYS BE CHARMING

## CHARACTER

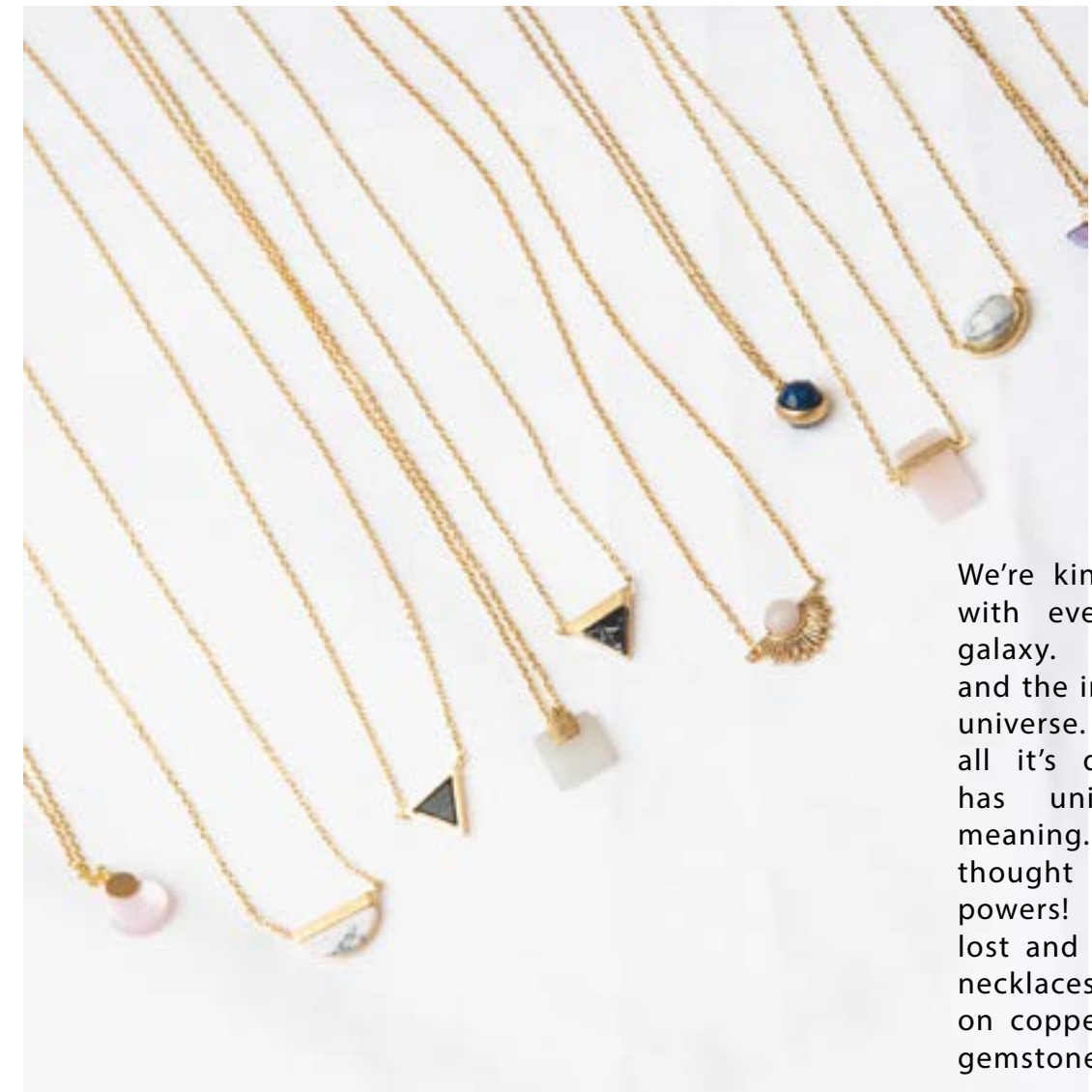
The pieces of jewelry from the Character collection are very suitable as a personal gift. Choose your precious initial, from your loved ones, or be creative with the alphabet. Our motto? *ABC, Always Be Charming*. The shiny medallions can be combined with every style, so let's go all out! The collection is 18 karat gold- or silver-plated on brass.











We're kinda, sorta, obsessed with everything about the galaxy. Full of mysteries and the infinite feeling of the universe. This collection with all it's different gemstones has unique beauty and meaning. In fact, many are thought to hold special powers! So look up, get lost and explore with us. All necklaces are gold -plated on copper with hand placed gemstones.

# galaxy

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SOUVENIR: SVE\_STB\_G  
GALAXY: GXN\_MNA\_GRN  
CHARACTER: CHN\_LTL\_G



## GEMSTONE DISCRIPTION

The Galaxy collection with all these different stones have unique beauty and significant meaning. In fact, many gemstones are thought to hold special powers and bring about certain fortune for those who wear them. Look up, get lost and explore!

### ROSE QUARTZ

**LOVE - MOTHER LOVE - CARING - KINDNESS - FRIENDSHIP**

Rose Quartz is the stone of universal love. It restores trust and harmony in relationships, encouraging unconditional love. Rose Quartz purifies and opens the heart at all levels to promote love, self-love, friendship, deep inner healing and feelings of peace. Calming and reassuring, it helps to comfort. Rose Quartz has the power to protect both mother and baby during pregnancy and birth.

### NEW JADE

**SERENITY - WISDOM - BALANCE - PEACE**

Jade is a symbol of serenity and purity. A protective stone, Jade keeps the wearer from harm and brings peace. Jade attracts good luck and stabilises the personality. Soothes the mind, releasing negative thoughts. Jade encourages you to become who you really are.

### AMETHYST

**HEALING AND PROTECTION OF BODY, MIND & SOUL - RELIEVES STRESS**

Amethyst is a powerful and protective stone and protects the wearer from all types of harm. Amethyst relieves stress, soothes, balances mood swings, resolves anger and anxiety. It calms and stimulates the mind, helping you become more focused.

### HOWLITE

**INSPIRATION - CREATIVITY - ARTISTIC EXPRESSION**

Howlite strengthens memory and stimulates desire for knowledge. It teaches patience and helps to eliminate rage, pain and stress. It is a calming stone, Howlite calms communication, facilitates awareness and encourages emotional expression.

### LAPIS LAZULI

**INNER POWER - LOVE - SELF-CONFIDENCE - FRIENDSHIP**

Lapis Lazuli is a stone of protection. It quickly releases stress, bringing deep peace. It brings harmony and deep inner self-knowledge. Encourages self-awareness and reveals inner truth, providing qualities of honesty, compassion and morality to the personality. Lapis Lazuli assists to confront and speak one's truth and inspires confidence. It bonds relationships, aiding in expression of feelings and emotions.

### CHRYSOPRASE

**SPIRITUAL PROTECTION - BALANCE - HOPE - RELAXATION**

Chrysoprase opens, activates and energises the heart and balances your energy. Chrysoprase promotes love of truth. It promotes hope, and encourages fidelity in business and personal relationships. Chrysoprase is detoxifying and helps you to eliminate waste from the body, as well as the mind. It is excellent for relaxation and promoting a peaceful night's sleep.



---

# PETITE

fine | subtle |  
elegant



PETITE: PTE\_MON\_S  
CHARACTER: CHE\_LTB\_S



the more the merrier.



PETITE: PTE\_STR\_SG / PTE\_HRT\_SS /  
PTE\_TWS\_SG / PTE\_MON\_G /  
PTE\_STM\_SS / PTE\_TRS\_G /  
PTE\_OTR\_S

## PETITE

In Dutch they say; '*klein maar fijn*', this collection is perfect for those who are devoted to fine, subtle jewelry. Wear a pair or start an ear-party! Because in our eyes, the more the merrier! The earrings are made of (gold plated) post silver or sterling silver.





# THIS IS HOW WE DO IT

At All the Luck in the World Studio we want to create and present stylish, high-quality products that are suitable for everyone. Because we believe that our products are timeless and can always be worn, we strive to provide the best quality in all our products. This is why we work together with our expert craftsmen to ensure exceptional quality and responsible production.

## OUR MATERIALS

**ATLITW Studio jewelry** is always made with care from high quality materials such as 18 karat gold - or silver plated brass, sterling silver, gemstones and zirconia crystals.

**PLATED JEWELRY\*** Our plated jewelry all have a base of brass and are of high quality. The base is passed through an 18 karat or silver bath, that gives the piece its beautiful colour with a layer of real 18 karat gold or silver. In addition, the pieces also have an extra E-coating that serves as a protective layer, so that the quality is maintained for a long time.

\*Plating is a method of depositing a layer of gold or silver on to the surface of a base.

**STERLING SILVER** Sterling silver is a mixture of pure silver and a small amount of other metals. Sterling silver has a purity of .925, meaning that it contains 92.5% pure silver.

**GEMSTONES & CRISTALS** We use a variety of genuine mineral stones and zirconia crystals, specially selected for our different pieces. Crystals and gemstones have been used for thousands of years because of their special powers.



18 karat gold plated messing  
with Synthetic Opal



18 karat gold plated messing with Resin



18 karat gold plated messing  
with Zirconia crystals







**PACKAGING** Because jewelry is the perfect gift for yourself and your loved ones, we designed special ATLITW Studio boxes and cards in which our jewelry is packed.

## STUDIO

From sketching new collections, creating this lookbook to photoshoots in the city. The ATLITW Studio team does it all.

**SAY IT WITH A POSTCARD** We've also got a diverse range of designs ready for you to send to the people you love.





# OUR STORY

*"Passion for jewelry design and a love for vintage"*



All the Luck in the World was born from a passion for designing jewelry and collecting vintage interior, something that is still central today. This passion started in 2012 with one store in Amsterdam and has grown into a leading brand with a unique concept. Besides the ATLITW Studio brand we also have three own stores in Amsterdam, a coffee bar and a webshop where these ATLITW Studio collections are sold.

At All the Luck in the World we choose our own way. This inspires us to be original, unique and inspiring, in the design of jewelry, packaging, illustrations, creation of collections and in supply of products. We work to create and offer stylish and high quality products that are suitable for everyone. We want to bring the best price quality, both in the jewelry and the treasures in our stores. Both young and old can come to All the Luck in the World because of the variety of products available, and we regularly add new collections and items to our collection.

*"We create collections, experiences and vibes".*



Nine Streets District  
Berenstraat 2  
Amsterdam

## THE LUCKY FEELING

Luck is easy to find at All the Luck in the World. So we hope that you can experience your time of happiness with us. For example, in drinking your first coffee of the day, finding the perfect gift, searching for your favorite piece of jewelry, in your daily dose of inspiration and in that one unique interior item of your wishlist. All the Luck in the World is there for you to help you, to give you that lucky feeling every time.

De Pijp  
Gerard doustraat 86h,  
Amsterdam

East store & Coffee café  
Linnaeusstraat 20hs  
Amsterdam





# WHERE **LUCK** IS FOUND

We love to meet you in our store(s), on our webshop or as  
(future) reseller!

Wishing you All the Luck in the World!

## GET IN TOUCH

---

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Amsterdam

NINE STREETS DISTRICT  
Berenstraat 2  
Amsterdam

DE PIJP  
Gerard Doustraat 86h  
Amsterdam

## THANK YOU

PHOTOGRAPHY  
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LUCKY GIRLS  
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Milou Ouwehand  
Chiara Arbouw  
Benthe Liem  
Leonie Stada  
Inanue Tomasowa  
Simone Magilse  
Suzanna Devita  
Julia de Vries

BEAUTY  
Demi Kijser  
Jenny Alvares



/ @alltheluckintheworld



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