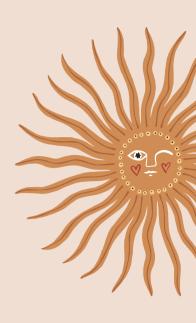






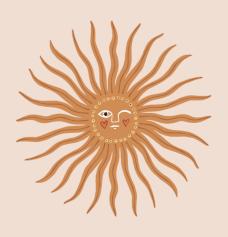
ALL THE LUCK IN THE WORLD

AMSTERDAM



Welcome to our world, where every piece of jewelry is made with love and contains a story to be told.

At All The Luck In The World, we create collections that capture the essence of wanderlust, nostalgia and the beauty of the everyday. We believe in celebrating life's simple moments and transforming them into beautiful pieces that exude charm and strength. Each creation is born from a blend of artistry, passion and love.



ALL THE LUCK IN THE WORLD AMSTERDAM

All the Luck in the World was born from a passion for designing jewelry and collecting vintage interior, some that is still central today. A family business in with mother and daughter joined forces and started the brand All the Luck in the World. This passion started in 2012 with one store in Amsterdam and has grown into a leading brand with a unique concept, with now three own stores located in Amsterdam. From our office in Amsterdam East, Linnaeusstraat, our young, creative and driven team are working on the brand. Every day we try to take the brand to an even higher level and inspire our customers with our beauiful items.

We choose our own way and find it important to be unique and inspiring, in designing jewelry, packaging, illustrations and our own homeware collection. Each collection has its own story and source of inspiration.

Our interior collection is designed to bring modern style and comfort to your home. Crafted by our designer and inspired by the vibrancy of summer, our collection draws inspiration from our jewelry brand.

Luck is easy to find at All the Luck in the World. 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. Discover your next treasure, create unforgettable moments and embrace a world where luck, love and beauty intertwine seamlessly.

We invite you to explore our lookbook, immerse yourself in the charm of our creations, and let each piece inspire your unique story.

With love and luck,

All the Luck in the World

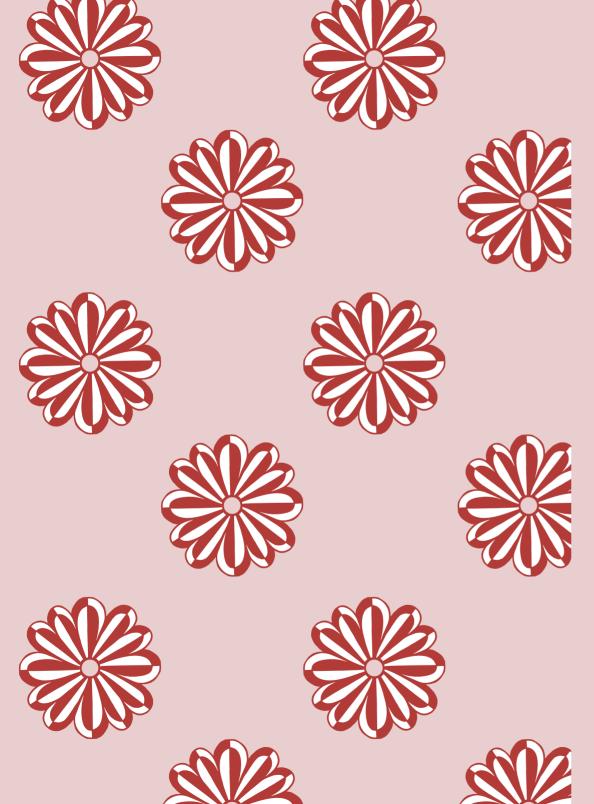




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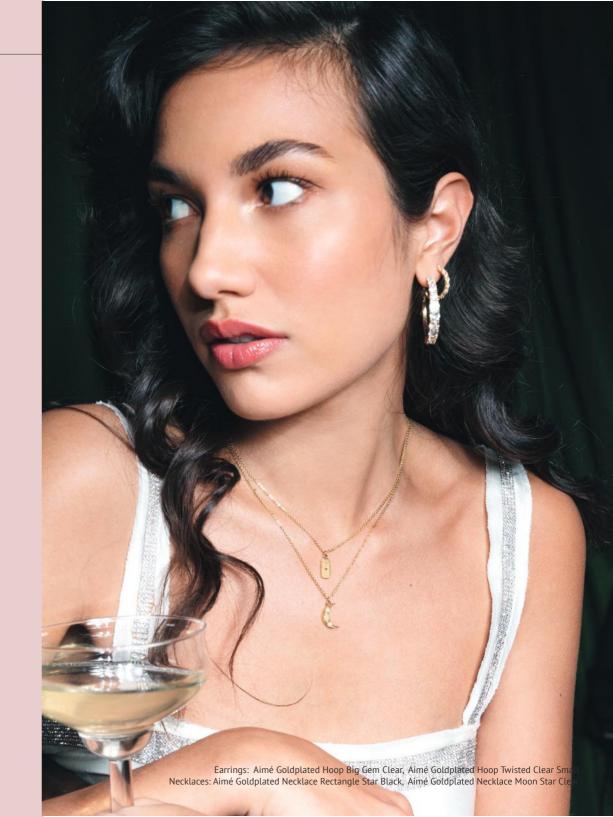


JEWELRY

Step into a world of timeless elegance with All the Luck in the World's exquisite jewelry collection. Each piece is a testament to craftsmanship, designed to reflect individuality and grace. From delicate necklaces that whisper elegance to statement earrings that exude confidence, our jewelry celebrates the beauty of subtlety and the power of self-expression. Discover the allure of handcrafted pieces that tell stories and add a touch of magic to every moment, only with All the Luck in the World.

AIMÉ

With this collection nobody can ignore you anymore and we show that every day can/may be a party. A night out, a coffee with a friend or a business meeting. This diverse collection is not only for every occasion, but also for every age. As you can go for a classic and subtle hoop, but you can also shine with the big hoops to complete your party outfit.





These necklaces belong to our Aimé collection. The handplaced zirconia crystals give your outfit that little sparkle. With this collection we want to show that every day can be a party, because life is made for small moments like these. A balance between subtle, yet festive. It is a wide collection that consists of different sized and types of hoops, studs, earrings with charms and necklaces.



AMOUR

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 lilac, the classic shapes and vibrant colors give these pieces an eye-catching allure. All pieces are gold plates brass with different colored hand placed zirconia crystals, crystal pearls, synthetic opal and resin stones.

Jewelry is like the perfect spice - it always complements what's already there.









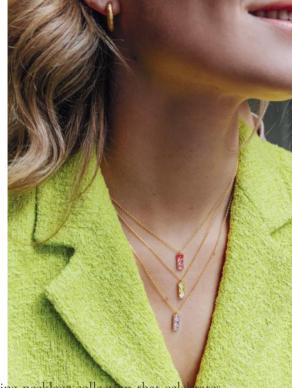


BELLA

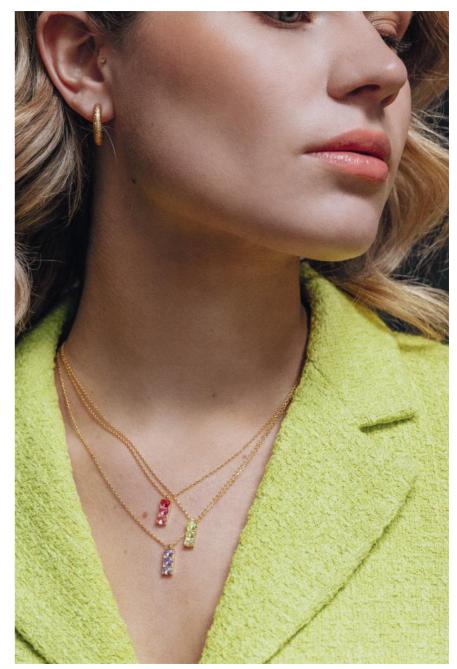
Let your confidence shine, pretty girl! Don't hold back and show yourself with these beautiful necklaces. Elegance, femininity and beauty combined in this collection. Wear the necklaces separately or with several at the same time for the ultimate sparkle. This zirconia crystals are handmade and the ombre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







A captivating necklace collection that celebrates diversity in colors and styles. Explore an array of hues and designs meticulously crafted to reflect individuality and charm. From vibrant tones to subtle shades, each necklace in this collection embodies its unique personality, adding a touch of elegance and versatility to every ensemble. Find your perfect match within the Bella collection and adorn yourself with the beauty of diversity.



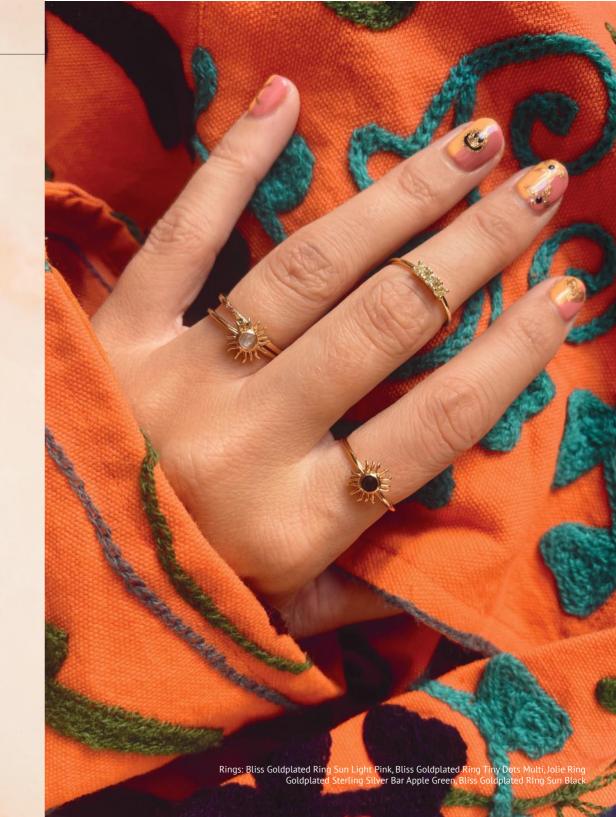
Necklaces: Bella Goldplated Necklace Bar Lilac, Bella Goldplated Necklace Bar Lime, Bella Goldplated Necklace Bar Pink

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BLISS

Step into a world of radiance with our 'Bliss' collection. Adorned with exquisite zirconia crystals, these delicate earrings and rings are crafted to elevate every moment. Embrace the enchanting allure of these pieces, adding a touch of sparkle and elegance to your style effortlessly.



The Bliss collection consists of subtle and classic earrings, hoops and rings. We celebrate the joy of life with this collection of earrings. We have a thing for all the shiny, pretty things of 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.





Earrings: Bliss Goldplated Earring Creole Ruby Pink, Bliss Goldplated Earring Creole Black, Bliss Goldplated Earring Creole Green



BLOOM

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 you colors shine, flower child, you are about to bloom. All earrings are made of a combination of 18 karat gold- or silverplated brass and enamel.









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.



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 silverplated brass jewelry pieces.



A stunning array of earrings and necklaces crafted in both silver- and goldplated. Each piece is meticulously designed, boasting intricate details that render every item uniquely captivating.





CHÉRIE

Oh my darling, oh ma chérie! You are so beautiful. Inspired by the allure of the past, these stunning rings are easy to love. Classic cut shapes and unique gemstones give the look of a vintage piece with great craftmanship. Whether simply elegant or luxe and dazzling, this collection has a piece for every taste and is sure to add style and elegance to anything they're worn with.



Rings: Chérie Goldplated Ring Circle Pearl Black, Chérie Goldplated Ring Zigzag Green, Chérie Goldplated Ring Square Green Clear

















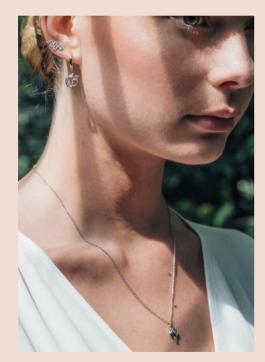






EAST

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. This collection is playful, but elegant. Think of a pretty Chinese lucky coin and a graceful Japenese crane, which stands for luck, love and loyalty.



Earrings: East Silverplated Earring Small Dragon, Parade Silverplated Earrings Snake Necklace: East Silverplated Necklace Lantern









Essentials, the name says it all. Essentials pieces, ready to be layered and combined between them and your favorite signature designs. The 'je ne saus quoi' feeling is the inspiration for this collection: timeless and classic designs that give that effortless chic look where we dream of. Simple, natural and honest: hoops, cuffs and necklaces made of plated brass. Elegant today, classic forever.

ESSENTIALS



Earrings: Essentials Goldplated Hoop Pin Antique Thin, Essentials Goldplated Hoop Pin Bobble Cuff: Essentials Goldplated Cuff Plain Wide





Necklaces: Essentials Goldplated Necklace Twisted Big, Essentials Goldplated Necklace Curb Chain, Essentials Goldplated Necklace Twisted, Essentials Goldplated Necklace Bobbie



Earrings: Essentials Goldplated Hoop Huggie Oval Antique, Essentials Goldplated Hoop Huggie Oval Plain Cuffs: Essentials Goldplated Cuff Plain Cross



Necklace: Galaxy Goldplated Necklace Moon C Green Chrysioprase



Gemstones 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

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 protext both mother and baby during pregnancy and birth.



New Jade

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 really are.



Amethyst

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 anciety. It calms and stimulates the mind, helping you become more focused.



Howlite

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

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 honestly, 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

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.



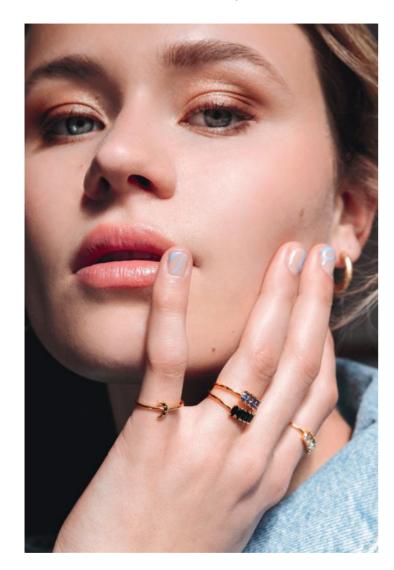


This collection is like a treasure thest you wear on your finger. The gems shine and therefore so you do. We sparkle, dance and laugh. The rings make you feel unique and empower you. Combine several rings with each other to go

all out.

Jolie

Jolie



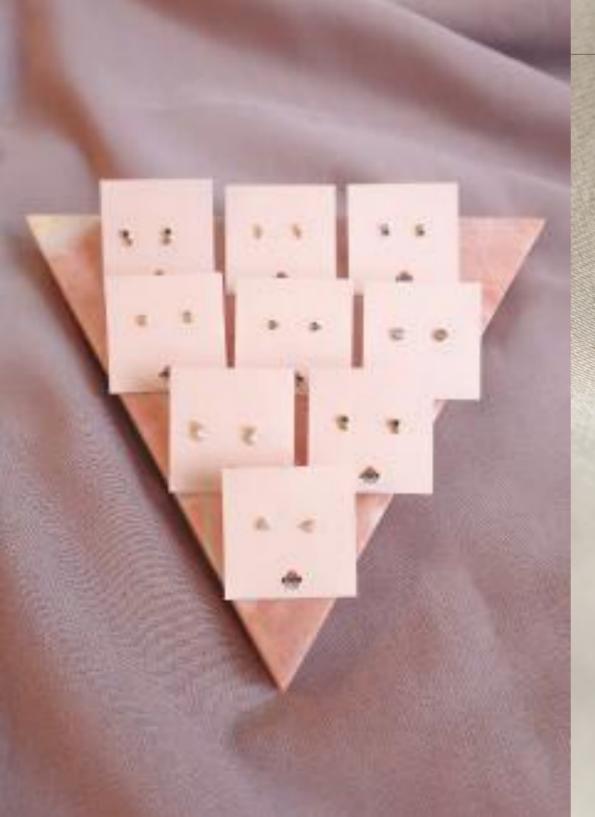






(S)he's magic, that one. Celebrate your magic powers with our stackable rings. The collection is inspired by gold vintage treasures from the past. Collect them, mingle them and let's get the ring party started!







MOONLIGHT

Combine multiple earrings and choose from shapes and designs inspired by the moon, sun and stars. Easy to wear and there is one for every occasion. A day at home, at the office or a wild night out. what are you waiting for? It's time to dance in the moonlight!

OASIS

Surround yourself with the sparkling Oasis collection and turn your day into one enchanting experience. This collection lets you experience an oasis of color in all seasons, or follow your heart with a touch of plain. to combine or wear as an eye-catcher. Create a beautiful whole and always stay in the oasis of your unique self.







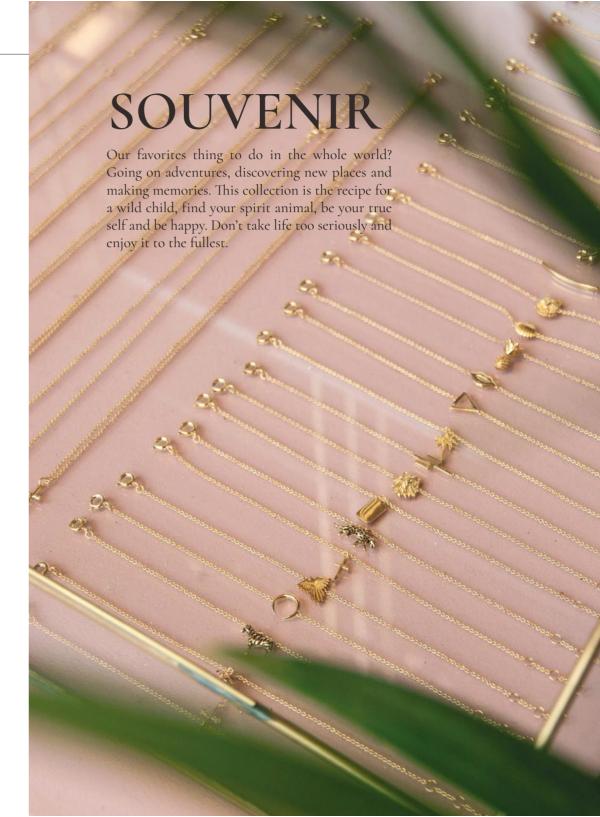




Rings: Oasis Goldplated Ring Ombre Pink Stars, Sunlight Goldplated Ring Enamel Ombre Blue, Oasis Goldplated Ring Zirconia Ovals Clear Green, Oasis Goldplated Ring Three Round Ellips Blue, Oasis Goldplated Ring Zirconia Squares Pink Clear Oasis Goldplated Ring Hanger Star













Sunlight _____ Sunlight _____



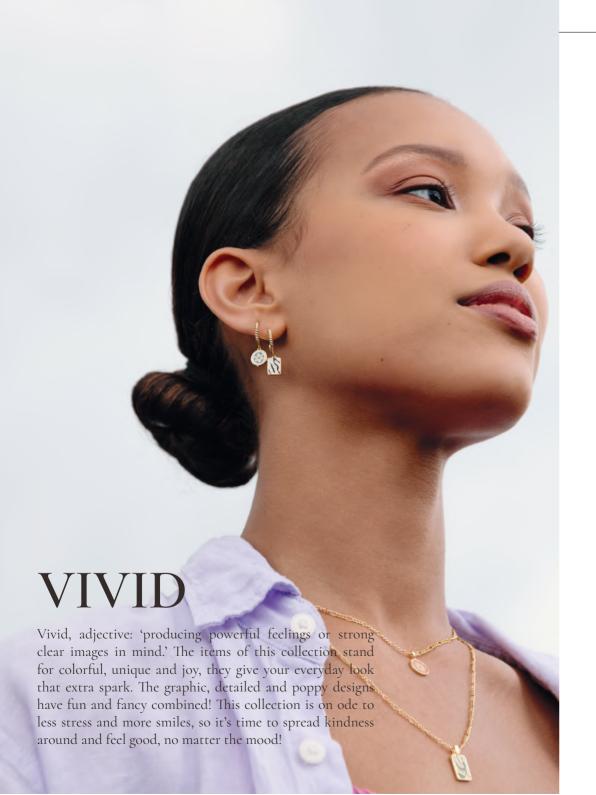
Rings: Sunlight Goldplated Ring Enamel Basic Coral, Sunlight Goldplated Ring Enamel Two Colors Swirl Big Coral Lilac, Sunlight Goldplated Ring Enamel Basic Pink



Rings: Oasis Goldplated Ring Zirconia Double Squares Pink Clear, Oasis Goldplated Ring Zirconia Cristal Ombre Pink, Oasis Goldplated Ring Zirconia Ovals Pink



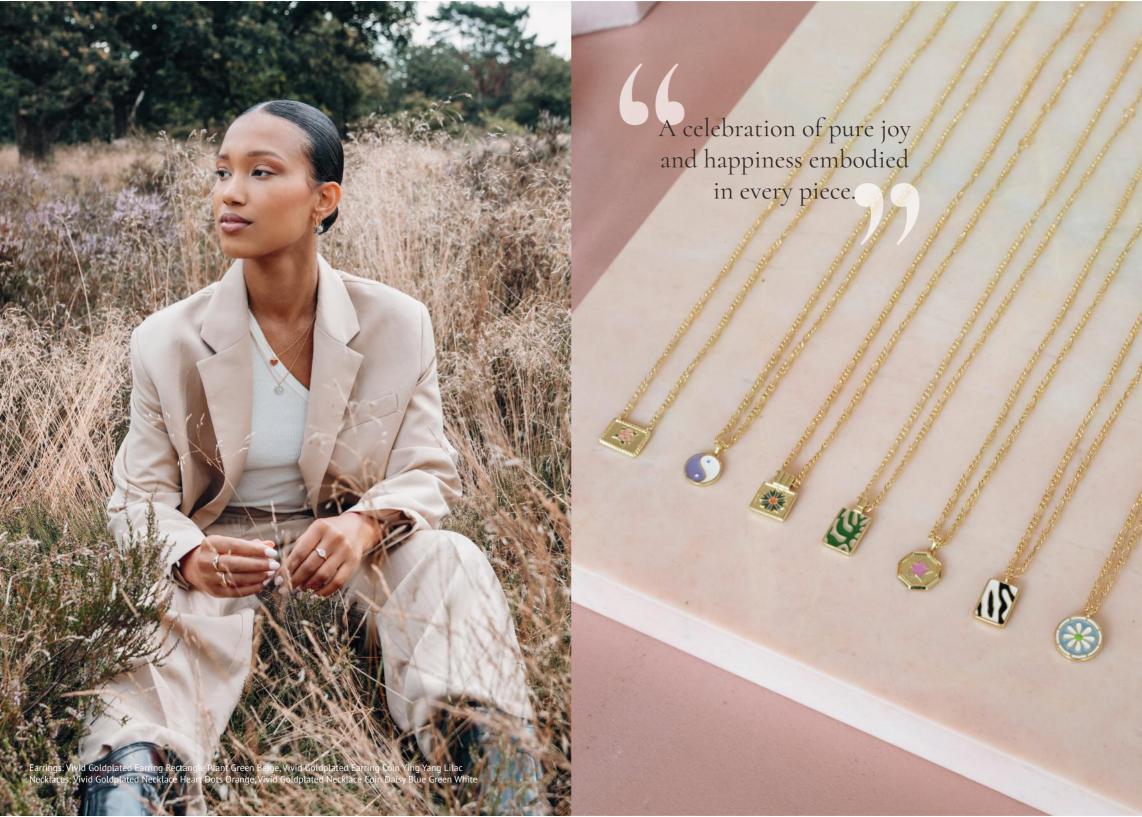
Bracelet: Sunlight Goldplated Bracelet Three Pearls

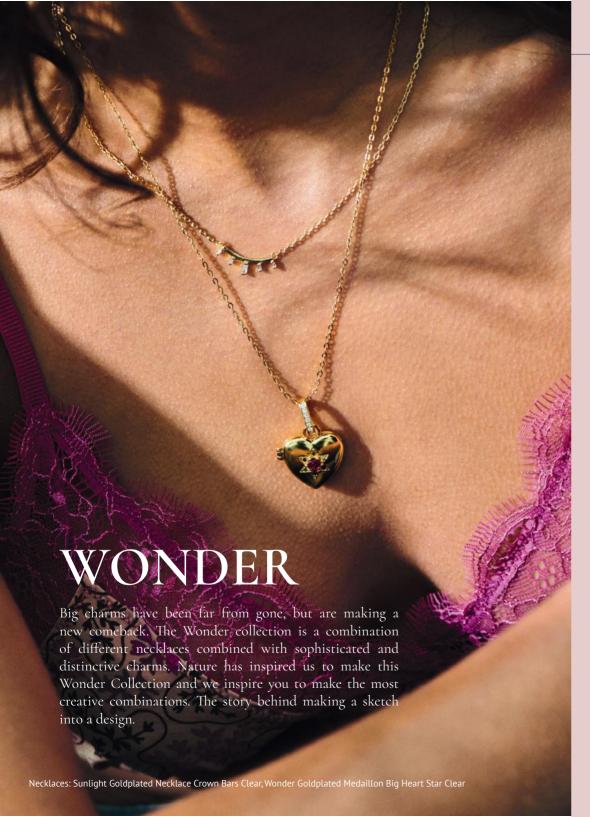






Earrings: Vivid Goldplated Earring Coin Daisy Blue Green White, Vivid Goldplated Earring Rectangle Zebra Black White Necklaces: Vivid Goldplated Necklace Coin Burst Orange Pink, Vivid Goldplated Necklace Rectangle Plant Green Beige





Explore a spectrum of possibilities with our array of necklaces and charms designed for mixing and matching. Whether you prefer a single charm or multiple, a solo necklace or layered styles, 'Wonder' empowers your creativity. Craft your unique narrative by combining these elements to reflect your personal style.





















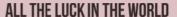


Necklaces: Wonder Goldplated Necklace Big Water Pearls, Wonder Goldplated Charm Beetle Zirconia



Necklaces: Wonder Goldplated Necklace Big Water Pearls, Wonder Goldplated Charm Flower Zirconia





AMSTERDAM



HOW TO STYLE

With jewelry you can mix and match endlessly. It is a creative endeavor that allows you to express your personality, enhance your outfits and make a statement. To give you some inspiration, we have put together some tips and beautiful sets.

Match your jewelry to the occasion. Delicate and minimalistic pieces work well for everyday wear, while bold and statement jewelry can elevate formal events.

Don't be afraid to mix metals, textures and styles. Mixing gold and silver, combining vintage with modern pieces or layering different lengths of necklaces can create a unique and eye-catching look.

Layering necklaces of varying lenghts creates depth and visual interest. Combine a choker with a longer pendant or add multiple delicate chains for on effortlessly chic style.

Above all, let your personal style guide you. Your jewelry should reflect your personality and make you feel confident and comfortable. There are no strict rules in styling jewelry. It's all about experimenting, having fun and showcasing pieces that resonate with you.

Trust your instrincts and don't be afraid to be creative!

ALL THE LUCK IN THE WORLD

AMSTERDAM

OUR MATERIALS

At All the Luck in the World 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 jewerly

Our plated jewelry all have a base of brass. The base is passed through an 18 karat or silver bath, that gives the piece its beautiful color 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.

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 is contains 92.5% pure Silver.

Gemstones & Crystals

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.



ALL THE LUCK IN THE WORLD

AMSTERDAM

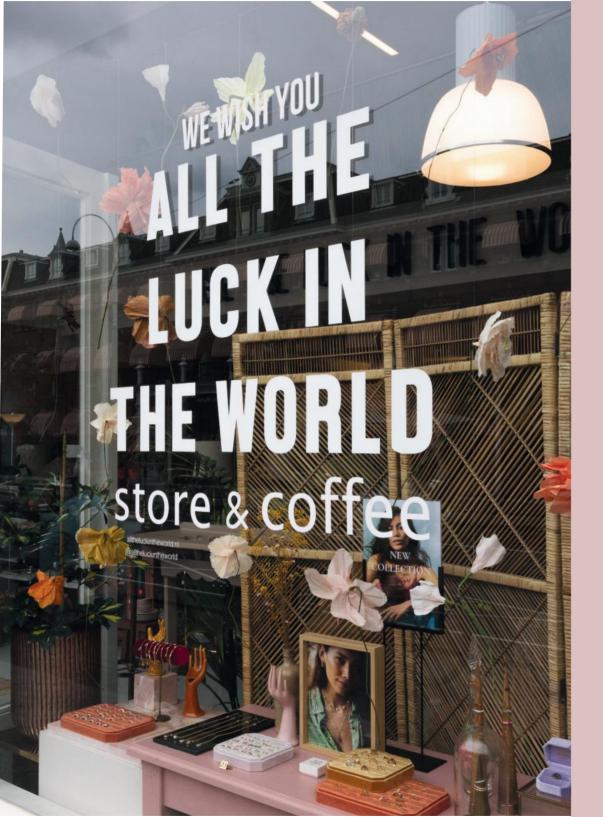
PACKAGING DESIGN

Because jewelry is the perfect gift for yourself and your loved ones, we designed special ATLITW Studio boxes and cards in wich our jewelry is packed. Each box features carefully organized compartments and secure closures to keep your jewelry safe from scratches, tangles and damage, when they're not being worn.

Say it with a postcard. We've also got a diverse range of designs ready for you to send to the people you love.







EAST

LINNAEUSSTRAAT

Our first location is near the Oosterpark, at Linnaeusstraat. In this spacious store everything comes together; mix of vintage and new products such as furniture, home accessories, stationery and all jewelry collection . Besides the fact that you can shop there perfectly for young and old, you can go here for good coffee to go. This location is also home to All the Luck in the World Studio and so our office is located above the shop.







DE PIJP

GERARD DOUSTRAAT

In the Amsterdamse Pijp, at the Gerard Doustraat, we sell a mix of vintage and new products such as furniture, home accessories, stationary and all the jewelry collections of ATLITW Studio.









Stores

Amsterdam
East /
Linnaeusstraat 20hs

Amsterdam
Nine Streets District /
Berenstraat 2

Amsterdam

De Pijp /

Gerard Doustraat 86h