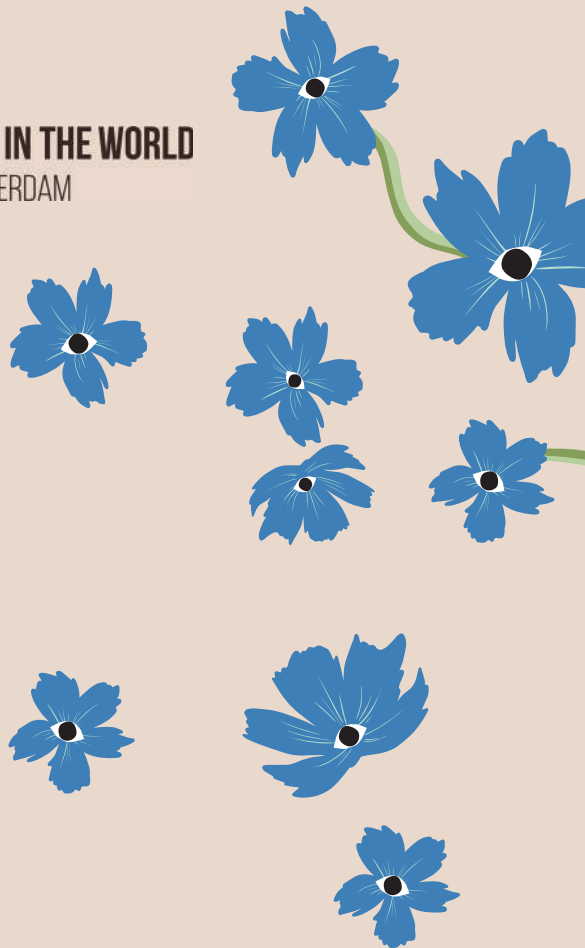


**ALL THE LUCK IN THE WORLD**  
AMSTERDAM





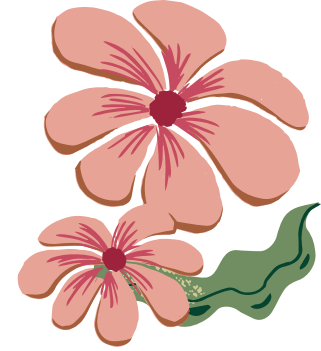


**ALL THE LUCK IN THE WORLD**  
AMSTERDAM

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, mostly still central today. Mother and daughter, Jane (graphic designer, stylist and vintage collector) and Nina (goldsmith and designer) 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, a combination of our jewelry collections, curated vintage articles and our homeware. We have three stores in Amsterdam and in our studio in Amsterdam East our young, creative and driven team continues to work on the brand and inspire our customers with our beautiful items.

We chose our own way and find it important to be unique when designing jewelry, stationery, packaging and our homeware collections.

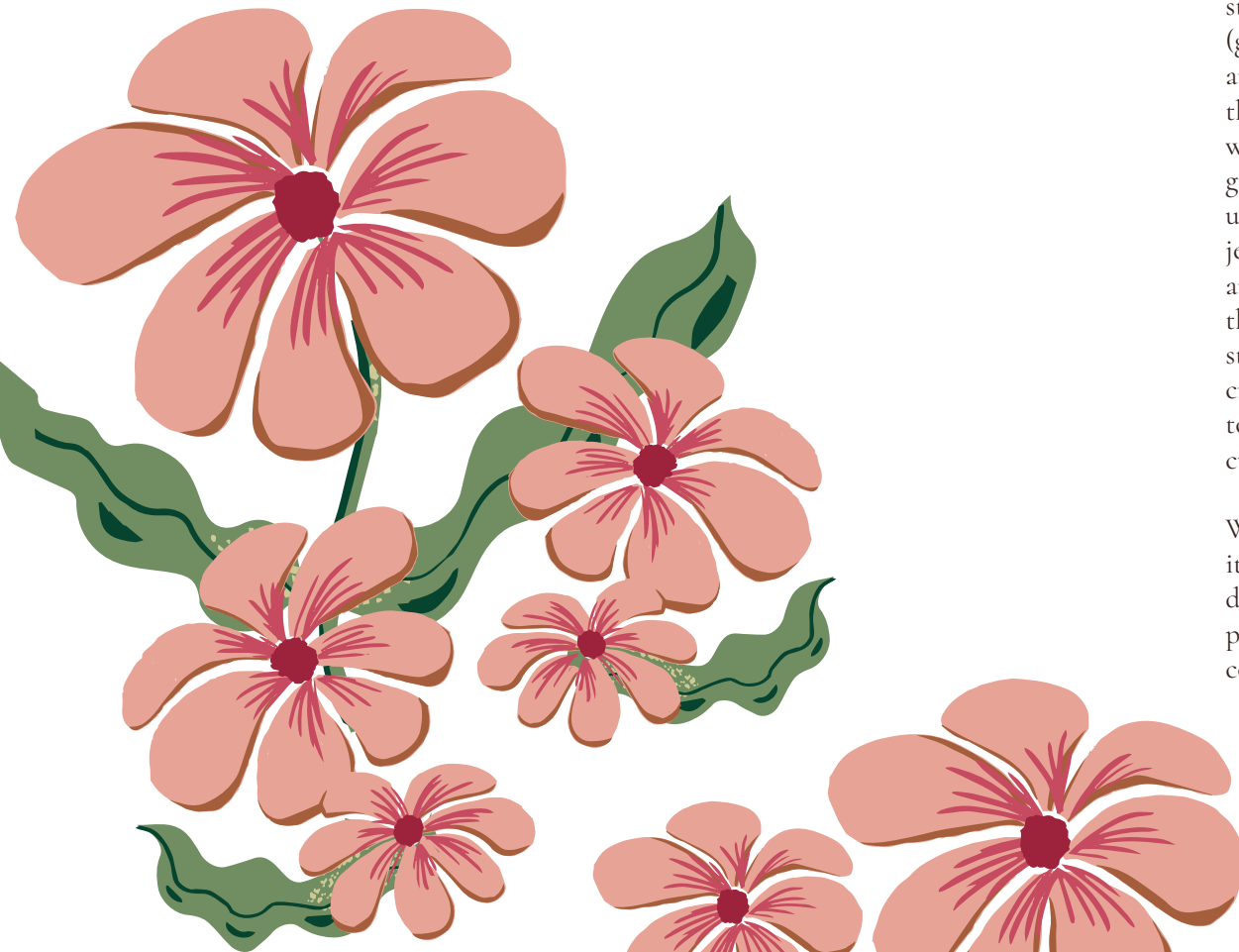
Each collection has its own story and source of inspiration.

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*







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

# INDEX

12	Amour
16	Bliss
20	Bloom
22	Bold
26	Charm
30	Chérie
34	East
38	Essentials
42	Galaxy
46	Magique
48	Oasis
54	Parade
56	Souvenir
58	Sunlight
62	Wonder
68	How to style
70	Our materials
72	Packaging & design
74	Our stores





## ALL THE LUCK IN THE WORLD

AMSTERDAM

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.

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





Necklaces: Amour Goldplated Necklace Bar Black Clear, Amour Goldplated Necklace Ovals White, Amour Goldplated Necklace Flower Dark Blue



Necklaces: Amour Goldplated Necklace Bar Small Green, Amour Goldplated Necklace Signet Oval Orange, Amour Goldplated Necklace Zigzag Green, Amour Goldplated Necklace Rectangle Flower Pink Green, Amour Goldplated Necklace Oval Marble Light Pink, Amour Goldplated Necklace Rectangle Marble Lilac, Amour Goldplated Necklace Ovals Small Lime, Amour Goldplated Necklace Ovals White, Amour Goldplated Bar Black Clear, Amour Goldplated Amour Goldplated Necklace Oval Red Clear

# 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.



Necklaces: Amour Goldplated Necklace Square Blue, Amour Goldplated  
Necklace Rectangle Marble Lilac, Amour Goldplated Necklace Square Green





Bliss Goldplated Ring  
Croco Green



Bliss Goldplated Ring  
Open Star



Bliss Goldplated Ring Sun  
Light Pink

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.



Rings: Bliss Goldplated Ring Sun Light Pink, Bliss Goldplated Ring Tiny Dots Multi, Jolie Ring Goldplated Sterling Silver Bar Apple Green, Bliss Goldplated Ring Sun Black

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.



Rings: Bliss Goldplated Ring Snake Pink All Clear, Bliss Goldplated Ring Sun Black  
Earrings: Bliss Goldplated Earring Hook Sapphire Blue, Bliss Goldplated Earring Hook Ruby Pink, Bliss Goldplated Earring Bar Turquoise, Bliss Goldplated Earring 2 Split Black Onyx, Bliss Goldplated Earring Creole Multi



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





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 silverplated brass and enamel.

## Bloom







“Elegance, femininity and  
beauty come together in  
this collection.”



# Bold

An explosion of color and embellished with dazzling zirconia crystals. Radiating with energy and vivacity, these pieces redefine statement jewelry. Each design in this collection boasts an array of vibrant hues and brilliant sparkle, inviting you to embrace your boldest self.

Necklaces: Bold Goldplated Necklace Rainbow Square Multi Color, Bold Goldplated Necklace Sun Circle Purple Pink, Bold Goldplated Necklace Scorpio Circle Black, Bold Goldplated Necklace Graphic Starry Circle Orange Pink

Bold



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.



Necklaces: Charm Goldplated Necklace Rose Circle, Charm Goldplated Necklace Moon Stars Square, Charm Goldplated Necklace Diamond Oval





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 craftsmanship. 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.

We have also recently added to our current Chérie collection. below is a selection of rings. just as stylish, colorful and unique as the current collection, but now just a little more.



Chérie Goldplated Ring  
Bar Dots Lime



Chérie Goldplated Ring  
Dots Turquoise Clear



Chérie Goldplated Ring  
Round Stars Blue Clear



Chérie Goldplated Ring  
Bar Pink



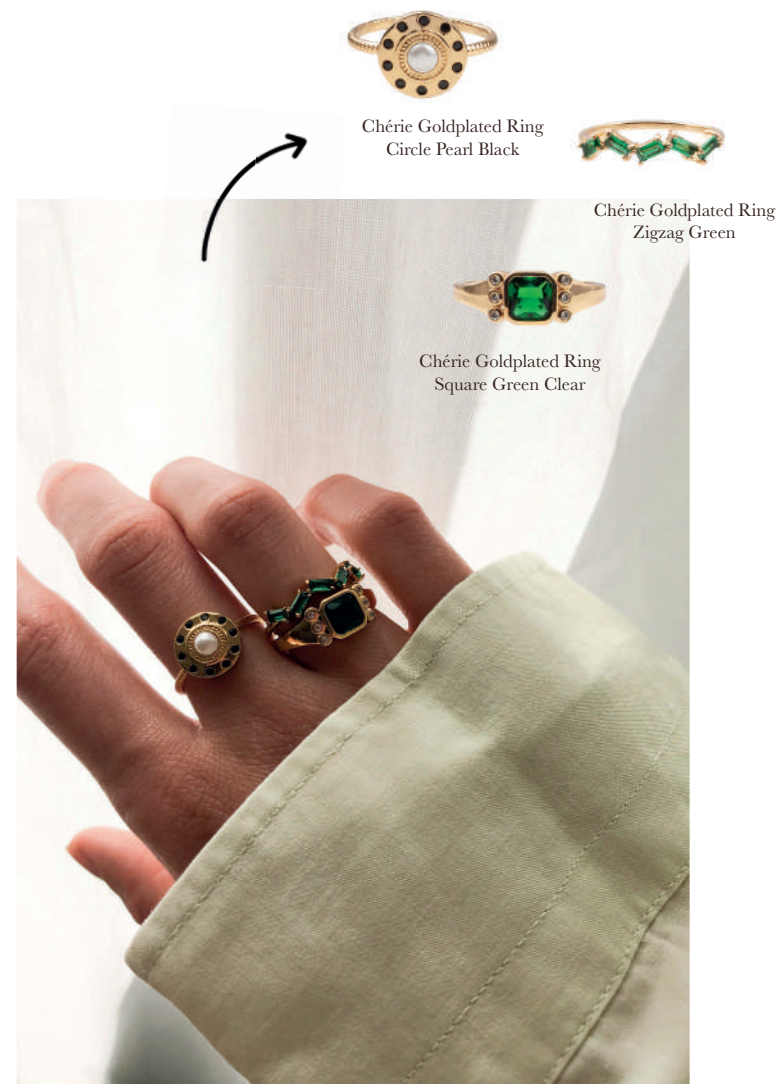
Chérie Goldplated Ring  
Twisted Dots Orange



Chérie Goldplated Ring  
Stripes Black Clear







Fun fact! The rings from our Chérie collection match the necklaces from our Amour collection. Which means you can therefore mix and match rings and necklaces as well.



# 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 Japanese crane, which stands for luck, love and loyalty.









## Essentials

Essentials, the name says it all. Essentials pieces, ready to be layered and combined between them 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 where we dream of. Simple, natural and honest: hoops, cuffs and necklaces made of plated brass. Elegant today, classic forever.

These necklaces are fun to pair with different statement earrings. The Essentials collection consists of both subtle and more statement pieces. So combine subtle necklaces, with more of a statement earring to spice up the look a little more.



Essentials Goldplated Hoop  
Huggie Oval Plain




Essentials Goldplated Hoop  
Pin Small Twisted



Essentials Goldplated Hoop  
Pin Thick Antique Sand  
Blasted







Our Essentials collection, featuring a range of timeless and classic pieces that are perfect for any occasion. Timeless, classic, in silver and gold. The perfect finishing touch to enhance your personal style.

Necklaces: Essentials Goldplated Necklace Twisted Big, Essentials Goldplated Necklace Bobble, Essentials Goldplated Necklace Figaro. Earrings: Essentials Goldplated Hoop Huggie Oval Plain, Essentials Goldplated Hoop Pin Small Twisted, Essentials Goldplated Hoop Pin Croissant, Essentials Goldplated Hoop Huggie Plain Medium. Cuffs: Essentials Goldplated Cuff Triple Band, Essentials Goldplated Cuff Croissant





Galaxy Goldplated  
Necklace Moon C White  
Howlite



Galaxy Goldplated  
Necklace Moon C Green  
Chrysoprase



## Galaxy

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.





## 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 protect both mother and baby during pregnancy and birth.

## New Jade

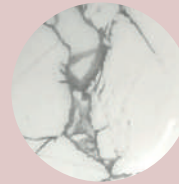


Jade is a symbol of serenity and purity. A protective stone, Jade keeps the wearer from harm and brings peace. Jade attracts good luck and stabilises the personality. Soothes the mind, releasing negative thoughts. Jade encourages you to become who really are.

## 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 anxiety. 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 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



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.





Magique Goldplated Ring  
Crown Pink Clear



Magique Goldplated Ring  
Crown Star Black



Magique Goldplated Ring  
Crown All Clear



Magique Goldplated Ring  
Coin Sun



Magique Goldplated Ring  
Coin Eye



Magique Goldplated Ring  
Star Pink

## Magique

(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!



# 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.



Oasis Goldplated Ring  
Thick Bar Zirconia Green



Oasis Goldplated Ring  
Zirconia Rectangle Purple



Oasis Goldplated Ring  
Simple Oval Olive Green



Rings: Oasis Goldplated Ring Round Ellips Pink, Oasis Ring Round Basic Medium, Oasis Goldplated Ring Zirconia Dots Pink, Oasis Goldplated Ring Minimalistic Squares Clear, Oasis Goldplated Ring Zirconia Rectangle Orange, Oasis Goldplated Ring Wavy Mini Squares











Rings: Oasis Goldplated Ring Zirconia Ring Opal Bow, Oasis Goldplated Ring Round Ellips Pink, Oasis Goldplated Ring Zirconia Rectangle Purple, Oasis Goldplated Ring Zirconia Big Rectangle Brown, Oasis Goldplated Ring Zirconia Cristal Ombre Pink, Oasis Goldplated Ring Zirconia Swirls Opal, Oasis Goldplated Ring Zirconia Ovals Pink





## Parade

With the All the Luck in the World Parade collection, all good things come together. A festive parade of eye catching earrings, lined up for you! This makes everyone happy. You can endlessly mix and match until you have put together your perfect ear party.







## Souvenir

Our favorites 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.



# Sunlight

Embrace the brilliance of the Sunlight collection and get inspired by the cheerful colors that translate into your own style. Whether it's a special occasion or an everyday occurrence, our jewelry is the perfect enrichment of elegance and sophistication. Create a little sparkle with these beautiful masterpieces and celebrate the beauty of the sun!



Sunlight Goldplated  
Necklace Charms Pink  
Coral Zirconia



Sunlight Goldplated  
Necklace Charm Flower  
Smiley Lilac



Sunlight Goldplated  
Necklace Charm Pink  
Orange Zirconia



Sunlight Bracelet  
Charms Icons



Sunlight Goldplated Drop  
Hoop Dots Red Pink Clear



Sunlight Goldplated  
Hoop Huggie Flowers  
Pink Lilac

Sunlight Goldplated  
Hoop Pearl Striped  
Pink Orange









# Wonder

Big charms have been far from gone, but are making a new comeback. The Wonder collection is a combination of different necklaces combined with sophisticated and distinctive charms. Nature has inspired us to make this Wonder Collection and we inspire you to make the most creative combinations. The story behind making a sketch into a design.

Necklaces: Sunlight Goldplated Necklace Crown Bars Clear, Wonder Goldplated Medaillon Big Heart Star Clear

## Wonder

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.



Wonder Goldplated  
Necklace Figaro



Wonder Goldplated  
Medaillon Big Shining Star



Wonder Goldplated  
Necklace Big Water Pearls



Wonder Goldplated  
Medaillon Big Pink  
Flowerprint



Wonder Goldplated  
Medaillon Big Heart Star  
Clear







Necklaces: Wonder Goldplated Necklace Globe Link Long, Wonder Goldplated Charm Beetle Zirconia



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





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



Necklaces: Wonder Goldplated Necklace Paperclip, Wonder Goldplated Charm Mushroom Clear Zirconia, Wonder Goldplated Charm Strawberry Zirconia, Wonder Goldplated Charm Popcorn Tub



# How to Style

Some tips and tricks to style and match our collection.  
Though you can never really make a wrong choice.

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 lengths creates depth and visual interest. Combine a choker with a longer pendant or add multiple delicate chains for an 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 instincts and don't be afraid to be creative!

## ALL THE LUCK IN THE WORLD AMSTERDAM



Rings: Oasis Goldplated Ring Stars Dots Clear, Round Basic Medium, Crown Oval Red, Dots Pink, Rectangle Purple, Signet Pink Star, Rectangle Orange, Minimalistic Oval Pink



# Our Materials

Our jewelry collection is crafted from the finest materials, chosen for their beauty.

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 jewelry

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 it 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.



Bracelet: Sunlight Goldplated Bracelet Three Pearls



## Packaging Design

Our self-designed jewelry boxes and wrapping paper transform your jewelry into a truly gift.

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. 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.



## Our Stores

All the Luck in the World was born from passion for designing jewelry and collecting vintage interior, something that is still central today. All the Luck in the World has three own stores in Amsterdam.

### 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.





## 9 Streets Berenstraat

At Berenstraat 2 in the Nine Streets of Amsterdam you will find our beautiful ATLITW Studio brand store. Admire our collections, from jewelry to cards.

## 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.







## Our Stores

### Jewelry & Homeware

#### EAST

Linnaeusstraat 20 hs

#### DE PIJP

Gerard Doustraat 86

#### 9-STREETS

Berenstraat 2

Amsterdam

#allitwstudio

@alltheluckintheworld

[www.alltheluckintheworld.nl](http://www.alltheluckintheworld.nl)



ALL THE LUCK IN THE WORLD  
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Stores

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East /  
Linnaeusstraat 20hs

Amsterdam  
Nine Streets District /  
Berenstraat 2

Amsterdam  
De Pijp /  
Gerard Doustraat 86h