



🕒 09 June 2020, 15:00 (AEST)

APM MONACO DROPS JUNE COLLECTION FEATURING THE LUCKY EYE MOTIF AS WORN BY GIGI HADID AND MEGHAN MARKLE





Introducing APM Monaco's JUNE collection, fronted by top fashion influencer **Yuyu Zhangzou** and shot on the Shanghai Highway in China.

Transporting us to wide open roads and days spent exploring far-flung destinations, in addition to its dreamy, free-spirited sentiment (a welcome distraction while we face global travel restrictions), APM Monaco's June collection features a stand-out trend that we're seeing everywhere from celebrities to royalty: **the Lucky Eye amulet**.

The Lucky Eye or Ocular Amulet (the amulet of an eye), is rooted in numerous ancient civilisations including those of Mesopotamia, Egypt, Phoenicia, and Greece, and while its origins date back to 3300 and 3000 BC, the symbolic meaning behind the talisman remains true today - to deflect the gaze of envious onlookers.

Most recently seen on supermodel **Gigi Hadid** and her boyfriend **Zayn Malik**, the duo were spotted donning the trend soon after they announced that they were expecting their first child last month.



Instagram / @georgethejeweler



\$146, \$405 from [apm.mc](https://www.apm.com)

Below, **Meghan Markle** can be seen wearing an **ocular amulet necklace** in a recent video posted on the Small Works Charity instagram:



Instagram / [@smallworkscharity](https://www.instagram.com/smallworkscharity)



[\\$716](#), [\\$156](#), [\\$183](#) from [apm.mc](https://www.apm.mc)

A timeless piece of jewellery that will continue to hold its sacred sentiment that transcends cultures and belief-systems, APM Monaco's June collection provides lucky eye armour in the form of bracelets, necklaces, clip-on charms and mono-earrings.





MEDIA NOTES:

-All prices specified in AUD

-All images included in this email are high-res and available to download directly from this release. Please click on images to view price and product name.

-All product in the APM Monaco's JUNE collection is created using sterling silver, micro-paved white zirconia stones, blue nano and white nacre

-APM Monaco has 12 retail boutiques across Australia

-All product is available online at apm.mc

- Samples available for loan, pending availability

-ENDS-

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