

LEADING JEWELLERY Designers of the Gulf

Azza Fahmy



Creating Jewellery with a Perfect Amalgamation of Tradition & Modernity

Designer Jewellery from the Arabian sands exhibit historical significance with its aesthetic qualities. Every Arabian jewellery piece has a story to say, a story of evolution, of progress and of adorning the beauty of a woman. Ancient jewellery makers and skilled artisans have been successful in crafting exquisite jewellery so meticulously, that modern day archaeologists working on ancient find are perplexed on the talent and skill that they possessed. Mankind has evolved through time and has become richer with the advent of technology & Machine

tools resulting in fine jewellery making and mass production. But in all this, the Tradition & Culture influenced jewellery of the Arab world has maintained its charm and ethnicity. Even today a number of jewellers and jewellery makers take inspiration and sell designer jewellery which demands a premium price. The United Arab Emirates especially Dubai, the biggest consumer market for jewellery in the entire GCC region has over time, tested and researched the growth in demand concerning Designer jewellery and the exquisiteness that it oozes in all the pieces that is intricately manufactured by talented jewellery designer's of the region.

Jewellery designers of the Arab and the Middle Eastern region have earned global reputation when it comes to “Designer Jewellery from the Arab world”. Influenced by the amalgamation of tradition and culture of the region each designer piece has its own perceived value, value that is second to none. Hence the jewellery designers of the Gulf region not only are successful in expanding their respective work beyond the Middle Eastern region, but also are the most sought after when it comes to the high net worth individuals in the region buying a jewellery piece. Jewellery designers’ creations are not only holistic but grandeur in its own sense. Every design that is created is time taken and intrinsic in its look and feel. Using the best of quality related to precious metals and stones the jewellery designers go up to the mines to source the best quality. This in itself talks about the interest and the involvement of the said designers to give the best to the customers.

Reputed Universities in the gulf region especially the UAE offer specialised training to budding young jewellery designers and make them ready for becoming ambassadors to not only create exquisite jewellery, but also upkeep the rich tradition and culture through their jewellery creations. Zayed University in Abu Dhabi is an excellent example of a high class institution for students wishing to pursue higher studies in jewellery designing. The University not only teaches the students to create exquisite art, but also imparts values of the Arab world that is rich in its culture. No wonder the students of the University bag the best of awards in reputed jewellery design competitions.

In this RAMADAN special issue, the New Jeweller UAE has compiled a fist of its kind report featuring TOP CLASS jewellery designers from the Arab and Middle Eastern world to bring to you their life and creations. This report is sure to make you spell bound looking at their creativity translated into exclusive jewellery designs that truly is envious. Feast on it. Here’s wishing you a Happy Ramadan and all the very best of business for the year.



Nada Ghazal



Saeed Mortazavi



Nada Ghazal

ZAYED University

Excellence
in Education

Interview



Ms. Ann-Maree

Dean - CACE, ZAYED University

In an Exclusive with the New Jeweller UAE bureau, Ms. Ann-Maree talks about the rich heritage and culture of the UAE and the Arab world and its influence in the Jewellery designs, and the various factors that makes Zayed University one of the best in the World.

Excerpts:

Dear Ms. Ann, The ZAYED University offers a range of curriculum under its aegis and there are a number of colleges and training institutes under the University that impart important courses. Tell us in brief the vision of the University and what is that one important factor that makes Zayed University one of the best in the region and the world?

CACE aims to develop graduates who are leaders and

innovators in the field of art and design practice, graduates who are grounded in their heritage and who will contribute significantly to the cultural fabric of the UAE. Our intensive and rigorous art, design, new media and exhibition programs are practice based and industry-engaged. Faculty utilize the latest teaching methodologies, underpinned by cutting-edge technology and an innovative learning environment, to inspire a new generation of creative thinkers. Our

graduates are the new up and coming artists, designers, gallery curators, educators, art policy makers and arts administrators, and it is through our graduates that we aspire to foster and build a vibrant art and design community in the UAE and abroad.

Coming to the gem and jewellery sector that we are in, tell us something about the College of Arts and Creative Enterprises [CACE]. Please emphasize on the Jewellery designing and related courses and its importance offered under CACE?

Although jewelry design is not a major in the Bachelor of Fine Arts degree, many students take jewellery making & design as part of their course work in the degree program. Students have a keen interest in jewellery design as reflected in the many outstanding designs created at CACE and as acknowledged in the many jewellery awards gained over the past 3 years. We have a dedicated and developing jewellery studio on the Abu Dhabi campus and the Fablab on Dubai campus is a hub of activity for all product designers including jewellery design. We have a dedicated Faculty member on Abu Dhabi campus Naida Akaeva who is passionate about students having access to jewellery design and to developing skills through gaining first hand experience working with precious gems and metals. Her teaching expertise is testament to the awards gained by CACE students. We also have a faculty member who is a specialist and consultant in traditional Jewellery of the Arabian Peninsula and who incorporates jewellery-related research within various history courses and is conducting a long-term project documenting traditional jewellery of the region.

The GCC and the Middle Eastern region is blend of Culture, Tradition, Heritage and Modernity. What is your opinion on this and how has the Zayed University

blended these regional qualities into the curriculum and the students? Are there programs organised by the university to regularly motivate the students and inculcate the culture and tradition into them that will help them become a better and successful human being?

Zayed students bring an informed understanding of their heritage, reinforced through the BFA degree program in courses such as Material Culture of the UAE; Representation; Research Methods, Islamic Art and Architecture, and History of Design all of which include projects that highlight the centrality and importance of Culture, Tradition, Heritage and embed

this within their contemporary design and artistic practice. Zayed students are encouraged to develop a deep understanding of the importance of tradition and heritage in line with the UAE Vision 2021 National Agenda to strive to preserve a cohesive society proud of its identity and sense of belonging, reinforcing social and family cohesion.

There are a number of awards and accolades existent in the region at

present. The College of Arts and Creative Enterprises (CACE) was very excited with the news that Ms Maryam Al Rameithi, one of our students had won 'The New Jeweller Heritage Jewellery Competition & Awards'.

We are extremely proud of Maryam's achievement particularly as the 'The New Jeweller Heritage Jewellery Competition & Awards' aims at the revival of tradition and heritage within jewellery design. CACE continues to support and encourage the importance of culture, tradition, and heritage as it relates to innovation and contemporary design as part of its



جامعة زايد
ZAYED UNIVERSITY



mission across all of the creative practices within the degree programs including jewellery.

Tell us about the future programs and developments that is being planned by CACE, keeping in mind the Gem and Jewellery sector?

CACE is aware of the importance of encouraging and supporting jewellery design in the tertiary education sector, as part of the future development of design in the UAE. CACE envisages a proposal for including jewellery as a major in the BFA degree program in the near future. In the meantime CACE will forge ahead in continuing to offer a high standard of jewellery skills instruction with new cutting edge equipment and studio spaces that enable our students to continue to be outstanding award winners in the UAE.

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جامعة زايد
ZAYED UNIVERSITY

UNDER THE PATRONAGE OF
HIS ROYAL HIGHNESS PRINCE KHALIFA BIN SALMAN AL KHALIFA
PRIME MINISTER OF THE KINGDOM OF BAHRAIN



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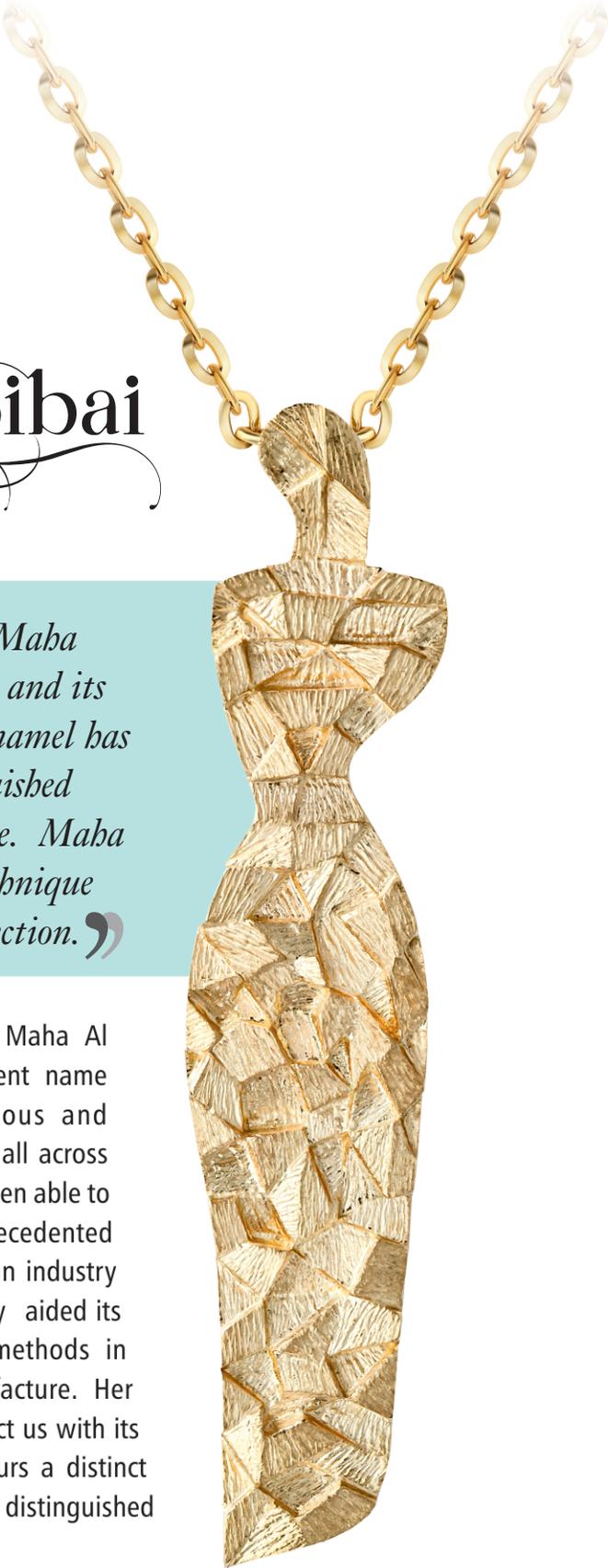


BAHRAIN

design |



Maha Al Sibai




Maha Al Sibai
 FINE JEWELLERY

“In 'Female of Light', Maha mainly used the enamel and its associated techniques. Enamel has always been distinguished throughout with Faberge. Maha sought to revive this technique through her latest collection.”

Renowned jewellery designer Maha Al Sibai has become a prominent name among this era's most famous and important jewellery designers all across the globe. Maha Al Sibai has been able to bring about innovative, unprecedented changes in the jewellery design industry and in doing so has significantly aided its progress beyond traditional methods in jewellery design and manufacture. Her jewellery does not merely impact us with its aesthetic appeal, it also harbours a distinct and endearing story behind each distinguished design.

Maha Al-Sibai is a pioneering Vanguard in



Mrs. Noura Al Kaabi, UAE's Minister of Education along with Ms. Maha Al Sibai & other dignitaries during the launch of the 'Female of Light Collection'.

jewellery design and making; her prestige was bolstered further after launching her latest collection entitled 'Female of Light' that was inspired by the work of Dr. Najat Makki, the most well-known and influential fine artist in the UAE and across the Middle East. In her 'Female of Light' series, Maha employs the latest techniques in jewellery crafting. Her sense of colour combines with her carefully selected precious stones to reflect the entire spectrum of roles played by women in society, from being, dreamer, to the traditional, liberak, weak and strong and so many more besides.

In 'Female of Light', Maha mainly used the enamel and its associated techniques. Enamel has always been distinguished throughout with Faberge. Maha sought to revive this technique through her latest collection. She also used mother of pearl, diamond and other precious stones containing multi-coloured gold. The debut of Female Of Light's was a big hit that yielded ripples of shockwaves in both the jewellery world and the fine art society at large. Among the attendees of this Fine Art & Jewellery Design hybrid event were

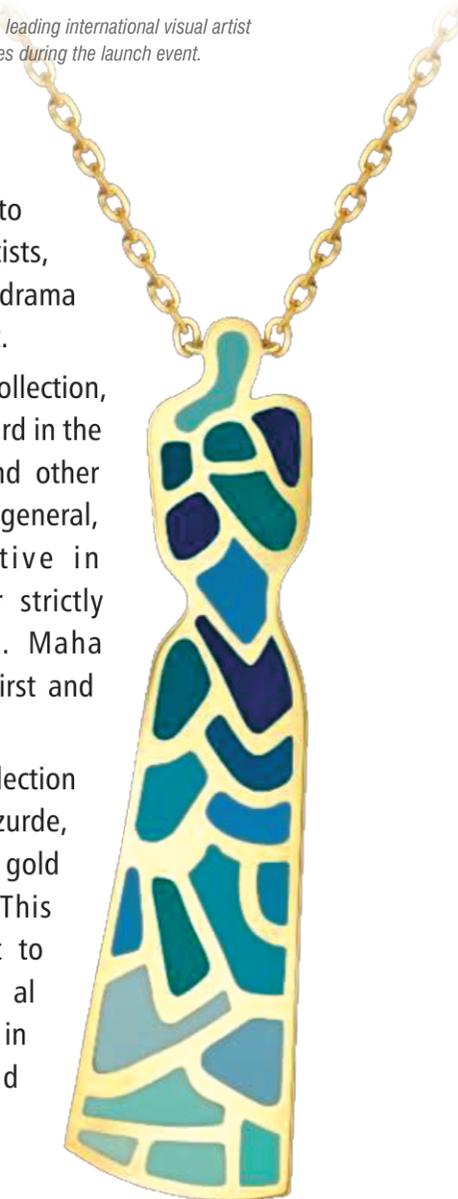


Seen here is Ms. Maha Al Sibai alongside leading international visual artist Dr. Najat Makki and other dignitaries during the launch event.

influential people such as the UAE's Minister of Education, Mrs. Noura Al Kaabi in addition to famous and important fine artists, writers, poets, musicians and TV drama stars from within the Middle East.

Maha claims that her latest collection, 'Female of Light', is a step forward in the expressive language of love and other heart-based sentiments and, in general, embodies a new perspective in appreciating art. It is neither strictly traditional nor cutting-edge. Maha regards her jewellery as art, first and foremost, and not as a business.

Maha is due to launch a new collection soon in collaboration with Lazurde, the fourth largest jewellery and gold manufacturer in the world. This collection is undoubtedly set to mark a turning point for Maha al Sibai Jewellery and Lazurde in terms of craftsmanship and jewellery art.





MDA MORTAZAVI
DESIGN
ACADEMY

Gemvision
EDUCATIONAL PARTNER

Seyed Mohammad Mortazavi (Saeed Mortazavi) , The Award winning jewelry designer from Iran, which has won more than 12 jewelry design awards in Iran,Italy,Hong Kong Since 2005 , including 8 jewelry and interior design awards in the A` Design Awards and competitions in Italy and 3 jewelry design awards in the most recognized jewelry design competition, the "International Jewellery Design Excellence Awards" (IJDE) in 2011 and 2015.

He used to be the Design Director for the Rhyton company which is one of the leading gold and jewelry manufacturer in Iran for 10 years with over 20 designers in his team, they did more than 12000 designs of gold and jewelry! one of the



Saeed Mortazavi



most honorable jewelry design team in Iran,

Because of his international communications and awards he selected to be a part of judging committee in the "GIT world jewelry design awards " in Thailand in 2014, Dubai jewelry design awards in the "Dubai jewelry show ,2015 and 2016 for two years, not only that he selected to be a jury member in the A` Design Awards in Italy, also 3 times jury membership in national jewelry design awards in Iran,

In 2007 he started to teach jewelry designing with computer software (CAD/CAM), till now he used to teach jewelry designing in many jewelry design institutes and universities such as Tehran University, Shahid Beheshti University, GIGA Institute and many others, He wrote 2 books about jewelry designing with computer with over 700 pages totally which makes him become one of the best jewelry design instructors in Iran and make him more famous!

After 12 years of experience in the jewelry industry, finally he launched his own jewelry design institute in Tehran in 2017, the MDA "Mortazavi Design Academy"! not only because of his reputation and experience but because of using the high tech tools and materials and machines, his Academy became one of the best jewelry design schools in Iran, whats more, the MDA is the only jewelry design school in the country which become the "Authorized Educational Partner" with the Gemvision company for teaching the Matrix jewelry design software. also, there are some another jewelry design classes in the MDA such as Digital Sketching and Digital sculpting for jewelry design using latest methods, tips, and tricks, as well as Official Rhinoceros software workshops.

Not only that, Saeed started another company under the title of MDA for designing gold and jewelry for the biggest manufacturers in Iran and international companies, with 20 designers in his team and high-tech 3D printers they are able to design more than 250 designs each month! Fully bespoke design for mass production companies! He is a concept designer and creative director in this section of his company!





شيخة السركال
Sheikha Alserkal

Bespoke Fine Jewellery

Sheikha Alserkal, a passionate collector of minerals and gemstones, a gemologist by profession and jewellery designer at heart, integrates her love and admiration of the MENA history and culture into her venture of creating the Alserkal Jewellery and Sheikha Alserkal bespoke designs brands in 2014. Her idea of a vibrant, creative jewellery house was founded in the rich culturally diverse UAE.

With extensive use of gemstones and motifs native to the UAE and rest of the MENA region, the brand sets itself apart by giving shape and form to the alluring feel of exotic locality, while upholding its superior artistry and technical standards. Behind each piece is a sparkling spectacle that calls to mind the consistent exquisite craftsmanship of the brand.

A playful harmony between traditional and contemporary designs give Alserkal Jewellery a timelessness that is unparalleled. Its brilliance is specially made for commemorating unforgettable moments and enhancing the wearer's unique elegance. By embracing the modern women's shared love for precious stones and innovative luxury, Alserkal Jewellery leads a class of its own and redefines charm with its distinctive concepts, grace and constancy in quality.

Whilst completing her Bachelors degree in Accounting at the Higher College of Technology Dubai Women's College in 2008, Sheikha Alserkal pursued obtaining her Graduate Gemologist Diploma at the International Gemological Institute (IGI), she has gained extensive knowledge in rough

Sheikha Alserkal

Sheikha Alserkal is recognized as an award winning designer, participating in numerous jewellery design competitions in Dubai since 2009, she achieved first place award at the Abu Dhabi International Jewellery and watch show Ebda'a Award 2015 and was sponsored to showcase her jewellery at JCK Las Vegas.

and polished diamond grading, as well as polished colored stone grading. She obtained her Jewellery design diploma in 2009. Following her college graduation in 2010, she continued to gain further experience by attending various wax molding and goldsmith workshops at Tashkeel studio and the Natinal Vocational Institute (Nive) respectively, and a pearl grading lab in the Gemological Institute of America (GIA). Sheikha Alserkal is recognized as an award winning designer, participating in numerous jewellery design competitions in Dubai since 2009, she achieved first place award at the Abu Dhabi International Jewellery and watch show Ebda'a Award 2015 and was sponsored to showcase her jewellery at JCK Las Vegas. The Alserkal Jewellery brand was created in 2014 as Sheikha Alserkal focused on designing custom jewellery designs for herself and private clients before releasing an official preview of her brands collection at the Sharjah 43rd edition of the Mideast Watch and Jewellery Show in October 2017.

Transition Collection

An Emirati Traditional Jewellery inspired collection, modernized to fit todays generations while enhancing their appreciation of the past traditions.

“Bushouk” Bangle - Based on the traditional jewellery piece with the same name, 18k yellow gold and white Rhodium plated gold piece with all around triangle filigree cutout design, inlayed mother of pearl spikes and center opening clasp with white pearls.

“Shahed” Ring - inspired by the ring traditionally worn on the pointer finger, a 18k yellow gold pear shape ring with a center pear shape Garnet gemstone .

“Shnaf” long chain pendant - minimized version of the larger traditional pendants, a Square shaped 18k yellow gold pendant with repetitive shape, oval central Tanzanite cabochon and Tanzanite beads for the rectangular tassels.

“Shnaf” long chain pendant - minimized version of the larger traditional pendants, a Square shaped 18k yellow gold pendant with cutout patterns inspired by the traditional filigree work , white mother of pearl square as the center plate and small squares for the rectangular tassels.

“Tablah” pendant - 18k yellow gold half moon shaped pendant with 4 diamond tassels inspired by the traditional pieces worn by little girls in the past.

“Damond and Emerald Shnaf” long chain pendant - A high jewellery piece version of the larger traditional pendants, a Square shaped 18k yellow gold pendant with repetitive shape, oval central hand carved emerald oval cabochon and emerald beads for the rectangular tassels.

Triangles Collection (to be renamed as an architecture inspired collection)
18k Gold Bangle with triangle filigree cutout design and a bezel set





diamond created as an everyday wear piece of Jewellery. Variance includes rose gold bangle , yellow gold bangle, rhodium plated white gold bangle.

18k Gold rings with triangle filigree cutout design and a bezel set diamond created as an everyday wear piece of Jewellery. Variance includes rose gold ring , yellow gold ring, rhodium plated white gold ring.

18k yellow gold and rose gold archs inspired bracelet leather wrap, hand carved Australian chrysoprase center stone.

18k yellow gold archs inspired bracelet with sliding/ moving fresh water pearls , leather wrap.

Triangle cut out pattern choker , earring and bangle set with a pair of diamond trillions framed by diamond meles.

Triangle filigree reference research

Qirvan Mosque (Mousavi, 2014 : 9) Apadana Palace (Mousavi, 2014 : 9) Noush Abad Dome (Mousavi, 2014 : 10) Triangle If a triangle is placed on its base, it is a symbol of stability and balance. It is the most stable geometrical shape. It is like firm mountain that finds aggressive and combating shape due to its sharp angles. It also connotes danger and free due to having peak point (Hekmt Azizadeh, 2013: 4). It is the simplest geometrical shape that places a vertex against a base in any position. Triangle indicates that God has given wisdom or intuition into human soul so that it finds intuitional power(Gholmi Tvani, 2013 : 9). Equilateral triangle represents divinity and coordination and fitness (Hekmt Azizadeh, 2013: 4) triangle It connotes human (body, spirit, and soul), life circle (birth, living, death), and complete circle (beginning, middle, ending) and (past, present, future). Added with number of four, the sacred number of seven is formed. Multiplied with number of four, the number of twelve is formed (Gholmi Tvani, 2013: 9). As Aristotle said, the number of three includes



شيخة السركال
Sheikha Alserkal

Bespoke Fine Jewellery

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beginning, middle, and end (Gholami Tavani, 2013: 9). 4

Al Dhabi Collection

A collection inspired by the Arabian deer, alMaha and AlDhabi.

Al Dhabi Earring - inspired by the gazelles build, speed and agility these earrings capture their leap form by a behavioral movement referred to as "stotting". The body consists of 18k yellow gold with white rhodium plating and black enamel to emphasize the stripe features of the body and face as well as a diamond for the eyes. The horns and hoops are made of hand carved black onyx.

Pendant - hand carved onyx horns, diamond eye, black enamel and white rhodium plating to define the facial pattern. The

Ring - signifying the unique body pattern on the Dhabi onyx stone is skillfully hand carved to follow the curve of the ring just as the body of the deer. The white pattern is represented with rhodium plated white gold.

Sabha or Misbaha

A version based on Muslim prayer beads, there are 33 beads in total and are comprised of one of a kind carved Tahitian pearls, the yellow gold beads were carved to the same patterns as pearls, the long tip also referred to as the leader bead is a Tahitian pearl carved to the shape of a flower bud, accentuated with a yellow gold frame border and a round ruby gemstone tip.

Drought

A collection part of the MENA environment inspired pieces and a highlight on the issue of global warming, drought signifies the effect the rising temperature of the earths effects on previously water rich lands. The gold pattern resembles the earths cracking and raised surfaces, the hand cut and carved clear quartz gives the mirage effect while the diamonds underneath add to the representation of water bringing new life to the earths grounds.

Bespoke

Hanging girl - hand carved rose quartz, pink enamel cheeks, ruby slippers, 18k rose gold and rhodium plated white gold, black rhodium plated hair.

Swinging girl - hand carved carnelian, 18k yellow gold and rhodium plated white gold, black rhodium plated hair.

Lips - "Watermelon" Tourmaline, red enamel lips, 18k rhodium plated white gold base.



design |



Azza Al Qubaisi



Azza Al Qubaisi is an Emirati Jewellery Artist, Sculpture and Product Designer, she is most often referred as the UAE's first Emirati Jewellery Artist and known for her public art engagements all year round.

Al Qubaisi is a multi-discipline artist who enjoys exploration and experimenting with materials and techniques focusing on local and natural materials. Born in Abu Dhabi and educated in London Al Qubaisi holds MA in Cultural and creative industries and BA in Silversmithing, Jewellery design and allied crafts. Exhibited locally and internationally in group and solo shows, she represented the UAE in "A 1001 steps Festival" in Helsinki, Finland 2004 and the first artist to exhibit in DIFC in 2005. Al Qubaisi exhibited in "Language of the Desert" in Abu Dhabi, 'Three Generations' by ADMAF at Sotheby's London and UAE national day exhibition at Expo Milan 2015.

Al Qubaisi was published in several books and publications, her wearable art from Life series and Bareeq Al Oudh series are published in "500 Earrings: New Directions in Contemporary Jewellery: 2007" by Lark Books. Awarded locally and internationally, winner of the British council YCE Award, Emirates Women Award in Business and Social Contributions categories.



Collection: Al Joud

This collection comes as a revival to Bareeq Al Oud collection which I revealed in 2006.

Using Agrawood (oud) which is appreciated worldwide in many cultures for its essence, in this wearable art collection it captures an aspect of our culture that is fading out and changing with the use of affordable available materials mixed with perfume instead. Using wax to create the drop shapes over each individual oud pieces that i have hand selected. i used a similar process in Shamsa collection where I used it but with pearls to create harmonious drops of gold.

Drops of life has been part of different works that I have created over the past 2 decades and to me water is life the cycle we live for in search of love....





Amina Ghali
Azza Fahmy
Fatma Ghaly





Azza Fahmy

*Chairwoman & Creative Director
at Azza Fahmy Jewellery.*



In 1969, Azza Fahmy initiated her journey towards being one of the most esteemed jewellery designers in the region. With a profound purpose, Azza Fahmy has taken the role of translating the region's culture to the world, through her unique research approach and craftsmanship preservation. Dedication and hard work has won her international recognition that boasts a diverse client list attracting jewellery connoisseurs from around the world.



The history of the brand began when Azza Fahmy, a BA in Interior Design, came across an art book about the classical jewellery of Medieval Europe at an Egyptian book fair. She became an apprentice in Khan El Khalili, Egypt's ancient jewellery quarter, learning with one of the craft's most respected masters. In the mid-1970s the British Council awarded her a fellowship to study jewellery craft at the City of London Polytechnic. Fahmy returned to Cairo with wider horizons and greater confidence, opening her first shop in 1981. In 2002, Azza opened her factory complete with design studio, now housing over 180 employees. Azza Fahmy set out on a journey of research and exploration across Egypt covering its traditional jewellery, launching her first book 'Enchanted Jewellery of Egypt' in 2003.

Celebrated as Egypt's luxury multi-national brand, Azza Fahmy, set her sights on Europe, venturing on various Fashion, Culture and Educational partnerships. For London Fashion Week, Azza joined forces with Julien Macdonald, in 2006, for a two-year collaborative partnership catwalk and capsule retail collections followed by another collaborative partnership with fashion design duo- Preen, Justin Thorton and Thea Bregazzi for New York Fashion Week in February 2010. Early 2012, Designer Azza Fahmy embarked on a culture collaboration, creating a Bespoke collection for the British Museum's Exhibition 'Hajj: Journey to the Heart of Islam' entailing historic reflections inspired by Hajj pilgrimage and sacraments. Further, Azza Fahmy partnered up with Alchimia, Contemporary Design School in Florence, to establish 'The Design Studio by Azza Fahmy', early 2013. The Studio aims at educating young student designers who ultimately want to become

professional jewellers themselves equipping them with the knowledge that allows them to compete internationally. The studio is the first establishment of its kind in Egypt and the Middle East, positioning Egypt on the map as the region's jewellery design hub.

In 2013, Azza Fahmy partnered up with British Designer Matthew Williamson for a two-season collaboration to create the 'Azza Fahmy for Matthew Williamson' Catwalk Collection for London Fashion Week, to retail at Azza Fahmy boutiques worldwide and at Matthew Williamson stores in London.

Listed as one of Egypt's influential women, designer Azza Fahmy travels internationally as a cultural ambassador for her country, and has held more than 200 exhibitions worldwide.

Azza Fahmy Jewellery currently has boutiques in Egypt and Jordan, with retails in Qatar, KSA, UAE, Washington D.C. the UK and is available via Azza Fahmy Jewellery worldwide Online Boutique www.azzafahmy.com



Amina Ghali

Head Designer, Azza Fahmy Jewellery.

Amina Ghali, Azza Fahmy's youngest daughter, joined Azza Fahmy Jewellery in 2005. She has spent the first 3 years working behind the scenes designing and developing pieces across the brand's different collections, impactfully endorsing and applying the brand's ethos of producing unique pieces with subtle cultural references and a contemporary modern twist.

The yearning to be a designer began at an early age when visiting her mother's workshop, however, Amina began realizing her talent when she started putting her passion to practice. Amina initially studied contemporary jewellery in Italy's Alchimia School for a year, followed by a BA in jewellery design and silversmith at the University of Central England, Birmingham, UK.

After years of researching and practicing her art, Amina successfully launched her first Azza Fahmy Jewellery collection in 2008. She has launched various collections since and designs side by side Creative Director Azza Fahmy as her design partner. Amina has recently embarked on the 'Azza Fahmy for Matthew Williamson' Fashion Week SS'13 & AW'14 retail and catwalk collections in addition to the launch of the 2nd



'Azza Fahmy for the British Museum' Bespoke culture collection celebrating the museum's exhibition 'Egypt: Faith after the Pharaohs.' Amina has managed to introduce new concepts to the market which have added a necessary edge to the Azza Fahmy Jewellery design house.

Fatma is a business development specialist with more than twelve years of experience working her way up from marketing executive to a position with the vital role of transforming the business from a home-grown brand to an international luxury designer name.

Fatma had gained hands on experience having been exposed to the business world through a family owned enterprise at a very early age. Fatma set out with a great level of aspiration to take the brand to where it is today and develop further strategic plans to achieve an exceptional online experience and global expansion. Taking the lead in managing a full-fledged organization, Fatma puts together and implements the company's annual plan, setting and achieving sales targets for the local, regional, and international outlets. She consistently develops global PR and Marketing campaigns that aim at launching and reinforcing the designer image locally and abroad.

Fatma is also involved in developing the jewellery design and making sector in Egypt. Her strong involvement in multiple developmental projects has won her entrepreneurial recognition by many regional and international organizations and initiatives. In June 2008, she was selected as an Endeavour Entrepreneur. She has also been involved with her mother in developing The Design Studio by Azza Fahmy in Cairo- an educational hub for aspiring designers/ students that offers full-fledged course-curriculum to those who want to progress in the jewellery industry.



Fatma Ghaly

Managing Director, Azza Fahmy Jewellery



design |



Dima Rashid



Dima Jewellery,
international luxury
design house founded
in 2002, launches its

'Dreams of Gold' Collection,
tribute to timeless Middle Eastern beauty and
cultural heritage. The campaign for the collection
was shot in Dahshur, the royal Ancient Egyptian
necropolis 'Deshret,' meaning Red Land, located
in the desert on the west bank of the Nile River,
40 kilometre`s south of Cairo.

Homage to traditional Egyptian and Middle-
Eastern Jewellery, Dima Jewellery's collection
beautifully re-introduces the design house's
signature 18kt gold and unique precious-stone
combinations with world design trends, subtle



Dima

JEWELLERY





cultural sentiments and traditional jewellery craft techniques.

The collection features iconic crescents and coins presented in 90's style chokers, lariats, charms and tassels, dome-shaped cocktail rings, in addition to mix-and match styles, raw textures, and drop-shapes that are emblems to Dima Jewellery's nature-inspired artisanal design philosophy. The pieces are set in a fall'18-inspired selection of precious gems alongside Dima's signature

hammered 18kt gold, from diamonds, wine-red rubies, green emeralds, and deep blue sapphires, lapis lazuli, and topaz. The collection is available at Dima Jewellery's showroom in Cairo starting the 20th of December, 2017.

Founded in 2002, Dima Jewellery is crafted from the finest 18kt gold, illuminating diamonds and hand-selected precious gems. Dima Jewellery creations are meticulously hand-crafted and tailor-made. Ethically sourced from Persia and India, our artisanal stones are carefully selected, with each bespoke design exposing their natural and asymmetrical rhythms, so every piece is one-of-a-kind. Dima has dressed numerous international, Arab and Middle-Eastern celebrities and world leaders amongst which were Queen Rania of Jordan, Naomi Campbell, Gisele Bundchen, Heidi Klum, Gigi Hadid, Vanessa Williams, Susan Sarandon, Eva Mendez, Yosra, Henda Sabri and many more.

Dima's design philosophy revolves around timeless muses drawn from nature, introducing unique stone combinations and signature layering that breathe life into her distinctive designs, created for the true jewellery connoisseur.

Dima Rashid, Founder & Designer

Originally Palestinian, born in Kuwait, raised and educated in Canada, Dima's story can be touched through her beautifully hand-crafted designs, reflecting her interesting journey and lastly her settlement in Egypt. Inspired by





the ancient land's embedded artisanship, history fantastical colors, and alluring rhythms, Dima found mastery in fusing the old and the new; the ancient and the modern.

From her studio in Cairo, Dima's unique designs are created with vibrant premium standard stones, coming alive with her own reverence to use the highest quality of gemstones, diamonds and gold. Her passion for ethically sourced stones and work guarantee that each piece of jewellery is produced with love and respect.



Sura Rashid Al Braih

“ Mrs. Sura Rashid Al Braih, is a Kuwaiti national graduate of Kuwait University, Assistant Engineer, Ministry of Works in State of Kuwait. And proudly the 1st natural pearls female merchandiser in State of Kuwait ”

- Holding a certificate of Jewelers for beginner from GIA.
- Has a certificate in stone science from the same institute.
- Received a certificate of trade and art stones from the same institute.
- Member of the Kuwait Federation of Gold Traders.
- Member of Kuwait Businesswomen Association.
- Studied and is currently trained to obtain a certified diploma in jewelry and drafting from the UK.



- Participated in many exhibitions related to jewelry locally, Gulf and regionally.
- Working with local, Gulf and Arab designers to provide and develop jewelry at all levels and related sectors.
- To emphasize the role and presence of businesswomen and interact with the local and regional community.





Alla Khrapovitskaya

There are many amazing stories throughout history of people who have fought adversity to rise above to heights unthinkable just under normal circumstances. It always makes me wonder how do people achieve such greatness and uniqueness and most important how do they do that when they have had to deal with such difficult times which we could never imagine.

Alla, a young Russian jewellery designer, born in Russia who grew up and educated in Dubai. The daughter of a doctor had a very normal and average upbringing. A charming and lovely young lady, down to earth and always smiling. At first sight there is nothing unusual about this mid 20s young lady that would strike at you other than a very talented designer. However once you hear her story it will break your heart and at the same time fill you with pride and respect. Alla was studying hospitality at the Engecon University in Dubai at 18, a bright and studious student, and a beautiful young lady with a bright future ahead of her. She loved hospitality and one day saw herself immersed in this industry.

Sadly one evening as she got out from her car, an unknown assailant attacked her at knifepoint. The criminal took more than her possessions at that time – he took her beauty and health, leaving her unconscious and bleeding. Her horrific attack left her face completely disfigured and unrecognizable. With months of pain and agony it was truly amazing how the doctors of Dubai reconstructed her beautiful face. For most of us the story would end there and we would be forever grateful to the medical community for just saving our life and beauty. Our trust in humanity shattered, dreams over, psychological scars which would not be easy to overcome. With great support and help maybe we would begin to get back to what we called a normal life. Always worried, nervous and maybe even scarred to out. However as they say, there is a strength, which is found in adversity. When strength is the only option, is when we discover how truly strong we can be. Alla is one of those people. A truly exceptional person and character. Her smile never faded and her dreams



got bigger. It was a difficult road to travel. With overwhelming support from friends and family, Alla managed to start looking for the ways to possibly get over the succumbing depression, which followed the events of that year. She worked hard to overcome her fears and resumed her studies at university, with high expectations. During this time and having to deal with so much, Alla discovered a creative part to her character, which she never noticed before. She found a comfort, an escape, and a place where her mind took her away from that awful night, the operations and the memories, a place in her mind where she could challenge and think and create. She began to doodle, then draw and then design and not before long she was creating jewellery designs. Whilst having a conversation with one of her friends, a renowned precious stones trader, Alla started drawing random designs. The astonished friend had to stop her, as the pictures looked like they needed to be

set in stone straight away. Her darkest fears, deepest emotions and wildest dreams unleashed onto those designs and captivated the hearts of anyone who saw them.

Alla's new dream and profession was born that day. She became a jeweller.

Designing and creating simple jewellery first for friends and then for friends of friends suddenly became a business. Without much thought Alla created De Paz Jewellery. A small boutique in the renowned Gold and Diamond Park of Dubai. She says if your going to be the best then you have to be amongst the best. 10 years have now passed since that awful night. Today, Alla is the same charming young lady; with an infectious smile and softly spoken and a positive aura to brighten anyone's day.

Her jewellery is renowned globally and worn by the elite of the world. From the wife's of presidents to pop stars and film stars. Her designs are breath-taking, stones and colours are unique. From rings to tiaras, necklaces to shoes, there is nothing this young lady cannot do. De Paz has become a brand, a name that connoisseurs of jewellery flock to. Her A list clientele fly from all over the world to sit and share the design experience with her and walk away with some of the most astonishing one off pieces of magic. They all say the same thing. They are amazed not only at the designs but also the fact that she makes the jewellery herself. Her eye for some of the most amazing diamonds and gemstones is a true gift. The creative flow of this unstoppable lady knows no boundaries. In 2016, Alla decided to expand herself into a new venture. She started a line of high-end Chocopaz chocolates, handmade in Dubai and sold at premium locations. Shall we expect some gold-covered truffles? Guess what, Alla already has them in stock, and who knows, maybe diamond dust pralines are the next big things on her mind.

She says who knows, the mind has no boundaries. With the darkest hour behind her this young lady has a very bright future ahead of her. She is the example of strength beyond adversity, determination and positive attitude and creativity and beauty personified. A talented jewellery designer with a heart of Gold.





design |

Nada Ghazal

Nada G™

“*Emotional Connection*

The most gratifying reason to being a jeweler, is translating my emotions into timeless jewelry pieces that awaken emotions in others”

Nada Ghazal - Designer of Nada G™ Jewelry

At the age of 30, Nada started weaving her first jewelry pieces with 18k gold string and precious stones in her apartment in Gemmayzeh, Beirut- Lebanon. A year later, in December 2003, she showcased her first collection with 25 hand-made pieces. Her collection consisted of rings, necklaces, bracelets and brooches. Every piece was intricately created by weaving gold string; which was all too familiar for Nada. The pieces sold out in less than 3 days and there was great demand to create more. Within a year after her acclaimed success, Nada established the Nada G™ brand and opened her first boutique and workshop in October 2004.

Since its launch, Nada G™ has witnessed a year-on-year increase in sales and profits, and to accommodate further demand Nada G™ opened its flagship boutique in Beirut Souks, Beirut Central District, Lebanon in December 2010. Nada G™ continues to grow locally in Lebanon and is currently looking to branch globally as well as launch an e boutique. Nada G™ aspires to emotionally connect with women around the world through its fine jewelry collections.

Nada G™ jewelry encapsulates the designer's world of experiences, showcasing intricate masterpieces that exhibit a sense of order and form, designed as timeless pieces made of 18k gold and precious stones. Going against established norms, the pieces exhibit fragility in their coarseness, docility in their textures, and vibrancy in their candid statements. Each piece of jewelry echoes a different sense of emotion, mirroring not only an adornment of the senses, but more so celebrating what they evoke to be a woman.

Nada G™ has three distinct lines: TRUE ORIGINALS, OUTBURST, THE BESPOKE LINE, and SURSOCK MUSEUM EXCLUSIVE'. 'TRUE ORIGINALS' is a true reflection of the designer's emotional sense of her immediate surroundings and what invariably moves her, materialized with the glow of gold and the luring energy of a gem. 'OUTBURST' is the embodiment of the designers rush of positive emotions translated into beautifully carved jewelry in 18Karat gold to adorn the sophisticated woman's body.

'THE BESPOKE LINE' is custom-made one-off pieces that are reminiscent of a woman's desire for personalized jewelry and articulate, determined, seamless individuality. 'SURSOCK MUSEUM EXCLUSIVE' is created specially for the museum. Designs reflect the culture behind the museum. Every 6 months Nada G produces a new collection exclusively for the museum.



Nada G™ Awards & Acolades

'Woman Entrepreneur of the Year 2017' award - 6th Brilliant Lebanese Awards organized by BLC Bank.

Premier Middle East Award - Watches, Jewelry & Pens Awards

Editor's Choice Award (IJL)

JCK Rising Star

Quintessentially Gems

Guide Joailliers - UNIQUE

Creative Lives

London Jewelry Week

Gold by Eclat De Mode Paris





Abdulaziz Al Quraishi



I think what characterises my designs is its inner beauty without much complexity. I always try to be accurate and thoroughly detailed giving it a soft and luxurious touch. I adore the amalgamation of traditional touch with modernity in all my designs which is aptly created for the modern era that we are in. I also love to carve elegant pictures on the ring to give it a classy look. My vision is that, 'Every woman must wear matching jewellery', and I try to always provide professional modern designs at competitive prices. I do intend to stay away from complexities in jewellery designing.

I have seen many people try to reach the highest level of creativity, not only in the field of Jewellery designing, but also in fields such as Architecture and I get inspired by some of them such as Iraqi Rahmatullah, designed by Zaha Hadid.



design



Noor Fares



N O O R
F A R E S

Noor Fares creates jewellery with soul. The Lebanese designer is renowned for her colourful modern-day talismans that combine ancient symbolism and contemporary style.

A lifelong cultural nomad, Noor incorporates the discoveries she makes in her world travels in her designs. Whether it be the mystical symbolism of Hindu mandalas in India or the intricate geometric patterns found in Middle Eastern architecture, she is inspired by unexpected beauty wherever she goes. Passionate about jewellery and gems from an early age, Noor studied History of Art at Tufts University in Massachusetts before going on to the GIA in London to learn about the world of precious stones. She established her eponymous collection in 2009 and quickly made a name for herself with distinctive designs such as her signature Fly Me to the Moon earrings, whose striking wing motif is hand-carved in a rainbow's array of materials including wood, mother of pearl and lapis lazuli. She intends for her pieces to become one with the wearer and hopes they will be treasured for the rest of their lives.

"I try to create pieces that are innovative yet timeless," says Noor, who also has a Masters in jewellery design from Central Saint Martins in London. "I always consider when I'm designing a piece whether someone will want to wear it in years to come." Inspired by ancient beliefs in the healing energies of stones and minerals, she communicates their mystical powers in her kaleidoscopic designs, whether it be the sacred geometric patterns of her Akasha collection or the cosmic gems of Navratna. Today, her collection is carried around the world by leading retailers including Net a Porter, Dover Street Market and Moda Operandi and has been worn by Kate Winslet, Salma Hayek, Naomie Harris and Sienna Miller.





Selim Mouzannar

Mina collection

This season a new line has just landed where enamel gives its best shot. This technique is more than three thousand years old and still difficult to master. It was born on the shores of the Mediterranean as indicated by traces found in some ancient vestiges.

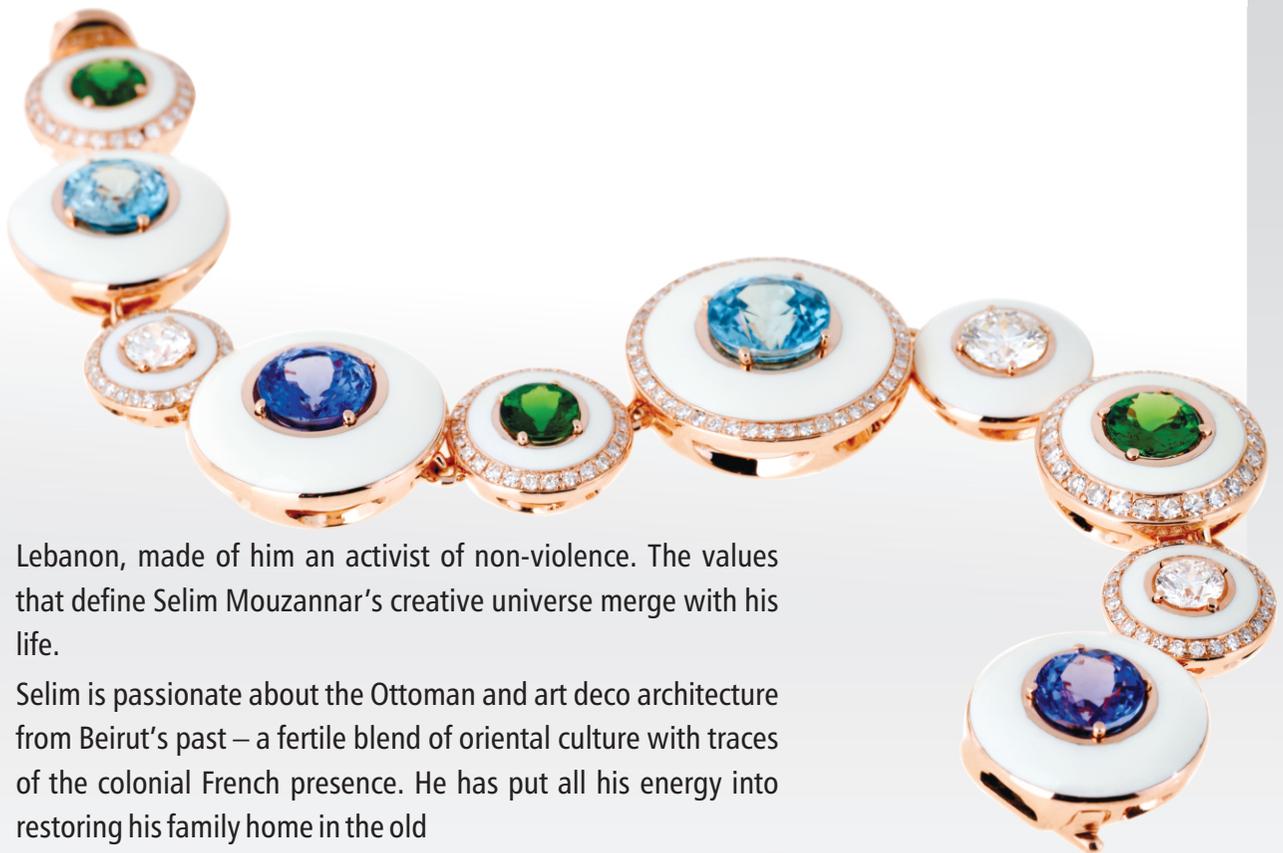
Appreciated by the creators of Art Nouveau and Art Deco movements for its refinement, exoticism and colors, MINA immediately evokes the great figures of the Hollywood glamor, the likes of Lauren Bacall, Joan Fontaine or Ava Gardner. Available in trios of rings and pendants of pearls and diamonds associated with grey enamel the Mina collection imitates in their round and sensual shapes flowers blossoming in the subtle shade of this precious material.

Selim Mouzannar biography

Selim Mouzannar, who was born in 1963, comes from a family of jewelers and suppliers of the Ottoman Empire since the 19th century. As a child, he spent his time in his father's workshop in the heart of Beirut's historical jewelry souks.

After studying mineralogy in France and Belgium, he was hired by a renowned jewelry group to manage its workshops in Saudi Arabia, post which he went to Thailand where he led the life of a stone hunter at ruby mines near the Burmese border. He was once stopped by a local militia at the Cambodian border, a misadventure that would later, upon his return to





Lebanon, made of him an activist of non-violence. The values that define Selim Mouzannar's creative universe merge with his life.

Selim is passionate about the Ottoman and art deco architecture from Beirut's past – a fertile blend of oriental culture with traces of the colonial French presence. He has put all his energy into restoring his family home in the old

neighborhood of Ashrafieh, where he currently lives. It is in this crucible that he finds his inspiration. The framed arches of the Beirut collection, the ancient symbols with which he plays in various pieces, and the colorful shades of the Mediterranean, all feed the creator's inspiration.



Mouzannar likes to confront the past with the present, which is why his jewelry represent a heritage in perpetual movement. The rosette motifs in the Beirut collection fade in infinite combinations thanks to the poeticism of the ancient sized diamonds (Falamenk, known as Flemish size), while the chiseled stars of Istanbul are set in explosive colored stones. Selim Mouzannar's jewels are powerful pieces that speak to the extroverted character of their creator. The jewels announce and affirm a strong personality. With solid expertise in the world of stones and a gemologist's eye, Mouzannar knows how to play with colors and new forms to create unique pieces with luminous exceptionality.

It is in Ashrafieh, the neighborhood of his birth in Beirut, that Selim opened his first workshop in 1993, where he has let his imagination soar, experimenting with new techniques. From prototype, to setting, to polishing, each piece is produced entirely by his craftsmen - in a true laboratory where tradition

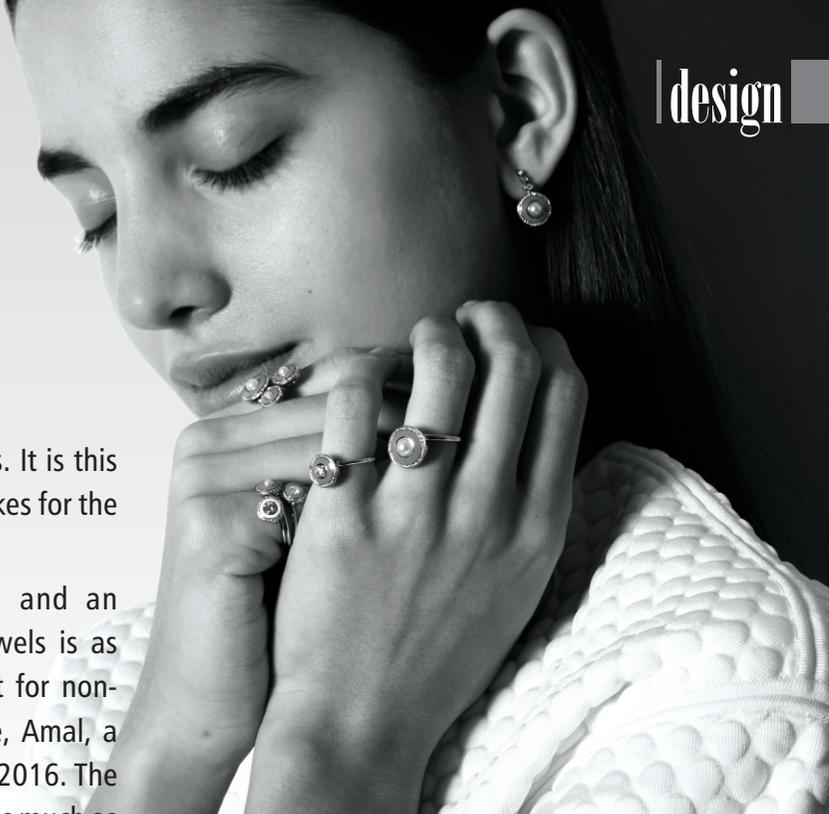


coexists with the most modern of jewelry techniques. It is this professional mastery acquired over the years that makes for the perfection of Mouzannar's pieces.

Selim Mouzannar is an activist, an epicurean, and an irrepressible optimist. To him, creating beautiful jewels is as much a moral duty as a professional one. His fight for non-violence and for solidarity is echoed in the necklace, Amal, a featured piece that won the Couture Design Award in 2016. The hyperactive personality, who likes to travel the world as much as to declaim poetry at home, enjoys the idea that the beauty of his jewels is a promise of happiness.

Mouzannar loves to share his passion for jewelry, so much so that he has created two new outlets near his already famous boutique in Ashrafieh: Macle Jewels displays creations by designers from around the world that he admires. The Jeweller Vintage is a revival of the Beirut souks from his childhood, a place where one can purchase treasures reminding us of the past.

If Selim's favorite exclamation is "Long Live Life!" it is because he is a creator who never stops, for whom life is closely linked to his passion for jewelry.



design |



Ameera Al Araiimi



Leleganza Lusso
Jewellery Designing

Ameera Al Araimi is holding a certificate of Higher National Diploma, in Jewellery Development, from Damas Academy at NIVE in year 2011 & from here, her passion started from over 9 years ago.

She inspired her designs from all beauty either natural patterns or based on tradition and culture crafted into global concept to suit more ladies from different cultures.

She's creating a variety of designs Inspired from her cultural background & is passionate in connecting minds.

She established her brand under the name of "Leleganza Lusso" which means the Luxury Elegance. Brand is using Gold, Diamonds, Pearls as well as precious stones; which adds beauty to each piece of it.





Aminah Al Rowaie

Aminahfancyjewelry (AFJ) is a Saudi jewelry brand. It was based on four concepts, which are to be unique, stylish, colorful and affordable. The lotus flower was chosen to be the logo of the brand as they are the symbol for renewed beauty since the old Egyptians. We use all colored gemstones and we mix different gemstones together in a significant way, which is so special about us. We seek to make the women who choose our jewelry feels so unique and beautiful. We seek to achieve woman's dreams and expectations in jewelry world. Our goal is to be the first woman's choice all over the world. We try to empower woman by providing her with unique designs and colorful

“ We are inspired by the nature end especially roses and flowers Our designs can be worn at work, parties or in the evening.”



gemstones to make her life brighter and help her to be more positive and independent. We are inspired by the nature end especially roses and flowers Our designs can be worn at work, parties or in the evening. One of our distinguished achievements was the participation in jewelry salon in 2017 in Riyadh.

We are proud to be 100% Saudi jewelry brand and our jewelry is made in Saudi Arabia

Some facts about us;

- Quality and trust is our priority.
- We use all kinds of original gems.
- Our jewelry is handmade.
- Our designs are so unique and we manufacture one piece from each design.
- We provide customized jewelry.
- We repair our jewelry free after sale.
- You can find our jewelry at the store “Taj for diamond ” at a Royal Mall in Riyadh Our achievements
- We participated in jewelrystalon show in riyadh2017
- We participated in 5 exhibitions in Riyadh
- We participated in VOD jewelry show in Dubai in 2017
- We participated in jewelrystalon show in riyadh 2018

