

Dive Retail Jeweller World

The Favourite playbook
that connects Jewellers and
Designers of the MENA region



Lively colours and reasonable pricing make Australian sapphires the ‘Gen Z gemstone’

Aspiration and fashion go hand in hand for the youth today. In a social media-centric lifestyle, millennials and Gen Z in particular are extremely conscious about flaunting memorable moments of their lives. Thus, they perceive the larger category of jewellery and gemstones differently than past generations. Jewellery retailers the world over are taking note of experiments their youngest customer base is seeking. They don't want to flaunt price tags with gemstones, instead want jewellery to go with their changing moods. Likewise, they seek new colours that stoke their aspirations and have been very fond of Australian sapphires.

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The jewels of St Petersburg carved Olga Kihlstrom's dazzling dreams

There is one thing that Olga believes. Unique Identity creates beautifully simple and timeless products that tell personalized stories of the past, present, and future. All her designs are centered around customized initials, tailor-made world maps, astrological signs, birthstones – pieces completely unique to your lives evolving stories. Her opulent but contemporary designs are suitable for wearing daily. She grew up in St. Petersburg, where she spent my childhood gazing at the dazzling jewels and accessories in the State Hermitage Museum.

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Dusoul's first boutique in Dubai layers fine jewellery through a portal of transparency

Dhamani Jewel's Dusoul is a name that excites all millennial women because of versatility. The Retail Jeweller World takes a look at the wondrous store that the brand opened in Dubai's City Centre Mirdif. A new boutique is always a new door that speaks of the beautiful stairway to success. The same holds true for Dhamani group, which opened a Dusoul boutique to serve the northern emirates. To be found at the City Centre Mirdif in Dubai, the boutique promises exquisite pieces, and the right amount of sparkle for the modern woman.

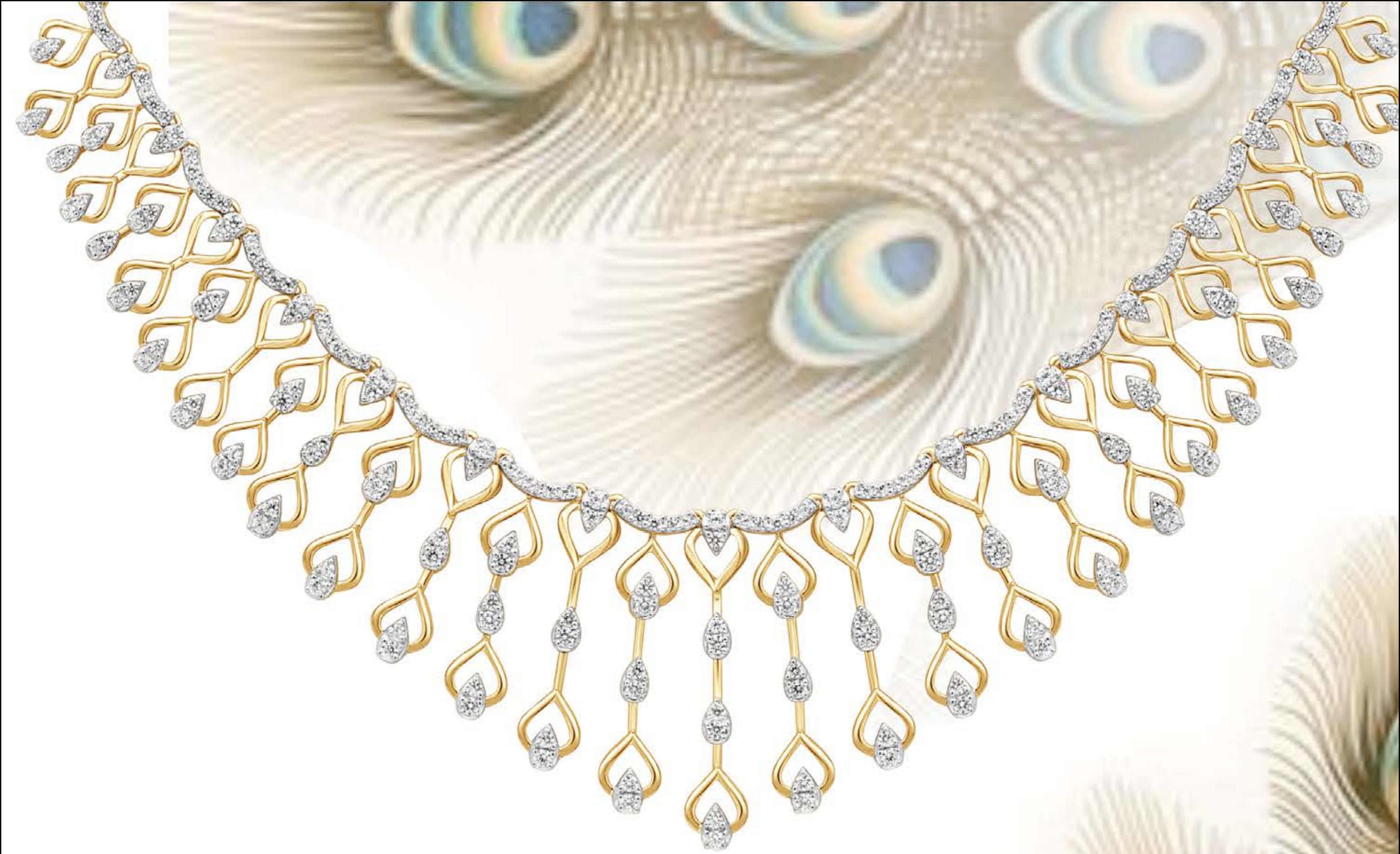
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Join the gold rush at Tanishq Dubai this Akshaya Tritiya

With gold high on the agenda this season, Tanishq is inviting customers to shop smartly and save big. Customers who visit their 2000-square foot Meena Bazaar, Dubai store from now until 15th May can avail up to 25% off on making charges of gold jewellery and on diamond jewellery value. They also get automatically enrolled into Tanishq's industry -leading loyalty program, Encircle, and can start earning reward points. For Akshaya Tritiya, the brand has also launched Akshayam.

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Lebanese jewelry maker Danya Jabre on her fun, funky homegrown brand

Danya Jabre has reached a stage in her life where she can look back and tell herself that she has done it all. But she has now settled enjoying what she loves most. A mother, grandmother, and entrepreneur, Jabre fled her native Lebanon following the Israeli invasion in 1982, making her way to England first, and since living in the US, Canada, and France. Along with her background in graphic design, all of her experiences and travels feed in one way or another into her fun and quirky fine-jewelry brand, The Twist. The Twist, which she started in 2014, looks like it's here to stay.

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A sparkling future: How Piaget is supporting the next generation of jewellery designers

The Swiss watch and jewellery brand has launched a Ramadan initiative to help young women preserve the heritage of ancient craftsmanship in Saudi Arabia. Bazaar can exclusively reveal the exciting news of a CSR programme that will see Piaget support young female artisans from the AlUla region. The house will provide scholarships to learn from in-house designers at Piaget and experts from renowned art school HEAD Genève – helping students learn traditional crafts from the region.

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Boosting Efficiency

Drive Consistency of Processes across the Business Operations including

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- Retail POS | Offline POS
- Supply Chain | RFID Solutions | Fixed Assets
- Manufacturing | Production Planning & Control
- Budgeting | Working Capital Planning
- HR | Payroll
- Mobile App | IPAD | Tab
- Local Regulatory Compliance including FTA, others
- Multi-Lingual: English, Arabic, Russian, Chinese, Turkish, others
- Cloud | Back-up



Enabling better customer experience

Digital Marketing Technologies including

- CRM | Loyalty
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- E-Commerce Platform
- Marketing Automation
- Programmatic AdTech
- AR | VR

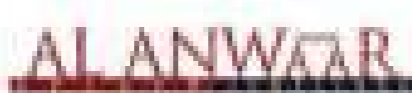
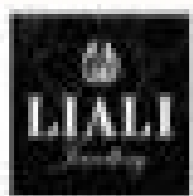
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- Customer Analytics
- Sales | Demand Forecasting
- Recommendation Engines

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