

Dive Retail Jeweller World

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

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Lebanese-Tunisian actress Nadine Njeim is the new face for Damas

Damas chairman and chief executive, Luc Perramond, revealed Nadine to the world as the Damas face at the opening of its new Dubai outlet, Bayt Damas. If one talks about concept in jewellery making and designing, the first name that comes to mind is Damas. Damas Jewellery launched a concept store in Dubai, one which caters to the upper-echelons of the society. A store that is meant for connoisseurs of art and fashion, who can pop into the store at their leisure, and of course, buy something for themselves and their loved ones.

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Beauty, diversity & innovation: Roberto Coin's mantra in the Middle East

It is a beautiful story. I founded the company on 1977 after leaving a successful career in the hotel industry. I have always been in love with creativity and fashion and I took the courage to leave everything and start a new adventure when I was 33. Today, I feel I can say that the courage and the curiosity I had in 1977 brought me to a great success besides giving me the chance to work with creativity, which was my dream.

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IGI partners with Diamond Standard to grade diamond coins, the world's only approved diamond investment commodity

The new diamond coin, made with natural diamonds, is pitching itself as an alternative commodity for investors to purchase instead of gold bullion.

International Gemological Institute (IGI), the global leader for gems & jewelry grading, joins hand with Diamond Standard to launch – Diamond Standard Coin, the first of its kind investment product which can be traded on the market as a regulated commodity, similar to gold.

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FURA Gems to Transform the Precious Colored Gemstone Market

FURA Gems, the only company in the world to mine all three precious colored gemstones, emerald, ruby, sapphire, announces the launch of the FURA Marketing Council, a groundbreaking coordinated effort to increase the size of the gemstone market. FURA Marketing Council (FMC) will transform the precious colored gemstone market by connecting the supply chain from rough to retail and harnessing the combined power of a major mining company.

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Al Zain's Precious Nina Collection celebrates every woman's unique style

Al Zain Jewellery has launched the Precious NINA collection, which is a colourful amalgamation of precious, coloured stones in yellow gold. The collection is an expression in colours and speaks of elegance and femininity, delicately linked together by diamonds. Nina Collection is a popular trends collection at Al Zain. Since the launch of the first edition in October 2017, Nina has been continuously evolving, launching in various stone shapes, types and colours and has now turned into series of coloured stones.

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Simple and classic: Jamal Saleh's secret sauce to Habiba's success

Dr Jamal Saleh Ali's sanctum sanctorum in Cairo yields him the best fruits because he believes in keeping things simple. The Retail Jeweller World delves into his design traits. My brand was founded 25 years ago. Love for jewellery is in my genes because my grandparents were jewellery experts. It ran in the family and here I am, taking the trait further. For me, classic is the way to go. Traditions are always there for a reason. And I still think heritage pieces that speak of tradition are the best.

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New and exclusive from the house of Damas: Luxury Boutique opens at DIFC

Damas has spread its roots further into the canvas that is the jewellery industry with its new showroom at the Dubai International Financial Centre amid much splendour. The famous international name in the jewellery business, Damas opened a high-end glamorous and exclusive luxury boutique at the Dubai International Financial Centre (DIFC). The boutique was inaugurated in a grand opening by Luc Perramond, Damas CEO and Chairman.

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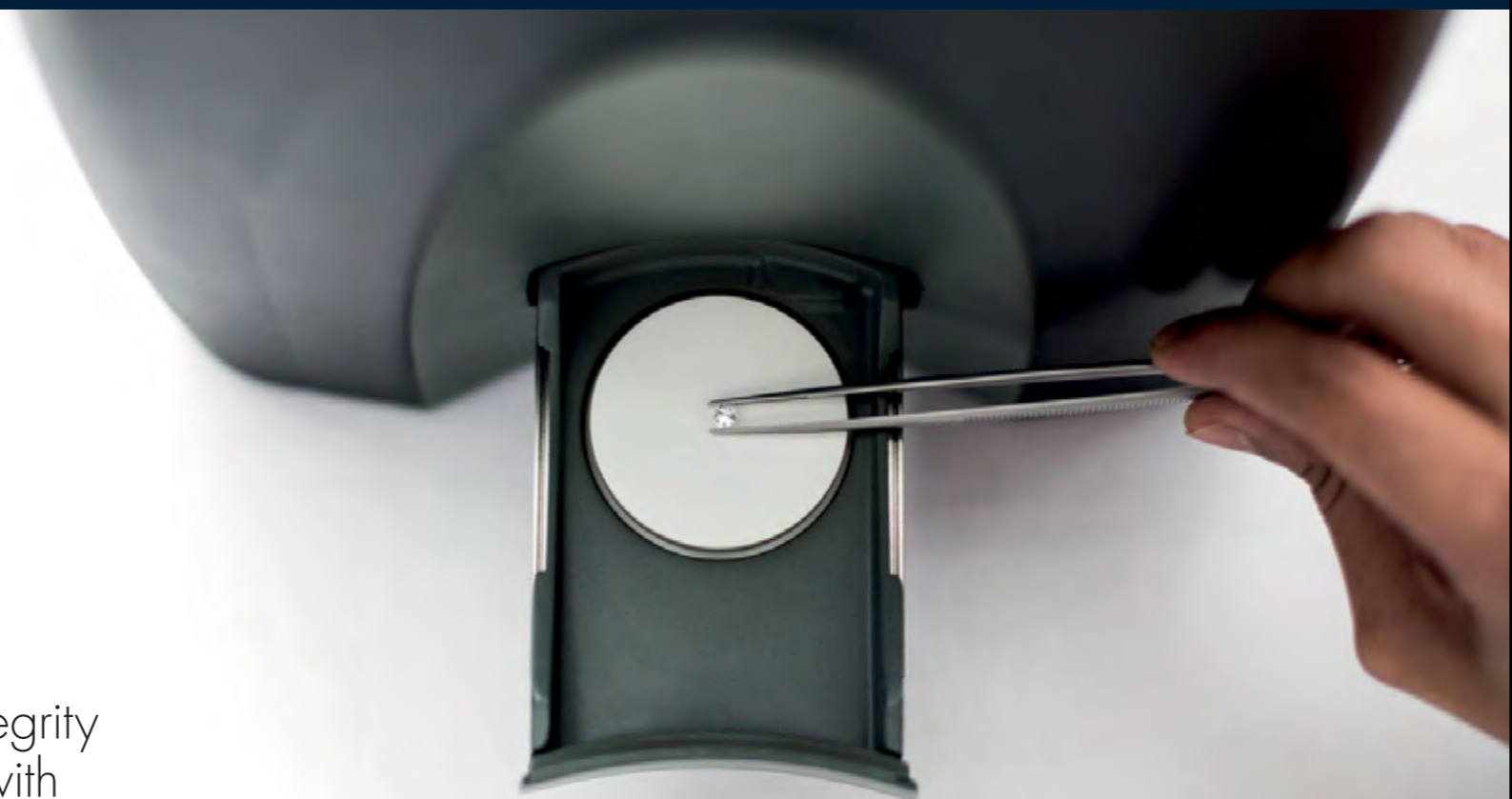
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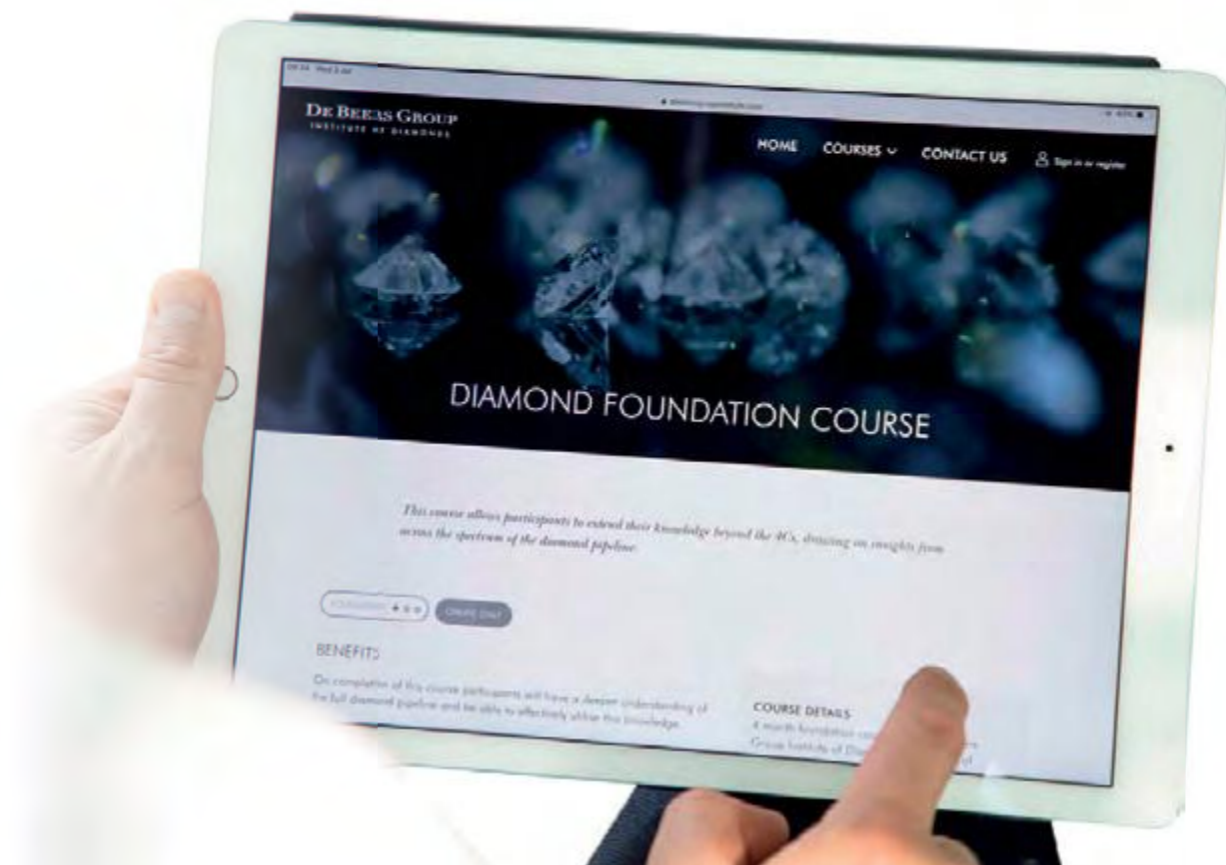
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Mouawad's Miss Universe Power Of Unity Crown finds a new queen in Mexico's Andrea Meza

The global pageant which aired on May 18, saw the beautiful Meza walk away with the much-cherished crown that is a symbol of unity, equality and beauty. A queen was crowned again. The Miss Universe finale took place last week from the Seminole Hard Rock Hotel & Casino in Hollywood, Florida. The winner of the crown was Andrea Meza from Mexico. As per the norms of the pageant, the new pageant winner Andrea will keep busy in the next year advocating for women's rights and a world free from gender-based violence.

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Digital marketing through Facebook: L'azurde shows how it's done

With its Facebook ads bringing them 66% of their sales online for the new Miss L' line, L'azurde has shown the jewellery world how to spin magic with digital marketing. L'azurde promoted a wonderful collection through its Miss L' line, which celebrated Saudi National Day. The exclusive collection was a statement in pride for the nation, and also had bespoke craftsmanship in every collection. The jewel in the crown was a necklace that was designed on the Saudi map.

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Damas' Fireworks Collection is sure to blow your minds

The iconic brand's latest collaboration with award winning designer Vinita Michael speaks of minimalistic confidence that will light one up at any juncture of life. Its iconic, its smart, its in vogue, and it is sure to blow your mind away. Damas, the icon in the universe of jewellery houses, has decided to take the art of creative gemmology up by a level. This is the era to do something breath-taking and unique, an offering with a difference, and the brand has done just that.

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