

# Dive Retail Jeweller World

The Favourite Digital Newsletter that connects Jewellers and Designers of the MENA region

Volume 2023 Edition 22<sup>nd</sup> , January 18<sup>th</sup> 2023



## Jawhara Jewellery & Natural Diamond Council join hands to promote the natural diamond dream in UAE

**UAE**

The Natural Diamond Council (NDC), a not-for-profit organization dedicated to promote and support the natural diamond industry has partnered with leading jewellery brand, Jawhara Jewellery, to enhance aspiration and desire for natural diamonds in the United Arab Emirates.

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## Al Zain just launched a colourful jewellery collection named Mosaic

**BAHRAIN**

Al Zain has managed to capture the attention of high-trend jewellery buyers with their new Mosaic line, crafted with striking shapes and a mosaic of patterns and colours, achieving the perfect balance of playfulness and elegance. The collection is crafted in gold and diamonds and focuses on bringing light to different forms of mosaic designs.

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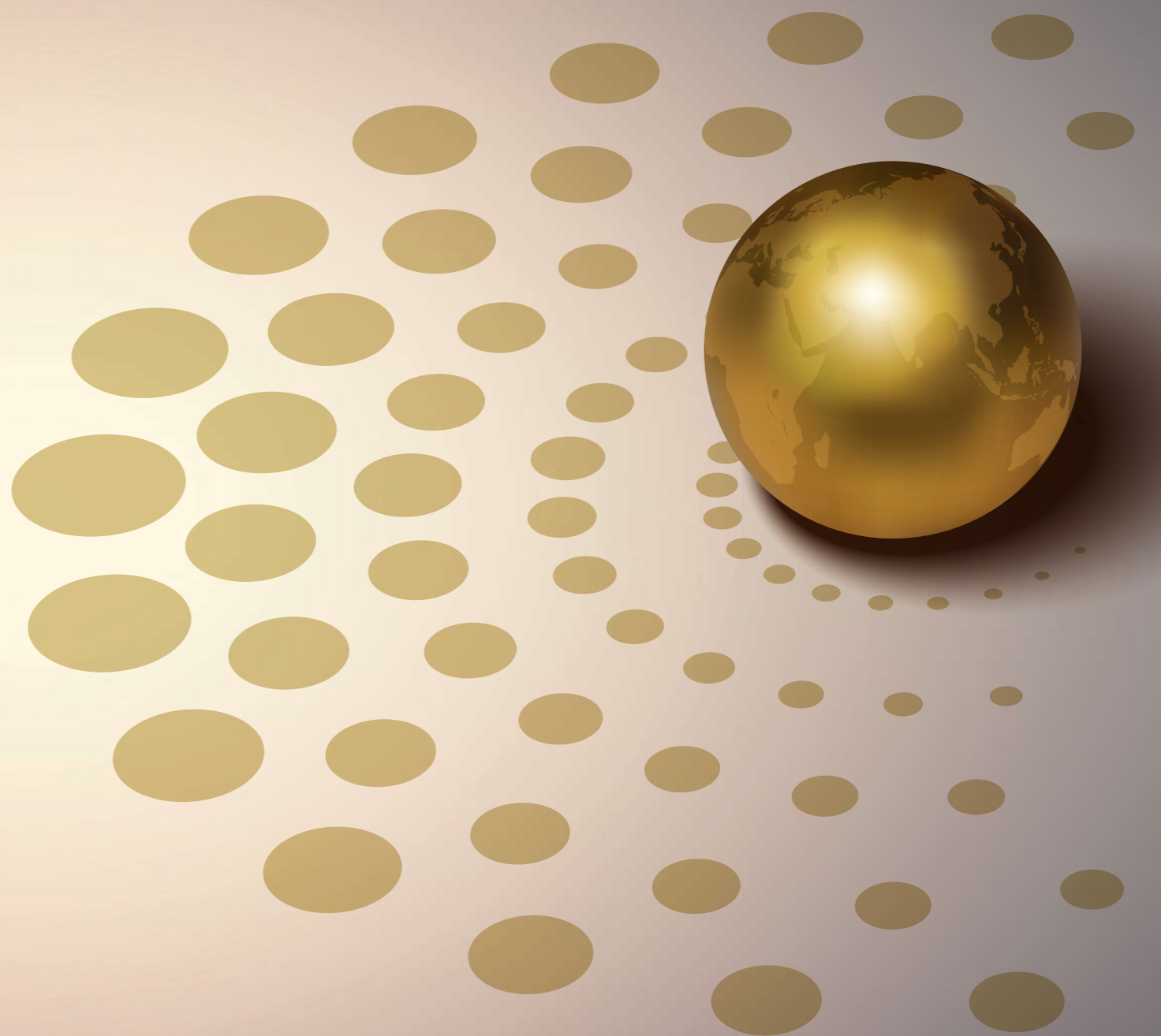




# JGT DUBAI

JEWELLERY, GEM & TECHNOLOGY

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BAFLEH  
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## Bafleh Jewellery launches New Gold Souq Extension with a special holiday collection

UAE

UAE's Bafleh Jewellery just opened a new retail shop located in the New Gold Souq Extension recently. The showroom has an ambience of warmth and comfort that encourages customers to explore and make good investment-worthy purchase decisions. The showroom offers a wide range of unique jewellery collections.

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## Damas Jewellery sets the bar high with its GAIA Collection featuring lab-grown diamonds

**DUBAI**

Dubai's Damas Jewellery has come up with a line-up featuring stunning lab-grown diamonds. Each diamond in the new Gaia collection is lab-grown and individually planned and cut for optimum brilliance using Asscher, Baguette, Cushion, Emerald, Half Moon, Hexagon, Marquise, Oval, Pear, Trillion and Round cuts.

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## El Mawardy Jewellers drops a new social media campaign for the holiday season

**EGYPT**

El Mawardy is making an effort to connect with its loyal customer base and potential buyers through pop quizzes on its social media platforms. The brand has joined hands with celebrity stylist Yasmine Kewani to introduce this venture. Apart from pop quizzes, the brand has also produced videos on how to style their jewellery with various styles.

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## Kooheji Jewellery just opened a new showroom in Riyadh's Mode Al Faisaliya

**SAUDI ARABIA**

Kooheji Jewellery's newest branch in Riyadh's Mode Al-Faisaliah Complex, Kingdom of Saudi Arabia, offers a one-of-a-kind experience. Besides some stellar designs and fantastic customer service, the newest showroom also boasts a seamless shopping experience. All Kooheji designs are innately luxurious.

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## Meena Jewellers drops a new diamond collection in 18-carat rose gold

UAE

Meena Jewellers' elegant newly launched collection showcases the panache of diamond jewellery. The necklaces feature an innovative adjustable chain mechanism that allows wearers to style it the way they wish. The rings and earrings are designed to help accentuate the diamonds studded into them.

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## The real significance of R'Bonney Nola's Miss Universe Force for Good Crown crafted by Mouawad

DUBAI

Miss Universe 2022 R'Bonney Nola was bestowed her newest title with the Miss Universe Force for Good Crown which has been designed by Mouawad. Crafted with diamonds and sapphires, the crown represents an inspiring message that we all have the power to implement positive change for a better future.

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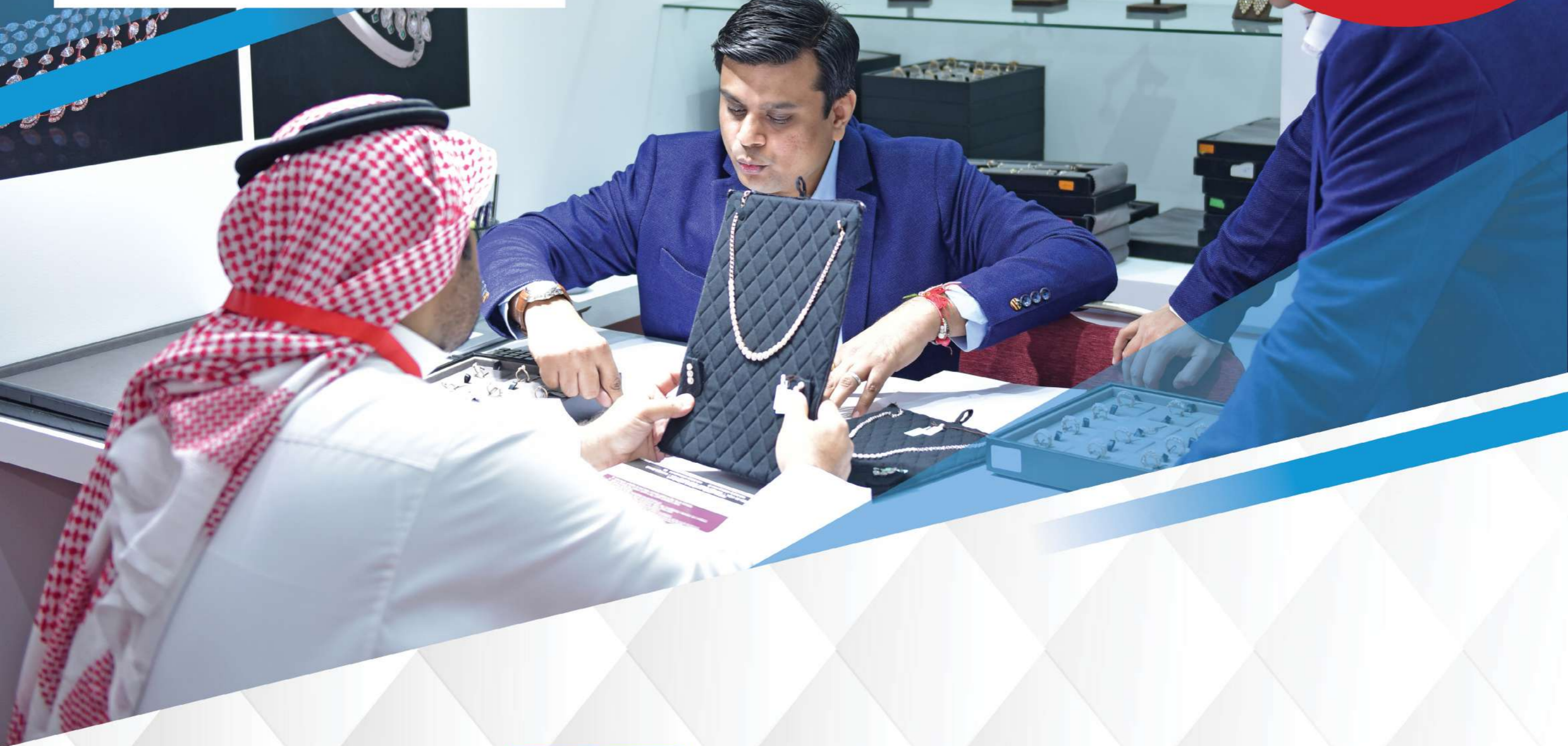




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B2B BUYER SELLER MEET

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## Samra Jewellery's new Aaliyah collection encapsulates the brand's creative vision

UAE

Sculpted to perfection, Samra Jeweller's new Aaliyah collection boasts designs that are focused on breathtaking beauty. Lush and exquisite, the pieces are adorned with the rarest gemstones and feature fluid, effervescent design movements.

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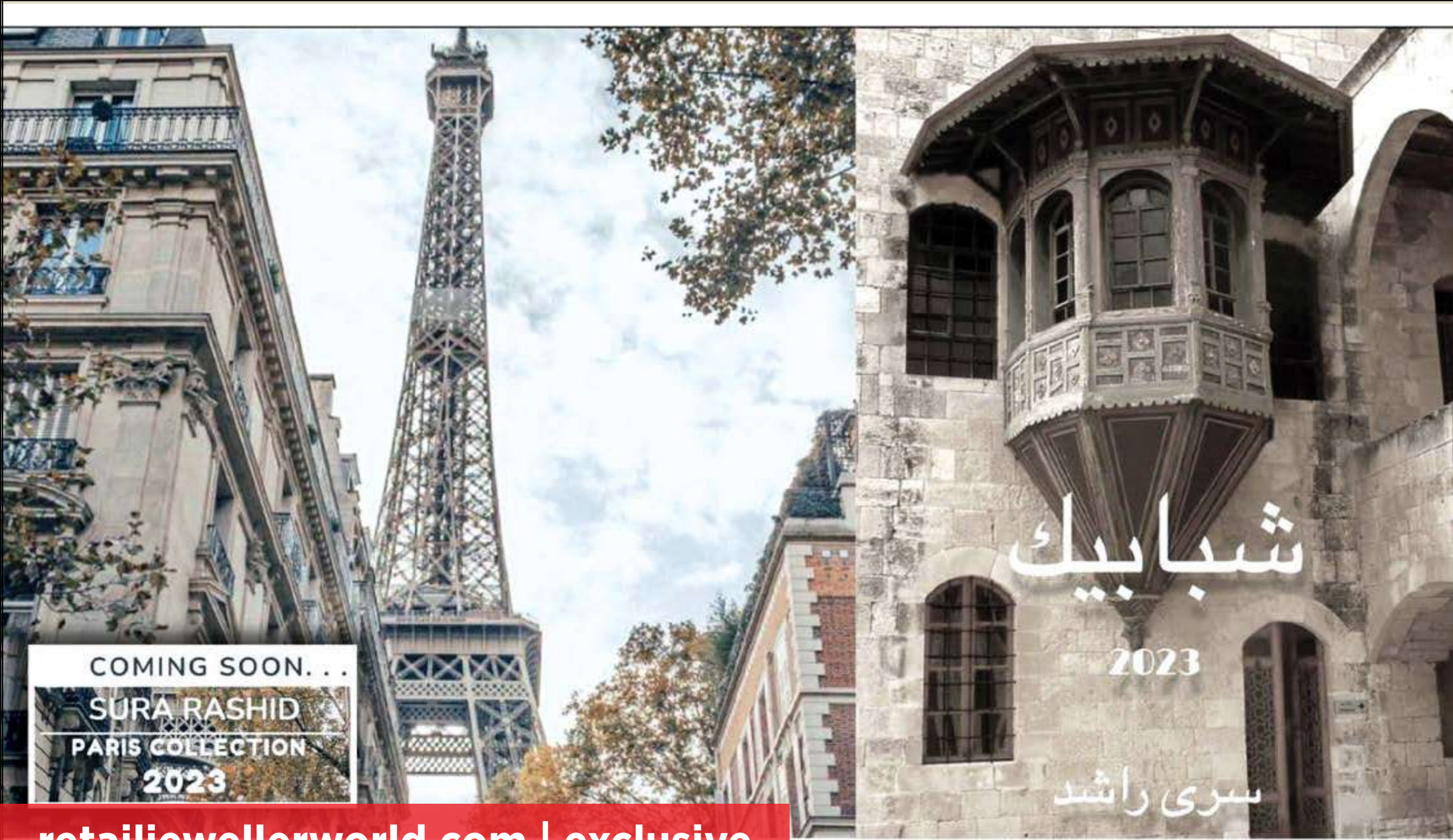
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## Sura Rashid Jewellery is coming up with two distinct collections for the new year

### KUWAIT

Kuwait's Sura Rashid Jewellery is planning to introduce two new jewellery collections in 2023. One of the line-ups is inspired by Andalusian Windows, which are known for their old-world architecture and styling. The new collection aims at exuding the same look and feel with its precious pieces. The collection is set to launch at Kuwait Jewellery Exhibition.

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