



## Al Zain Jewellery launches 'Melati' collection to support breast cancer awareness

### BAHRAIN

The collection features earrings, rings, bracelets and necklaces in a range of styles, set with luxe pink gemstones – from dark pink sapphires to rose quartz and salmon-coloured moonstones and opal. By offering both luxury and advocacy, Al Zain is empowering customers who explore this collection to be part of a larger cause

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## Designer Sarah Abudawood adds powerful red carnelian stone to her Chakra collection

**SAUDI ARABIA**

The collection features jewellery pieces made to celebrate all seven chakra crystals - black onyx, carnelian, tiger's eye, malachite, lapis lazuli, amethyst, and milky quartz. According to Abudawood, Founder & CEO, Yataghan Jewellery, red carnelian gives confidence to the wearer and it is linked to the sacral chakra, which governs creativity and sensuality

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## Al Sulaiman Jewellery draws inspiration from Indian, African influences: Qazafi Hussain

**DUBAI**

The brand focuses on gold, offering 18-karat, 21-karat and 22-karat options and caters to both local and tourist customers. It has set out on an international expansion agenda, targeting Portugal and Pakistan. With a strong client base in India, it is considering future endeavours in the Indian market as well

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## Thangals Jewellery ropes in film, social media stars to inaugurate its 22nd showroom

**SHARJAH**

The grand store, located at Sharjah's Rolla Square Park, was inaugurated by South Indian actor Aishwarya Lekshmi, and many social media influencers were also present at the event. The brand offers 18-karat, 14-karat, and 10-karat gold, all ethically crafted by skilled professionals in a safe environment

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## Dubai Jewellery Group gears up for grand shopping campaign ahead of Diwali 2023

### DUBAI

The Jewellery trade body, in association with the Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai's Department of Economy and Tourism (DET), is offering deals, offers and prizes as part of their campaign 'Glow with Gold this Diwali'. Around 75 jewellery brands with 150 retail outlets across Dubai will take part in the campaign with their exclusive Diwali collections

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# DUBAI GOLD SOUK EXTENSION

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## Indian jewellery brands to leverage metaverse with the GoldVerse parallel gold souk

### DUBAI

Aumverse FZCO, a Dubai-based Joint Venture Company, collaborated with PartyNite to launch GoldVerse. This strategic partnership marks a significant step towards bringing together the gold jewellery dealers of the MENA region under one roof. GoldVerse offers an innovative blend of virtual reality and live commerce, enabling real-time transactions within the metaverse

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## Damas collaborates with Rami Al Ali for an exclusive bridal curation at Bayt Damas

**DUBAI**

This collaborative showcase is a celebration of the bridal season. It features the hallmark bridal dresses of Rami Al Ali's newest collection and Damas' distinct diamond series including Gaia, the pioneering lab-grown diamond line, and other standout high jewellery such as Kallista and Bridal sets.

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## DGCX launches GCC's first Shari'ah-compliant silver spot contract with no limit restrictions

### DUBAI

With the launch of the contract by Dubai Gold & Commodities Exchange, investors will be able to invest in physical silver through an exchange in the GCC, benefit from a central counterparty clearing house and mitigate credit risk. By trading through DGCX, investors will also be able to take large positions in silver with no limit restrictions

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## Arakkal Gold & Diamonds honoured with ‘Superbrand Award’ 2023 alongside 32 UAE players

**DUBAI**

Selected through a meticulous process, Arakkal Gold & Diamonds has emerged as a ‘Superbrand,’ following the endorsement of a panel comprising prominent UAE business leaders and over 2,500 seasoned managers and marketing professionals. The brand’s commitment to an accessible and inclusive luxury experience; and customer-centric and community-aligned business endeavours and collections helped it stand out in terms of branding excellence

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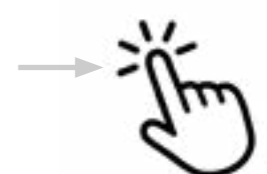


## SOVA Jewels animates diamond bracelet into regular amusement park footage

### UKRAINE

Intuitive advertising increases the chances of customers taking interest in any product or service. SOVA Jewels' interesting Instagram reel, where it superimposed the brand's diamond bracelet into an amusement park scene, set an example of innovative techniques of promoting one's collection to appeal to the end-consumer

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Platinum today is the fastest growing metal amongst men's jewellery. 85% of young and affluent men see platinum as a marker of success.

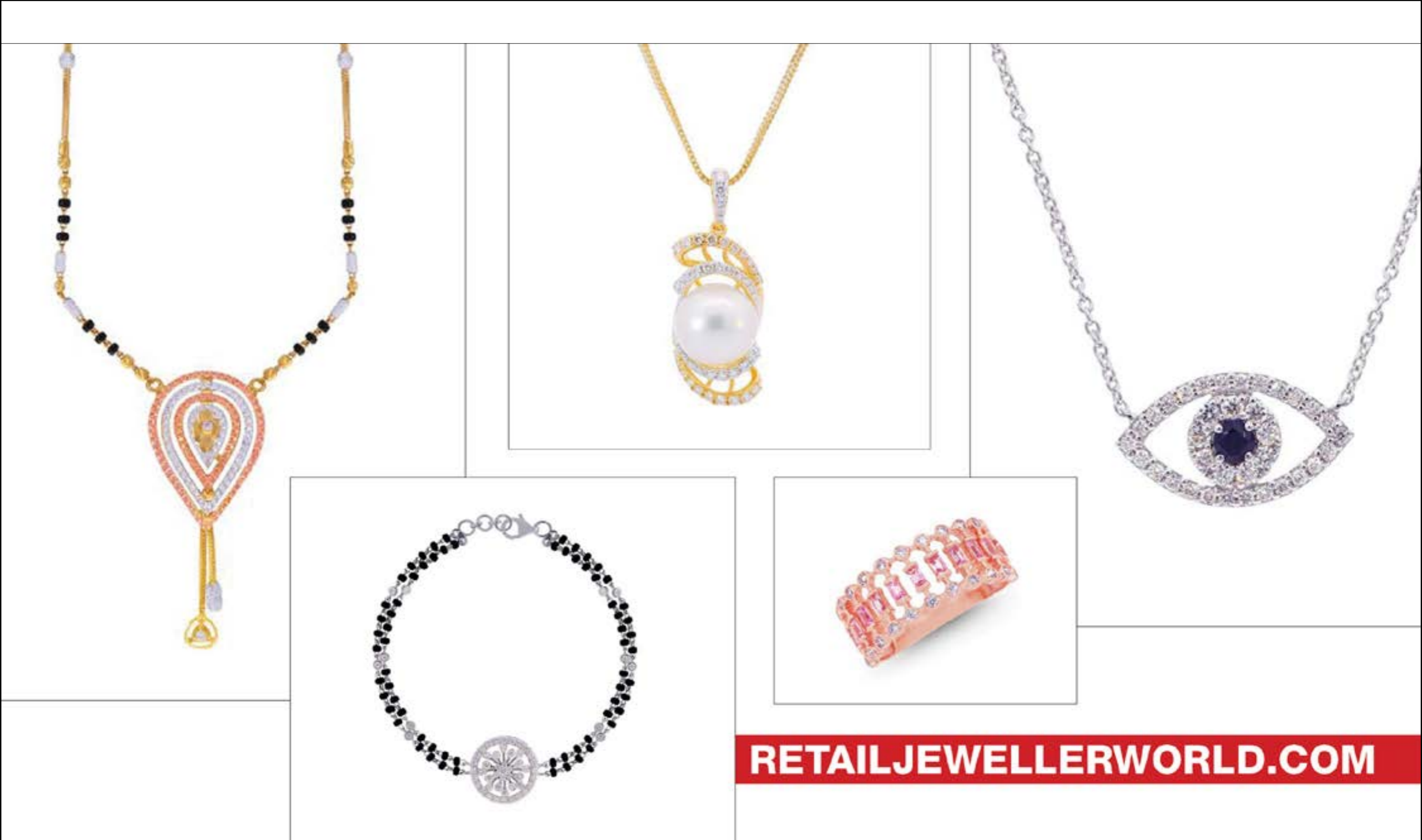
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## ‘Starlight’ by Malani Jewelers manifests elegance from sunrise to starry nights

USA

Jewellery pieces from the new launch feature earrings, pendants, bracelets, rings, pendant sets and mangalsutras, set in 18-karat and 22-karat yellow, white and rose gold. In addition to diamonds, which are the collection’s star stone, other vibrant gems including emeralds, sapphires, rubies, pearls, corals and Gomed have also found their way into earrings, rings, pendants and bracelets

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## #CIBJOCongress2023 Insights: Potential reclassification of silver ignites concerns

**INDIA**

The precious metals session at the CIBJO Congress 2023 showcased the industry's commitment to adapting and aligning with evolving regulatory landscapes while emphasizing responsible practices and market efficiency. Experts delved into the need to re-evaluate silver's status, highlighting its implications and feasibility

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## #CIBJOCongress2023 Insights: Transparency crucial to build consumer trust for lab-grown diamonds

### INDIA

Fostering collaboration among industry, government, and non-profit entities is pivotal to enhance sustainability, transparency, and environmental responsibility in the lab-grown diamond category for an eco-conscious future, expressed experts from CIBJO's Lab-grown Diamond Committee at the recently held CIBJO Congress 2023 in Jaipur, India

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## Taylor Swift 'bejeweled' in diamond and platinum at Los Angeles 'Eras Tour' premiere

USA

Swift celebrated the release of her concert film and the re-release of her 2014 pop album '1989' in a blue Oscar de la Renta gown. The singer accented her outfit with a necklace, bracelets and rings from Cartier, Akallis, Cathay Waterman, and Anabela Chan

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