

Dive Retail Jeweller Middle East

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

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Hanif Jewellers offers bespoke and heritage jewellery for UAE's multicultural consumers: Zeeshan Hanif

DUBAI

Hanif Jewellers, established in 1978 in Lahore by Mohammad Hanif, ventured into Dubai, offering personalized, handcrafted collections resonating with diverse cultural segments. With a focus on social media marketing, they aim to expand further, crafting jewellery experiences for diverse clients while upholding three generations' commitment to excellence in the industry

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RETAILJEWELLERWORLD.COM | EXCLUSIVE

Celestial elegance: Jewellery brands manifest zodiac signs with enchanting new collections

SAUDI ARABIA

Jewellery brands Nadine Jewellery and Qilada fuse artistry with astrology in their celestial-inspired collections. Designer and gemologist Nadine Attar introduces the Stella locket, a customizable masterpiece reflecting zodiac signs' intricacies. Qilada's 'It's a Sign' Collection explores unique traits of each zodiac, from the strength of Scorpio to the balance of Libra

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RETAILJEWELLERWORLD.COM | EXCLUSIVE

Sachin Jain of Jorness Jewels experiments with unconventional materials to design bespoke jewellery

DUBAI

The Indian-origin jewellery designer and gemologist brings a rich background in jewellery design from Rajasthan to Dubai. His boutique, offering bespoke pieces inspired by nature, caters to elite clients. Teaching at art schools aligns with his vision of jewellery as an art form. He emphasizes a blend of non-precious elements with gems, while advocating support for emerging designers in the industry

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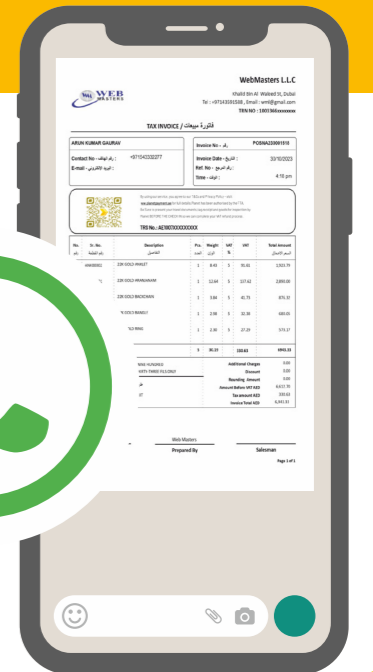
WINGOLD NEXT
The Next Generation Jewellery ERP



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WhatsApp integration with WinGoldNext



What is WhatsApp & Campaign Module in WinGoldNext?

WhatsApp Integration offers a straightforward setup for quickly transferring invoices to customers via the software to their phones. The Campaign module is an extension of WhatsApp Integration, serving as an Add-On Feature that enables you to send promotional messages to your customers. This feature allows you to further endorse your brand and company effectively.

Features of WhatsApp Integration

- This feature simplifies the invoicing process by creating bills within the software, making it easy to send invoices to customers.
- After saving the bill, it automatically dispatches as a message to the customer's WhatsApp number, stored in the system.
- Furthermore, you have the flexibility to include a personalized thank-you message or any other content along with the invoice. This feature enables you to inform customers about special offers or share links to the company's website.
- Access to this service is available through the POS feature of WinGoldNext.

Benefits of WhatsApp Integration

- Streamlined bill distribution for a quick and efficient customer experience.
- Invoices that are simple, easily referenced, and readily accessible.
- Customers can conveniently review previous invoices saved in the chat.
- Opportunity for brand endorsement through the inclusion of customized messages with invoices.
- Environmentally friendly, as the process is paperless.



Features of Campaign Module

- The Campaign module is an extension of the WhatsApp Integration feature, specifically designed for sending promotional messages and serving other purposes.
- Send promotional messages, deals, and offers to all your walk-in customers with images, or to specific individuals by importing data into the system or fetching it from the system.

Benefits of Campaign Module

- To communicate with a larger audience simultaneously and share relevant information periodically.
- To build consumer, business, and sales relationships.
- To facilitate effective communication in a faster and simpler manner.



+97143591588

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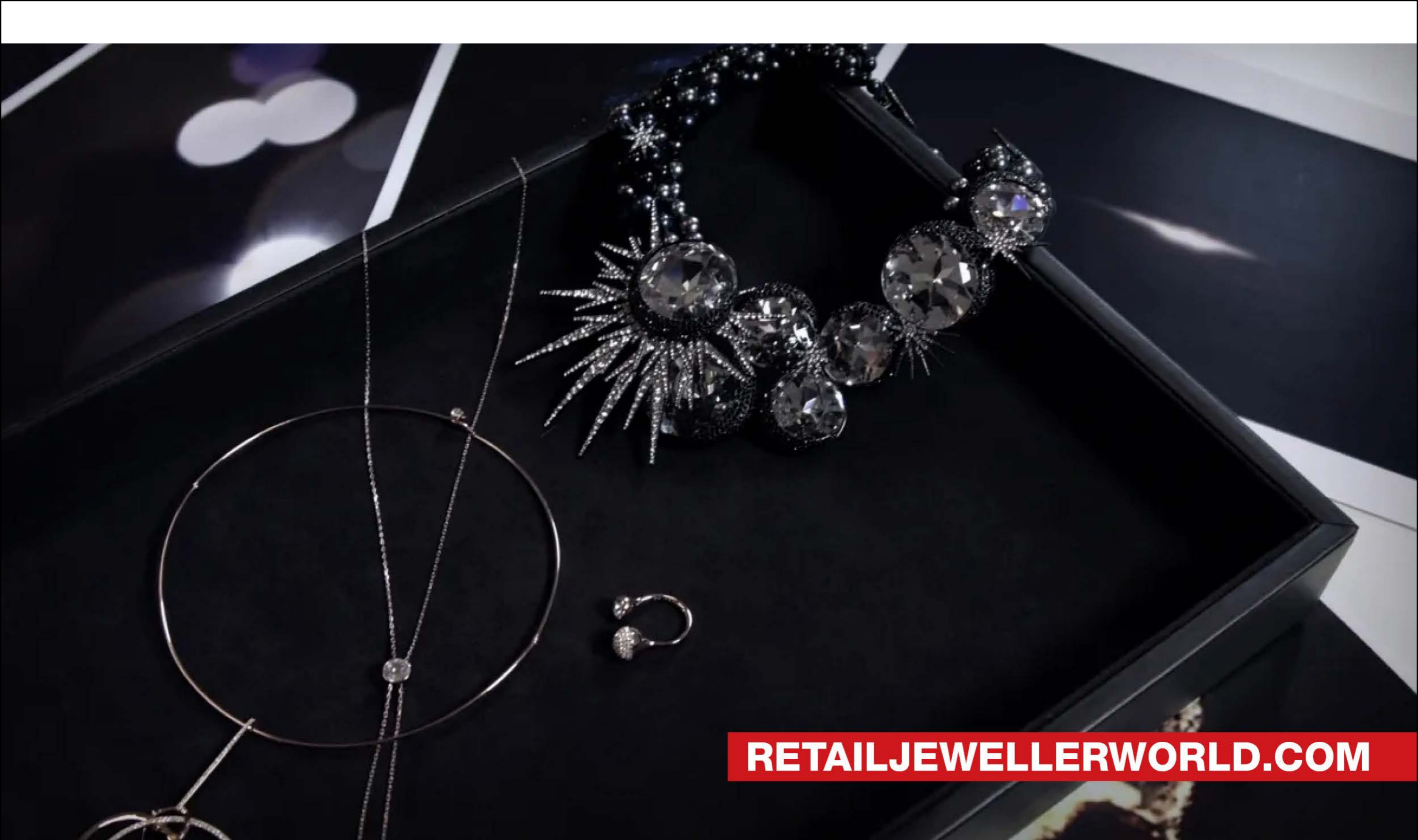
Bridging architectural roots with Emirati heritage, Lana Al Kamal Jewelry crafts a captivating story

DUBAI

Lana Al Kamal Jewelry weaves sophistication and individuality into every piece. Operating globally, the brand's main store in Riyadh extends its reach through strategic partnerships. Signature collections like 'Butterflies of Hope' and 'Kheffah' showcase innovation, while customization options personalize customers' stories

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Swarovski launches 'Play up the Light' exclusive jewellery rental service in the UAE

UAE

The brand's customers will be able to choose from an extensive array of contemporary jewellery options. The service, started in January 2024, will operate on trial basis for six months and customers can rent selected iconic Swarovski jewellery pieces for a period ranging from four to 20 days

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Deira Enrichment Project

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Dubai Jewellery Group's DSF campaign concludes with give-away of 25 kilograms of gold

DUBAI

This campaign by the Dubai Jewellery Group featured a series of raffle draws with prizes ranging from 10 grams to a quarter-kilo of gold. This year, the group also introduced an engaging digital raffle, further amplifying the chances of winning for participants

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Tajvi Gold and Diamonds opens showroom in Karama, Dubai; plans to expand with 10 new stores this year

DUBAI

Tajvi Gold and Diamonds is poised to expand its footprint, with plans to open approximately 10 new locations this year. This expansion aims to bring the brand's exquisite collections close to a broader audience, offering a diverse range of daily wear, lightweight, trendy and traditional jewellery

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PINK IS THE NEW BLACK



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PINK SAPPHIRE JEWELLERY PROGRAM



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Noora Jamsheer elected as member of President's Council at World Confederation of Jewellers (CIBJO)

BAHRAIN

In her new role, Jamsheer will focus on developing innovative strategies, directing efforts towards furthering CIBJO's strategic initiatives and strengthening the position of pearls in the jewellery industry, while boosting collaboration between the Kingdom of Bahrain and various stakeholders in the pearl sector

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Doha Jewellery and Watches Exhibition announces brand tie-ups and launches ahead of Feb 5 opening

QATAR

The B2B and B2C show will take place at the Doha Exhibition and Convention Centre (DECC) and will feature premium brands showcasing their collections, while partnerships such as that of Ali Bin Ali Luxury with Cartier, Panerai, Mikimoto and Shamballa Jewels will highlight the strength of collaborative efforts between top global jewellery brands

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Christie's hosts coloured diamonds exhibition in collaboration with Bahraini company A2Z for Middle East clientele

UAE

The exhibition brings the world of coloured diamonds to life, from deep blues reminiscent of the ocean's depths to fiery reds and soft pinks. The collaboration in bringing this exhibition to the Middle East highlights the region's growing interest in these natural wonders and celebrates the enduring bond between nature's artistry and human craftsmanship

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PANDÖRA



Jewellery brand Pandora shifts to recycled precious metals instead of mined silver and gold

USA

The brand requires its suppliers to be assessed against the RJC standard by independent auditors, including documenting the source of recycled silver. As part of the transition, Pandora suppliers segregate certified recycled metals from non-certified

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LVMH watches and jewellery business hits €10.5 billion revenue, boosted by revamped store, high jewellery line

FRANCE

The reported financial results underscore the resilience and strategic prowess of LVMH Watches and Jewellery in navigating the dynamic global market, with a particular focus on the success stories of its flagship brands and collections throughout 2023

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The Retail Jeweller Middle East Jan-Feb 2024 Digital Edition

COVER STORY

- Captains of the Middle-East: Profiling five captains of the industry who stand tall and ensure the vitality of the Middle East market

INTERVIEWS

- Tawhid Abdullah, CEO, Jawhara Jewellery and Chairman, Dubai Jewellery Group
- Luc Perramond, Chairman and CEO, Damas Jewellery

SPECIAL FEATURE

- Pink sapphires find traction in Middle East market with FURA Gems taking the lead

WORLD OF RETAIL

- Focus on winning strategies of 12 leading retail jewellers of the Middle East

SPOTLIGHT

- IJEX: A window to the Indian jewellery industry for UAE buyers

JEWELS OF THE MIDDLE EAST

- A round-up of collections launched by leading jewellers

DESIGNER PROFILE

- Maha Al Sibai, Founder, Maha Al Sibai Jewellery

LAST WORD

- Anil Dhanak, Managing Director, Kanz Jewels



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De Beers introduces solitaire ring collection inspired by native South African animals

SOUTH AFRICA

The new collection consists of eight solitaire diamond rings – each accompanied by a crown or jacket crafted by its high jewellery atelier. The selection of eight animals featured in the collection pays tribute to the captivating allure of a continent blessed with breathtaking natural wonders emerging from its fertile soil

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The Retail Jeweller World Website

Latest market happenings from middle-east and more...

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Katy Perry is picture of elegance with Anabela Chan's exquisite Diamond Supernova earrings

VIETNAM

Anabela Chan's Diamond Supernova earrings, priced at \$5,166, boast an exquisite design with 18K white gold, rhodium vermeil, 46 ivory cultured pearls, 2 pear-cut white sapphires, 18 custom shield-cut simulated diamond briolette drops, and 238 simulated white diamonds. The earrings align with Chan's commitment to using solely lab-grown and created gemstones

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