

# *Dive* Retail Jeweller Middle East

Retail Jeweller Publication | **Week in review:** News, Opinions & Insights **Edition 57** | June 13, 2024



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## Middle East jewellers' high-jewellery dazzles on Cannes 2024 red carpet

**CANNES**

The 2024 Cannes Film Festival sparkled brighter than ever as Aariya Diamonds, Amwaj Jewellery, La Marquise Jewellery, and ace designer Pavit Gujral showcased their stunning creations on the red carpet, adorning some of the world's most celebrated personalities

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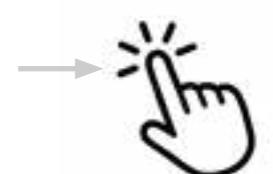


## Tanishq bolsters global presence with first store in Oman

### OMAN

This store in Oman is situated in the Lulu Group-owned Oman Avenues Mall, Muscat. Inside, the store features a spacious and well-lit interior with a layout for different types of jewellery, including gold, diamonds, and traditional Indian pieces. The overall design blends contemporary elements with traditional touches

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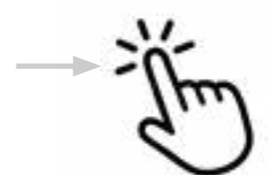


## Malabar Gold & Diamonds transforms jewellery shopping in Bahrain with new concept showroom

### BAHRAIN

The new showroom showcases the craftsmanship of Malabar Gold & Diamonds, featuring an exquisite range of gold, diamonds, and precious gem jewellery. Exclusive sub-brands such as Mine, Era, Precia, and Viraaaz are prominently displayed, offering a diverse array of designs in 18K, 21K, and 22K gold, as well as certified diamonds

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## Emirati designers uncover plans after winning ADMAF x Dolce & Gabbana design award

**DUBAI**

The award is a partnership between the Abu Dhabi Music and Art Foundation and the luxury fashion brand. The duo is set to embark on a six-month paid internship at the Italian luxury label's headquarters in Milan, culminating in a showcase of their final products at the Abu Dhabi Festival in 2025

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# FURA Celebration SAPPHIRES



## Become Fura Celebration Sapphires program Retailer?

- 1 Seize a new profit-centre opportunity for your showroom.
- 2 Consumer Research has shown that 76% Customers are ready to buy Sapphire Jewellery.

## Program Plan

- 1 Attractive Point of Sale materials for your showroom.
- 2 Focused online training for your Sales team to excel in selling Fura Celebration Sapphires Natural Colour Gemstone Jewellery.
- 3 Receive Gemstones Origin Traceability certificates from FURA and SGL Lab for all products.
- 4 Benefit from a Digital Marketing campaign to educate and attract GCC customers to the Fura Celebration Sapphires Natural Colour Gemstone category.



## How to join the National program

Stock up **100 carats of Fura Celebration Sapphires Jewellery** from any of the 8 authorised manufacturers.



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PRECIOUS  
ROOM  
by Muriel Piaser  
LOUS

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## Dubai designer Beenish Mahmood invited to exhibit at Precious Room by Muriel Piaser

DUBAI

Precious Room by Muriel Piaser at Palais Vivienne in Paris during Haute Couture & Haute Joaillerie Week promises an unforgettable showcase of creativity and craftsmanship. Mahmood's namesake brand, launched a year ago, features designs inspired by the stories of Shahrazad in 'One Thousand and One Nights'

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# Best Jewellery ERP

# Software







## Dubai Jewellery Group returns with ‘City of Gold Surprises’ campaign ahead of Eid Al Adha

**DUBAI**

During the ‘City of Gold Surprises’ campaign, customers spending over AED 500 at participating outlets will enjoy deals on gold, diamond, and pearl jewellery. Over 50 prestigious jewellery brands will participate in this season’s campaign across 130 outlets

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# MOUAWAD



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## Mouawad enhances e-commerce experience to provide better solutions to jewellery e-shoppers

**DUBAI**

The collaboration aims to revolutionize the luxury retail experience, delivering customized OMS solutions, omnichannel integration, inventory management, and customer analytics to ensure a personalized customer journey. Mouawad plans to expand its international presence, currently represented by boutiques in London and Hong Kong, with upcoming website launches in the UK and the US

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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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## Jewels of Emirates Show 2024 breaks records with unprecedented turnout

**SHARJAH**

With over 500 local and international brands and 144 exhibitors, this year's show witnessed an increase of more than 40 percent in the number of participants compared to previous editions. A highlight of the event was the interaction with Emirati designers, who provided fascinating insights into their exquisite gold works and unique designs

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## Mega corp leaders flag concern as diamond industry faces slump

**LONDON**

The rising popularity of lab-grown diamonds has significantly impacted the market share of mined diamonds. Industry analyst Edahn Golan reports that 13.5% of diamond jewelry sold in the U.S. now features lab-grown gems. Analysts say the downward slump started after pandemic, with Gen Z showing a waning interest in marriages

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

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# WHO WORE WHAT



## Celebrities from Middle East, Hollywood wow shutterbugs with their bejewelled looks

**DUBAI**

Bulgari, Piaget, and several global brands came to the fore when celebs across the Middle East and Hollywood adorned themselves with dazzling jewellery this week

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