



THE PINNACLE OF LUXURY

HE Prime Minister and Minister of Interior Sheikh Khalid bin Khalifa bin Abdulaziz Al-Thani inaugurated the 19th edition of Doha Jewellery & Watches Exhibition (DJWE), at Doha Exhibition and Convention Center (DECC) yesterday.

HE Prime Minister and Minister of Interior toured the pavilions, where he was briefed on the most prominent collections displayed by Qatari and international companies participating in the exhibition. His Excellency was also briefed on the most important new designs of jewellery, watches, and rare gemstones.

The opening ceremony was attended by a number of Their Excellencies Sheikhs and Ministers, a number of Their Excellencies members of the diplomatic corps accredited to the State, a number of senior officials and businessmen, as well as representatives of exhibiting companies.

Over the coming six days, visitors to the exhibition will be treated to an extensive display of luxury collections from over 500 brands, with local and international designers brought together under one roof. Visitors can expect to marvel at the exquisite craftsmanship from the most prominent jewellers, limited edition collections and extraordinary showpieces. The event is truly a one-of-a-kind, and currently the region's largest business-to-consumer show.

Chairman of Qatar Tourism and Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker, commented: "Over the past two decades, we've seen DJWE become the epitome of luxury and design, offering thousands of visitors a truly unforgettable experience. The combination of visitors being able to directly meet and interact with renowned designers and new participants like regional powerhouse Damas, will make this year's edition even more of a success."

DJWE this year sees the valued support of Qatar National Bank (QNB) as the Official Sponsor. Commenting on the event, Mr. Yousef Mahmoud Al-Neama, Group Chief Business Officer at QNB Group, said: "QNB Group is proud of its participation as the Official Sponsor for the 19th edition of the Doha Jewellery and Watches Exhibition, which has become the mark of luxury in Qatar and the region. Sponsoring this event, which established an annual tradition for the Bank, affirms our commitment to support national events and implement the Qatar National Vision 2030 aimed at diversifying the local economy. In addition, our participation provides an important opportunity to position the QNB brand among the world's finest luxury brands, while encouraging local talents. I wish the exhibition a great success, and all guests and participants a most rewarding and enjoyable time at this much-anticipated annual event."

Speaking on Education Above All's (EAA) partnership series of "Designing With a Purpose" and their long-running collaboration with DJWE which featured jewellery brand partnerships in the past such as Chopard, Richard Mille, and now special designs by Valentino and Qatari jewelers for DJWE 2023, EAA's Director of Partnerships, Parintaj Ankleshvria, said, "We appreciate the organizers of DJWE supporting EAA's mission to transform lives through education. Awareness and money raised from these unique jewelry collaborations will support EAA's commitment to bringing new life chances, real hope and opportunities to improve the lives of poor and marginalized children, youth and women especially in the developing world through access to inclusive and equitable quality education."

Commenting on the 19th edition of DJWE, Mr. Ali Alfardan, Vice Chairman of the Alfardan Group and President, Alfardan Jewellery, said: "Once again, Alfardan Jewellery will exhibit an unparalleled collection at the 19th edition of the Doha Jewellery and Watches Exhibition, highlighting unique and elegant gems and pieces, even from our very own Qatari brand. We thank all our customers and visitors for their encouragement as always."

Speaking on Ali Bin Ali Luxury's participation in the region's most important jewellery and watches exhibition, Chief Operating Officer of Ali Bin Ali Luxury Mr. Awn Zureikat



said: "DJWE is truly a global platform for luxury brands, and it's getting bigger every year. Ali Bin Ali Luxury is proud of its long-standing association with this landmark event, and we are glad to be a part of this success story, where creativity, exclusivity, art and beauty are all represented at this exhibition.

On behalf Al Majed Jewellery, Mr. Jamil bin Mahdi Al-Majed, Vice Chairman of Al Majed Jewellery said, "We are very thrilled to participate in the 19th edition of DJWE and display the latest luxury brands for international and local brands. This year's edition of DJWE is special because it is taking place directly following the exceptional FIFA World Cup Qatar 2022TM, which represents a historical turning point for advancing the tourism sector, and the exhibition is an opportunity to host visitors from around the world to attend this distinguished festival. In line with the traditions of previous editions, Al Majed Jewellery has established new exclusive partnerships with leading brands that will be unveiled during the exhibition in addition to the many brands that operate under the umbrella of Al Majed Jewellery and are achieving unique success in the Qatari market."

For his part, Mr. Bader Al-Darwish, Chairman and Managing Director of Fifty One East, commented: "It gives us great pleasure to return to the Doha Jewellery & Watches Exhibition for its 19th edition. As longstanding supporters of the DJWE, we have proudly watched this event grow from

strength to strength, asserting its status as a regional exhibition leader and shining a powerful light on Qatar's importance as a destination for appreciators of fine jewellery and watches. The trust we have built with the DJWE extends to the exceptional brands we represent, with some, such as Rolex, selecting it as the exclusive event besides Watches & Wonders - Geneva to display their latest creations. We are sincerely pleased to welcome our dear clients to this year's DJWE where they will be able to explore the latest novelties from the finest international brands, including pieces that are being revealed for the very first time in the world, coupled with our signature hospitality and excellent after-sales service," he added.

Commenting on the participation of Amiri Gems, HE Sheikh Nawaf Nasser Bin Khaled Al Thani said, "Since its inception in 1994, Amiri Gems has actively participated in raising the level of jewelry and precious watches trade in the State of Qatar in proportion to the purchasing power of Qatari citizens, which is considered one of the highest in the world. Hence, the decision to participate in the permanent annual participation in the Doha Watch and Jewellery Exhibition, from its first edition to its nineteenth edition this year, was the ideal strategic choice for Amiri Gems to continue presenting everything new in the world of luxury, sophistication and beauty. Finally, we would like to thank those in charge of managing the exhibition for their hospitality, management and development in a significant way, which contributes to increasing the success and reputation of the exhibition regionally and globally."

On behalf of Almuftah Jewellery, Mr. AbdulRahman AlMuftah, Chairman of AlMuftah Group said, "Almuftah Jewellery will showcase the most exquisite jewellery and watches from the prominent brands around the world in this year's DJWE. A picturesque display of the latest styles and designs will be featured. Catch the perfect piece and feel the elegance within you! Every year, I look forward to the Doha Jewellery and Watches Exhibition as it comes with its influence and opportunities to meet a number of well-known people and brands in the field, especially that it brings together many names and brands under one roof. Since 1984, it has been our pleasure to be part of your happy occasions through the presence of our jewellery. And today, we welcome you to the Almuftah Jewellery section at the Doha Jewellery and Watches Exhibition 2023 to continue being part of your happy memories. As always, we are honoured to present at Almuftah Jewellery a collection of luxurious and sophisticated jewelry and watches from many international brands this year, which we hope you will enjoy."

DOHA JEWELLERY AND WATCHES EXHIBITION

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Necklace paved with diamonds and onyx, with black lacquer, in white gold. Necklace in the tradition of the multiwear.



Pendant earrings paved with diamonds and onyx, with black lacquer, in white gold.

HISTOIRE DE STYLE, ART DÉCO HIGH JEWELRY COLLECTION

A mirror reflecting two eras...

«*Histoire de style*» are High Jewelry collections finding their inspiration in the archives of Maison Boucheron and reviving them through Claire Choisne's creative eye. They offer timeless creations, as a signature style.

In this collection, creative director Claire Choisne delved into Maison Boucheron's abundant Art Deco archives. She extracted the spirit, the line, the radical simplicity of a time when the Parisienne asserted her femininity by wearing plunging necklines, high-waisted pants, long necklaces and short hair. A time of extravagance, where style was all about attitude.

As a perfect echo to modern-day women, Claire Choisne has chosen to magnify the couture spirit and the antagonisms of the Roaring Twenties, focusing on feminine and masculine, the opulence of pure lines, the contrast of black and white enhanced by a touch of color. Boucheron's jewelry making savoir-faire applied to Art Deco flapper necklaces and ribbon bracelets results in utterly contemporary multiwear pieces.

More than a high jewelry collection «*Histoire de style, Art Déco*» is a declaration of freedom and style.

LAVALLIÈRE DIAMANTS

A necklace like a cravat. Pure and opulent lines dictating style like a fashion detail would dictate a whole look. This diamond, onyx, black lacquer and white gold piece remembers the mythical flapper who would borrow fashion items from the masculine wardrobe and assert a new style. Here is a cravat, depicted in a frozen movement, as a necklace quilted with diamonds and trimmed with three braids of large black lacquer rings. Claire Choisne offers to play with this piece that can be worn in three different ways with or without the cravat piece. As a necklace, a choker, a collar pin accompanied by matching earrings and an onyx, diamonds and black lacquer on white gold ring.



Ring set with a 0.60 ct D VVS2 round diamond, paved with diamonds and onyx, with black lacquer, in white gold.

This collection is available exclusively at Fifty One East's pavilion at the Doha Jewellery and Watches Exhibition 2023.



BOUCHERON

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FIFTY ONE EAST, DOHA EXHIBITION AND CONVENTION CENTER - PAVILLION C3

PLUME DE PAON COLLECTION



OYSTER PERPETUAL YACHT-MASTER 42

GLOWING WITH NEW BRILLIANCE

A new jewel shines on the surface of the sea: for the first time, the Yacht-Master 42 is available in yellow gold – an inspired and original refinement to the emblematic sailing timepiece that in no way alters its course

Rolex is presenting a new version of the Oyster Perpetual Yacht-Master 42. From now on, the nautical watch is also available in 18 ct yellow gold, after having been offered uniquely in 18 ct white gold. The new version, which, like the original model, includes a bidirectional rotatable bezel and a Cerachrom insert with a raised graduation as well as the innovative Oysterflex bracelet, benefits from an optimized Chromalight display. The hour markers and hands are filled or coated with a new luminescent material, exclusive to Rolex, that guarantees a longer-lasting intense glow.

In daylight, these display elements also have a brighter white hue.

The new version of the Yacht-Master 42 is equipped with calibre 3235, a movement at the forefront of watchmaking technology, enabling it to display the hours, minutes, seconds and date.

Like all Rolex watches, the Oyster Perpetual Yacht-Master 42 carries the Superlative Chronometer certification, which ensures excellent performance on the wrist.

THE CALL OF THE OPEN SEAS

Launched in 1992, the Yacht-Master was designed specifically for navigators and skippers. Embodying that rich heritage that has bound Rolex and the world of sailing since the 1950s, this Professional-category watch provides a perfect blend of functionality and nautical style, making it equally at home on and off the water. An emblematic nautical timepiece, it is easily recognized by its bidirectional rotatable -60minute graduated bezel made entirely from precious metal or fitted with a Cerachrom insert in high-technology ceramic.



HIGH-TECHNOLOGY CERAMIC

Rolex played a pioneering role in the development of special ceramics for creating monobloc bezels and bezel inserts. Not only are these materials virtually scratchproof, their colours are also of a rare intensity and are resistant to environmental effects. In addition, thanks to its chemical composition, the high-tech ceramic is inert and cannot corrode. Rolex has developed exclusive expertise and innovative manufacturing methods that grant it complete independence in the production of these ceramic components.

On the new version of the Yacht-Master 42, the bidirectional rotatable bezel is fitted with 60-minute graduated Cerachrom insert in matt black ceramic. Its raised graduations and numerals are first moulded into the ceramic and then polished. The first 15 minutes are graduated minute-by-minute to allow time intervals to be read with great precision.

The bezel can also be turned with ease thanks to its knurled edge, which offers excellent grip.

THE OYSTER CASE, SYMBOL OF WATERPROOFNESS

A paragon of robustness and reliability, the 42 mm Oyster case of the new Yacht-Master 42 is guaranteed waterproof to a depth of 100 metres (330 feet). Its middle case is crafted from a solid block of 18 ct yellow gold. The case back, edged with fine fluting, is hermetically screwed down with a special tool that allows only Rolex watchmakers to access the movement. The Triplock winding crown, fitted with a triple waterproofness system and protected by an integral crown guard, screws down securely against the case. The crystal, which is fitted with a Cyclops lens at 3 o'clock for easy reading of the date, is made of virtually scratchproof sapphire and benefits from an anti-reflective coating. The waterproof Oyster case provides optimum protection for the watch's movement.

PERPETUAL CALIBRE 3235

The new version of the Yacht-Master 42 is equipped with calibre 3235, a movement entirely developed and manufactured by Rolex that was released in 2015 and has been fitted on this model since its launch in 2019. At the forefront of watchmaking technology, this self-winding mechanical movement led to the filing of several patents, and offers outstanding performance in terms of precision, power reserve, resistance to shocks and magnetic fields, convenience and reliability.

Calibre 3235 incorporates the patented Chronergy escapement, which combines high energy efficiency with great dependability. Made of nickel-phosphorus, it is also insensitive to magnetic fields. The movement is fitted with an optimized blue Parachrom hairspring, manufactured by Rolex in a paramagnetic alloy. The blue Parachrom hairspring is equipped with a Rolex overcoil, ensuring the calibre's regularity in any position. The oscillator is fitted on the Rolex-designed, patented high-performance Paraflex shock absorbers, increasing the movement's shock resistance.

Calibre 3235 is equipped with a self-winding module via a Perpetual rotor. Thanks to its barrel architecture and the escapement's superior efficiency, the power reserve of calibre 3235 extends to approximately 70 hours.



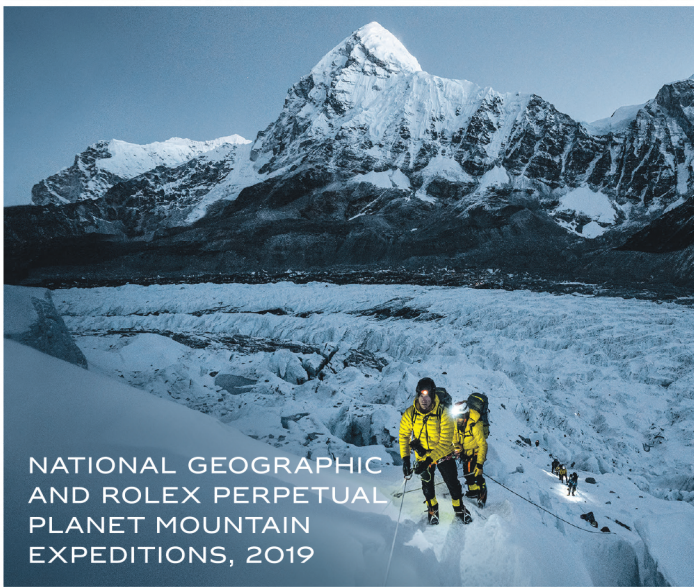
OYSTERFLEX BRACELET AND OYSTERLOCK SAFETY CLASP

The new 18 ct yellow gold Yacht-Master 42 is fitted with an Oysterflex bracelet, which singularly combines the robustness and reliability of a metal bracelet with the flexibility, comfort and aesthetics of an elastomer strap. Developed by Rolex and patented, this innovative bracelet is made up of flexible, curved metal blades overmoulded with high-performance black elastomer, a material that is particularly resistant to environmental effects and very durable. For enhanced comfort, the inside of the Oysterflex bracelet is equipped with longitudinal cushions.

The Oysterflex bracelet on this new version of the Yacht-Master 42 is equipped with the Rolex-designed, patented Oysterlock folding safety clasp in 18 ct yellow gold, which prevents accidental opening. It also features the Rolex Glidelock extension system, which was designed by the brand and patented.

This particularly inventive mechanism comprises a rack located under the clasp cover and a toothed sliding link that locks into the chosen notch. The Rolex Glidelock on the Oysterflex bracelet has six notches of approximately 2.5 mm, allowing the length of the bracelet to be adjusted easily, and without tools, up to some 15 mm.





COME WIND, HAIL OR TEMPESTS

Its name says it all. The Explorer was inspired by those who first summited the Earth's highest peaks. Like them, it is able to endure these most strenuous conditions. However sober and smart this watch may be, it is precisely the tool these adventurers need. Amidst the chaos of the unknown, what these men and women require is reliability and above all, simplicity. Something reassuring, efficient and instantly legible, to ground them even if nothing else around or within them does. This watch embodies just that. An unrelenting teller of time, come wind, hail or tempests, that will see one's own adventure to its pinnacle. **The Explorer.**

#Perpetual



OYSTER PERPETUAL EXPLORER

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