



Dana Al Fardan composes official theme for Doha Jewellery and Watches Exhibition 2023

‘Azurite’, an ode to inner strength and balancing emotions, plays as the official musical score during the six-day exhibition

A female force of contemporary Qatari music, Dana Al Fardan, is the exceptional talent behind the Doha Jewellery and Watches Exhibition (DJWE) 2023 official musical score.

The theme, ‘Azurite’, is taken from Al Fardan’s latest album ‘Indigo,’ which is a study on the power and emotional relevance of gemstones. Azurite is a gem that symbolises inner strength and balancing emotions, and the song itself is composed in blue, to denote depth and hope.

Having worked in the jewellery industry with her family’s prominent local business, Dana Al Fardan is an inspired choice for the Exhibition’s composer.

Commenting on the score, Dana Al Fardan said: “It’s a great honour for me to be part of DJWE and offer this beautiful exhibition its first-ever auditory element. I’m very pleased to feature ‘Azurite’ from my latest album, which I composed in a way to express depth and hope. The hypnotizing blue colour of the gemstone symbolizes a meditative space where a person’s reach is just endless.”

Commenting on the collaboration, Sheikha Hessa Al-Thani, Head of Marketing and Planning at Qatar Tourism said: “For the first time in the exhibition’s long-running history, we have brought forward a new

element to our campaign, with a musical score that has been created by a local and internationally renowned composer. In addition to her emotionally rich, industry-leading approach to musical composition, her emotionally rich, industry-leading approach to musical composition made her a perfect fit.”

The 19th edition of DJWE is currently underway at the Doha Exhibition and Convention Center (DECC) and will be held until February 25, 2023. With more than 500 brands showcasing their work, an extensive range of pieces from international and local designers is on display at the exhibition.

DOHA JEWELLERY AND WATCHES EXHIBITION

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DAMAS JEWELLERY CELEBRATES ARAB ELEGANCE WITH THE LACE PRECIOUS LINKS COLLECTION

Damas Jewellery, the Middle East’s house of jewellery design, has elevated the art and craftsmanship of culturally inspired jewellery making with the extension of its mesmerising Lace collection.

Lace Precious Links was inspired by Arabic architecture: its intricately crafted pieces — shaped like medallions — bearing distinctive markings that bring the geometric motifs and arabesque patterns of regional tilework and architecture to mind. Adorned with brilliant gemstones, including turquoise, malachite and mother of pearl, each Lace piece stands apart as a statement of grace and elegance.

The range’s chunky cable chains and stylish charms are beautifully embellished, the latter being made all the more alluring by captivating patterns layered over coins of vibrantly coloured gemstones and rough diamond touches that add shine and sparkle.



A tribute to the sophistication of Arab women, Lace Precious Links has been lovingly curated to inspire and empower, imbuing wearers with the confidence and sophistication synonymous with Damas.

Lace Precious Links is now available at Damas Jewellery stores across Qatar and online.

To view the full collection, please visit our Instagram page @DamasJewellery and website www.damasjewellery.com

#DamasJewellery #HouseOfJewelleryDesign #LacebyDamas #TheGraceofLace #ChainLink

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damas

DAMAS’ HIGH JEWELLERY PIECES SHINE BRIGHT AT DJWE

damas



Damas Jewellery, a leading jewellery design house, is showcasing an array of collections at the ongoing Doha Jewellery and Watches Exhibition at the Doha Exhibition and Convention Centre. The showcased pieces, including the high jewellery item Alif, boast exceptional design and craftsmanship.

Damas welcome visitors to its salon displaying its new identity, mirroring the design that was recently rolled out

in the country at Damas’ two new Doha store openings in 2022 at Place Vendôme Mall in Lusail and the Mall of Qatar. Inspired by a natural palette of sand, beige and gold and featuring Arabic patterns and soft curves embodying the graceful movement of the region’s desert dunes, the masterfully designed concept emulates a walk-in jewellery case, showcasing the house’s exclusive and opulent creations.

Among these creations on show at the DJWE are Alif high jewellery pieces, whose reveal has been a highly anticipated moment at the exhibition. Embellished with brilliant diamonds to represent confidence, majestic emeralds to represent strength, deep rubies to represent love, and vibrant sapphires to represent femininity, this now iconic collection was designed as a symbol of women’s empowerment and independence. Characterised by the “Alif”, the first letter of the Arabic alphabet and

widely considered to be the origin (“Assel” in Arabic), foundation, and beginning of all else. Damas sees Alif as a celebration of all women, as it believes every woman to be an “Alif” – a confident, self-assured individual with her own, unique character, firmly rooted and unwavering, based on strong, solid foundations.

The essence of Alif is embodied by the face of the collection, celebrated TV anchor Mahira Abdel Aziz, who is paving the way for younger generations of admiring and aspiring women to forge a career from by leveraging their talent.



Luc Perramond, Damas CEO

Damas CEO and Chairman Luc Perramond said: “We are proud to participate in the DJWE, and believe in its importance as one of the region’s leading and most prestigious shows for the jewellery and watches industry. Damas values its relationship with its Qatari clientele and sees this as a market with great potential, as evidenced by our new boutique openings in 2022 featuring our new identity and our plans for more stores to follow.”

What to look for when picking out pearls



GIA, the world’s foremost authority on diamonds and gems, created a pearl description system, in order to evaluate the quality of pearls. GIA’s 7 Value Factors include Size, Shape, Colour, Luster, Surface, and Nacre. Be sure to ask your sales associate to go through these with you.

Size: As with other gems, a larger pearl (measured in millimeters) is typically more valuable. The larger the pearl, the more rare and costly it tends to be. But fine quality pearls can be small, and low quality pearls can be large, so a pearl’s ultimate worth depends on how it combines the complete mix of value factors.

Shape: While round is the most familiar shape, pearls come in a parade of forms (round, near round, oval, button, drop, semi-baroque, baroque). No matter what its shape, if a pearl is or symmetrical, it will be more valuable than one that’s irregular.

Colour: A pearl’s colour is a combination of its dominant bodycolour, overtone, the subtle colours that seem to come from within the pearl, and orient, the “play of colour” you see when the pearl moves.. Cultured pearls display a broad palette of subtle hues, ranging from warm (yellow, orange and pink) to cool (blue, green and violet).

Luster: The intensity of light reflected from or just below the surface of the pearl, its luster, contributes the most to the beauty of a pearl. The effect is an inner glow from the heart of the gem. A pearl with

excellent luster will look bright and shiny, while one with poor luster is dull and far less valuable. Fine akoyas tend to display a bright, mirror-like gloss. Other pearls tend to feature a softer, satiny luster.

Surface: A completely clean pearl is a rare treasure. Since rarity influences value, the prices of such pearls run extremely high. The number, nature, and location of surface characteristics (abrasions, bumps, chips, cracks, etc.) can affect the value of any pearl. Numerous or severe surface irregularities – such as chips or gaps – can threaten the durability of the pearl and cause it to break or peel and considerably lower its quality and value. If a surface characteristic is minor and located near a pearl’s drill hole, where it’s less noticeable, it will detract less from the pearl’s appearance and ultimate value.

Other value factors can minimize the effect of surface characteristics on a pearl’s worth. If the pearl is large and highly lustrous, for example, these pluses can outweigh a slight surface characteristic or two. In fact, excellent luster makes some surface characteristics less noticeable.

Nacre: Nacre is the very essence of the pearl itself and nacre thickness does affect the value. Quality cultured pearls have ample thickness to allow the pearl to display its beauty.

Matching: The uniformity of the appearance of pearls in strands and multi-pearl pieces is called matching.



Understand the 4c's before buying a diamond

EVERYTHING YOU NEED TO KNOW ABOUT THE COLOUR, CUT, CLARITY, AND CARAT

After stalking your partner's Pinterest boards and harassing friends and family, you've finally pegged the perfect ring design for your future spouse. Or, maybe you two tag teamed the ideal engagement jewel together.



Obviously, diamonds are a symbol of love, elegance, and luxury. They are one of the most precious stones in the world, prized for their sparkle, brilliance, and rarity. However, not all diamonds are created equal, and understanding the 4Cs – colour, cut, clarity, and carat – is essential when selecting a diamond.

Colour

The colour of a diamond refers to its degree of whiteness or colourlessness. The Gemological Institute of America (GIA) colour scale ranges from

D (colourless) to Z (light yellow or brown). The more colourless the diamond, the higher its value. Diamonds with a yellow or brown hue are less valuable because they have more impurities.

However, some diamonds, known as “fancy diamonds,” have natural colours like pink, blue, and are highly sought after for their unique beauty.

Cut

The cut of a diamond refers to its proportions, symmetry, and polish. A well-cut diamond reflects light internally and disperses it through the top of the stone, giving it its signature sparkle. A poorly cut diamond can appear dull, lifeless, or even distorted.

The GIA has a cut grading system that ranges from Excellent to Poor, based on factors such as brightness, fire, and scintillation. An ideal cut diamond is the most



desirable because it maximizes the stone's brilliance, fire, and scintillation.

Clarity

The clarity of a diamond refers to the presence or absence of inclusions (internal flaws) or blemishes (external flaws) within the stone. The GIA clarity scale ranges from Flawless (no inclusions or blemishes visible under 10x magnification) to Included (inclusions visible to the naked eye).

Most diamonds have some degree of inclusions or blemishes, but the fewer and less visible they are, the higher the diamond's value. Inclusions can affect a

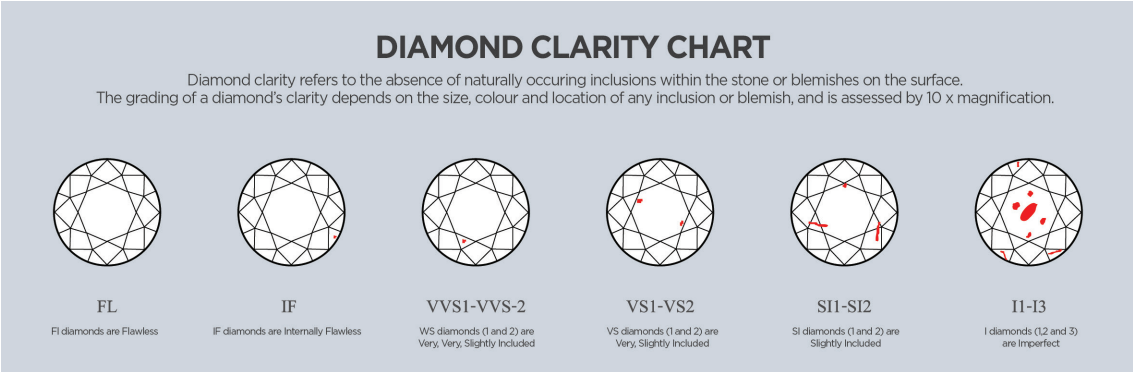
diamond's transparency, durability, and overall beauty, so it's essential to select a diamond with the highest clarity grade possible within your budget.

Carat

The carat of a diamond refers to its weight, measured in metric carats. One carat equals 0.2 grams or 100 points. The larger the diamond, the higher its carat weight and value. However, a diamond's value is not solely based on its carat weight but also on its colour, cut, and clarity.

Choosing the right combination of the 4Cs depends on personal preference, budget, and the intended use of the diamond. For example, a larger diamond with a lower colour or clarity grade may be more suitable for an engagement ring, where size is a significant factor, while a smaller diamond with a higher colour or clarity grade may be more suitable for a pair of earrings or a pendant.

In conclusion, the 4Cs – colour, cut, clarity, and carat – are essential factors to consider when selecting a diamond. Each C has a significant impact on a diamond's value, beauty, and overall appeal, so it's essential to understand how they work together to find the perfect diamond for you.



Understanding different types of watches

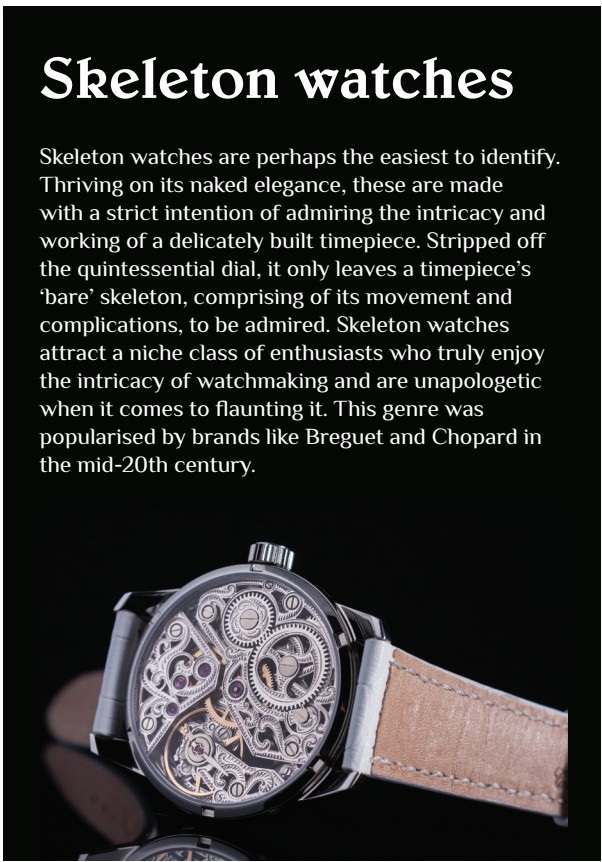
Here’s a quick guide to understanding the most common types of watches we see today

To most, a timepiece is a simple instrument of interpreting time. But a high precision mechanical watch goes so much beyond that. Mechanical watches represent one’s indulgences, character, passions, and of course, statements in style. Over the course of the past century, modern watchmaking has branched out to cater to a variety of watchmaking enthusiasts with a goal of suiting their lifestyles, needs, and tastes in design. If you’re looking to step into this world of watchmaking, you can start by understanding the most popular types of watches and what makes them so.



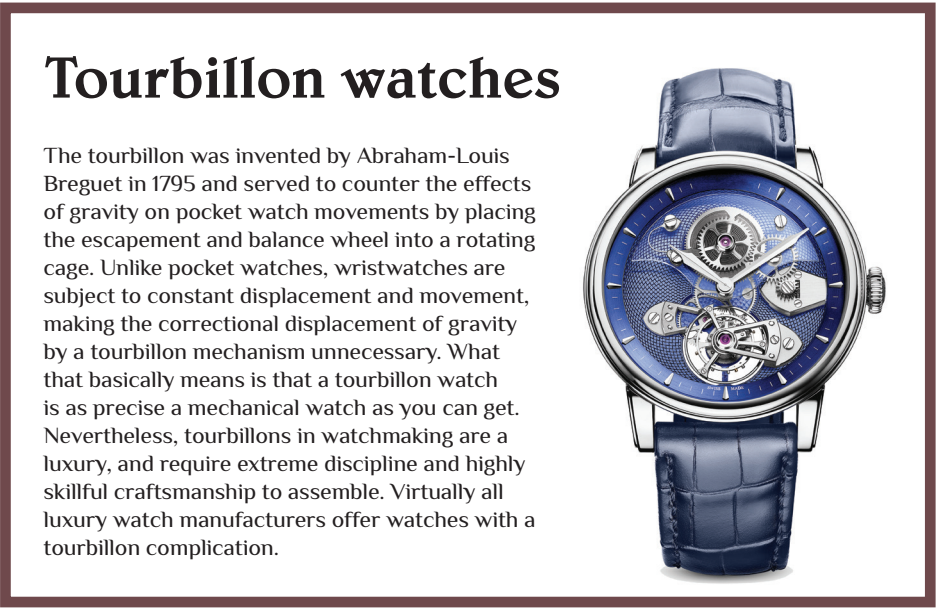
Automatic watches

Before the quartz revolution of the 1970s took over, watches were purely mechanical in nature. This meant that instead of being battery-powered like in a quartz watch, they would use the energy created by the assembling of many tiny parts inside the watch. This was essentially energy stored in the calibre’s mainspring. The mainspring would slowly unwind and transfer energy needed for the functioning of the watch, and would need to be wound at regular intervals. The automatic watch is an offshoot of this variety – the only difference is that it doesn’t need to be manually wound, and the natural movement of the wearer provides the energy. Because of its assembly, it significantly more expensive than quartz.



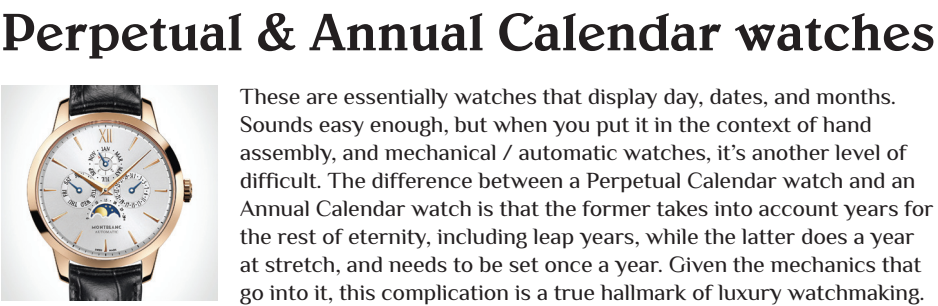
Skeleton watches

Skeleton watches are perhaps the easiest to identify. Thriving on its naked elegance, these are made with a strict intention of admiring the intricacy and working of a delicately built timepiece. Stripped off the quintessential dial, it only leaves a timepiece’s ‘bare’ skeleton, comprising of its movement and complications, to be admired. Skeleton watches attract a niche class of enthusiasts who truly enjoy the intricacy of watchmaking and are unapologetic when it comes to flaunting it. This genre was popularised by brands like Breguet and Chopard in the mid-20th century.



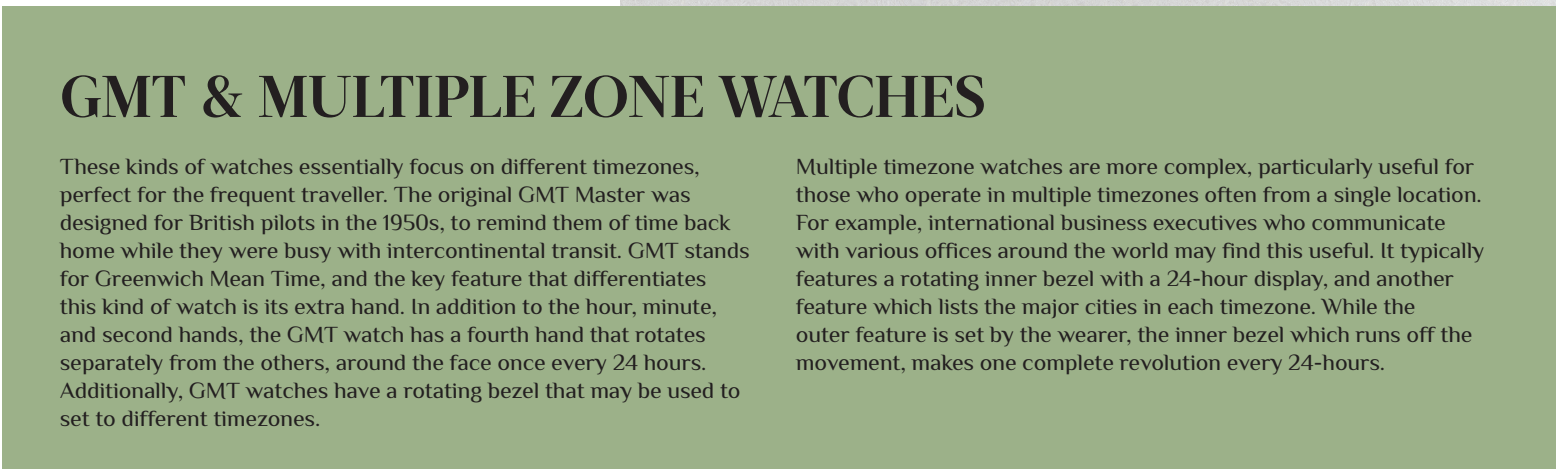
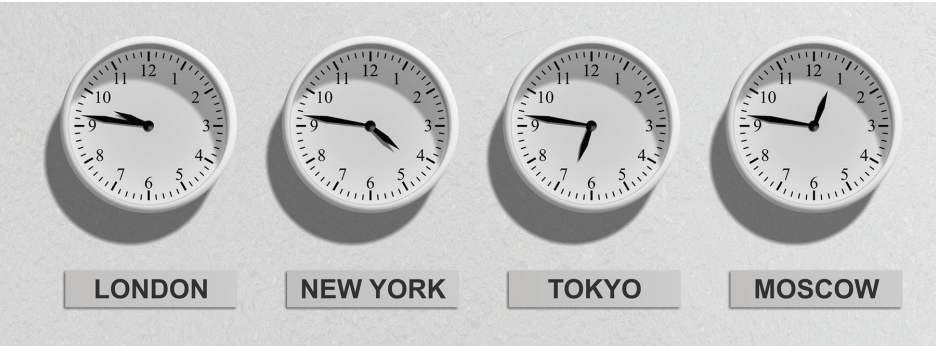
Tourbillon watches

The tourbillon was invented by Abraham-Louis Breguet in 1795 and served to counter the effects of gravity on pocket watch movements by placing the escapement and balance wheel into a rotating cage. Unlike pocket watches, wristwatches are subject to constant displacement and movement, making the correctional displacement of gravity by a tourbillon mechanism unnecessary. What that basically means is that a tourbillon watch is as precise a mechanical watch as you can get. Nevertheless, tourbillons in watchmaking are a luxury, and require extreme discipline and highly skillful craftsmanship to assemble. Virtually all luxury watch manufacturers offer watches with a tourbillon complication.



Perpetual & Annual Calendar watches

These are essentially watches that display day, dates, and months. Sounds easy enough, but when you put it in the context of hand assembly, and mechanical / automatic watches, it’s another level of difficult. The difference between a Perpetual Calendar watch and an Annual Calendar watch is that the former takes into account years for the rest of eternity, including leap years, while the latter does a year at stretch, and needs to be set once a year. Given the mechanics that go into it, this complication is a true hallmark of luxury watchmaking.



GMT & Multiple Zone Watches

These kinds of watches essentially focus on different timezones, perfect for the frequent traveller. The original GMT Master was designed for British pilots in the 1950s, to remind them of time back home while they were busy with intercontinental transit. GMT stands for Greenwich Mean Time, and the key feature that differentiates this kind of watch is its extra hand. In addition to the hour, minute, and second hands, the GMT watch has a fourth hand that rotates separately from the others, around the face once every 24 hours. Additionally, GMT watches have a rotating bezel that may be used to set to different timezones.

Multiple timezone watches are more complex, particularly useful for those who operate in multiple timezones often from a single location. For example, international business executives who communicate with various offices around the world may find this useful. It typically features a rotating inner bezel with a 24-hour display, and another feature which lists the major cities in each timezone. While the outer feature is set by the wearer, the inner bezel which runs off the movement, makes one complete revolution every 24-hours.



10 RULES OF THE WATCH

When it comes to watches people are a little fuzzy about the rules. We often see men wearing a completely inappropriate timepiece for their outfit, or they’re checking the time every five minutes in a meeting.

Knowing the rules of watch-wearing will help you avoid making faux-pas, and they apply to watches that are expensive, inexpensive, casual and formal alike.

- 1. Wear your watch on the wrist that suits you**

The old rule of thumb was to always wear a watch on the non-dominant wrist. The reasoning was that it is the opposite of the dominant hand. Don’t let tradition dictate on which hand you wear your watch; wear it where you find it most comfortable.
- 2. Never wear a dive watch with a suit**

Just because James Bond did it, doesn’t mean you should. Dive watches are bulky, they don’t fit well under a suit jacket and they are a tell-tale sign that you don’t know the rules of watch-wearing...or that you aspire to have your own theme song. The same way that you wouldn’t wear your sunglasses at night, leave the dive watch for casual wear and pair a simple dress watch with your suit.
- 3. Wear dark with dark, and light with light**

If you’re out during the day, consider a lighter colored face such as white or cream. However, at night focus on darker dials such as black, grey or browns. Just like a tuxedo is for evening wear and you wouldn’t wear it to brunch, a dark watch dial should be on your wrist at night, rather than during your 9am tee time at the country club.
- 4. Beware the implications of checking your watch**

Even though a great watch is one of a man’s ultimate accessories, checking it can have some negative social implications even if that’s exactly the reason you are wearing it!

If you’re in a meeting, or at a social event, don’t check your watch visibly in front of other people. Just like it’s rude to check your phone at a movie or restaurant, checking your watch shows that you have other things on your mind; things that take precedence over your present company.
- 5. Pair watches with outfits appropriately**

Just as you wouldn’t sit on the beach in a morning coat, you also don’t want to wear your dress watch sailing. Try and match the type of watch you wear to the activity you’re involved in each day. If you’re unsure what you’ll be doing, pair it with your choice
- 6. Admire other men’s watches from a distance**

Just as you would never touch another man’s wallet, don’t expect to handle his watch. For many men the watch is the only piece of jewelry they own or wear, and they take great pride in keeping it dust free, fingerprint free and well polished. It’s perfectly okay to politely ask to see a watch, but don’t expect him to take it off his wrist. If he offers, feel free to accept, but try to handle it as little as possible and never place it on a hard surface where it could get scratched.
- 7. The oversized watch is over**

For the last couple of years, oversized watches have become the norm in men’s style. This popular trend only served one purpose: to scream for attention. An oversized watch dwarfs your wrist, throws off the proportions of your entire outfit, and simply doesn’t “fit” well into a nicely combined outfit.

For a watch enthusiast, those large dials are nothing more than for show. If you want to be taken seriously in the world of horology, stick to watches that fit your wrist.
- 8. Make it fit**

Like any other garment or accessory, your watch should fit you properly in two key ways. The size of the dial should be proportional to your wrist, and the band should fit snugly but comfortably. A loose band looks sloppy, so take it to your jeweler to have it sized to your wrist.
- 9. Skip the bling**

Wearing a diamond encrusted watch is fine if you’re a music mogul, but it has no place in the wardrobe of a well-dressed gentleman. Like an oversized watch, flashy diamonds and jewels are simply a cry for attention. They will distract from the rest of your outfit by drawing all the attention to one point. Most people will be wondering if it’s real, rather than what kind of watch it is. Diamonds and jewels also have the effect of making men’s watches appear more feminine.
- 10. Don’t wear the same watch every day**

Even if you only own one nice watch, you shouldn’t wear it every day for several reasons. First, if the watch is a piece that you love, giving the watch a break will make it last longer. Second, one watch is rarely suited to the variety of outfits that a man will wear in a given week. The office, the gym, sporting events, dinners out, and parties all require different clothes and hence different watches. If you wear the same watch daily, chances are that 20-30% of the time it is the wrong watch to be wearing.