



# 10 Qatari designers make their mark at the 19th edition of DJWE

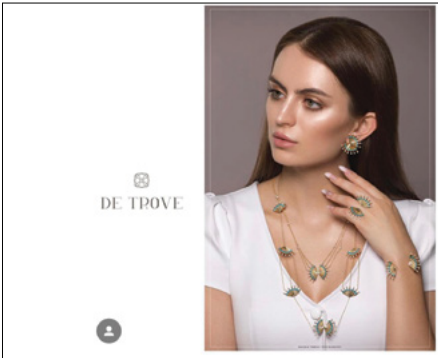
Part of Qatar Tourism's long-running initiative to nurture local talents, Qatari designers showcase their collections alongside the industry's leading international brands

A cornerstone of the Doha Jewellery and Watches Exhibition (DJWE), the Qatari Designers initiative by Qatar Tourism this year features 10 bright talents whose collections shine amidst the industry's most influential names. The up-and-coming designers can be found at a dedicated space at the Doha Exhibition and Conference Centre (DECC), from February 20 – 25, 2023.



## DE TROVE

Statement pieces that centre on elements from nature are a feature at this brand's booth, along with a modern take on popular name jewellery, this time with delicate diamonds dangling from the letters. DE TROVE is also distinct in creating collections that cater to children.



## Clair De Lune

Launched in 2017 by Asma Al-Saadi, Clair De Lune aims to create pieces of art, starting with a sketch of the customer's vision, through to the reality of a finished piece. A handcrafted piece can take anything from 30 days to 3 months, with quality and care at the forefront of design.

## Ghand Jewellery

Men looking for inimitable cufflinks will find what they are looking for at Ghand Jewellery, a brand that offers a unique cufflinks collection sporting Black Onyx, Blue Lapis, Malachite and Mother of Pearl. Launched by Hissa and Jawaher Al Mannai, the two sisters have a mission to make Ghand Jewellery one of the most recognized, affordable luxury jewellery brands in the world.

## Hessa Jewels

Visitors to Hessa Jewels will not only witness exquisite craftsmanship on display but will also learn about important elements to Qatar's culture. From the mashmoom plant which signifies happiness, to the Batoola collection, Sameera Al Mulla – the brand's designer and creative force – incorporates fine details to her designs resulting in stunning and authentic pieces.

## Swayra Jewellery

New to DJWE and a recently launched in 2020, Swayra Jewellery presents several collections, including their 'Angels with Angles,' – heart-shaped jewellery with sharp angles that represent kindness balanced with confidence and self-assurance.

## H Jewellery

Drawing inspiration from Qatar's culture and heritage, H Jewellery offers elegant jewellery that demonstrates pride in Qatar's past, present and future.



Designer and entrepreneur, Hamad Al Mohammad, has taken his collection to jewellery exhibitions around the world, and is a frequent collaborator with other artists to create one-of-a-kind works.

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AL Sadd 4444 1320	Place Vendôme Mall 4466 9049	Lagoona Mall 4492 9000
AL Wakra 4487 2470	Doha Festival City 4460 2845	Mall of Qatar 4490 5484
Ezdan Mall 4443 6361	Souque Najada 4437 0370	Royal Plaza 4413 1341



# The secrets of buying fine jewellery

The jewelry you wear expresses your style. For many, jewelry even transcends style and becomes part of who they are, a representation of their unique personality. There's no denying that it's fun to casually put on a trendy necklace, or a big, colorful pair of earrings. Trends can quickly go out of style, so purchasing a less costly fashion piece for short-time wear instead of a \$1,000 fine jewelry piece can sometimes be the best choice.

But when you are looking for a long-lasting, deeply sentimental piece, you need to know what you're buying.

Here's where it gets tricky..how do you know what you are looking at when it comes to buying fine jewelry? Can you tell if a pearl is cultured, or if it's natural? How can you tell if your garnet ring has the right amount of clarity and shine? Do you know how to spot heated gemstones vs. unheated gemstones? What's the difference in quality between the different types of gold?

A cultured pearl is worth only 10 percent of a natural pearl. Heated gemstones vs. unheated gemstones will have varying color and pricing. And each type of gold (such as white gold, rose gold, and pure gold) has different strength and wear properties that you'll want to understand before you buy.

The secret to buying fine jewelry is simple: you don't know what you don't know! We might not all be trained gemologists and jewelers, but there are plenty of professionals out there who can offer guidance and insight on all of the details that can be easily missed when purchasing fine jewelry.

Small, boutique jewelry stores that have an in-house gem expert are often your best bet for custom service and one-on-one consults on gemstone quality. Before you start your search, see below for some the expert tips on how to buy fine jewelry.

## 1. Know your metals

You probably already have an idea of the metal color that you prefer—but there are plenty of ways that metal can be strengthened and colored:

### Silver

Sterling silver jewelry has a wonderful, white luster. It can be buffed to a beautiful shine. But as you know, silver does tarnish when it is exposed to air over time. Some silver jewelry has oxidized details, or an overall oxidized finish that gives it a blackened, rustic look.

Silver is sometimes plated with rhodium, which is a metal related to platinum. Rhodium does not tarnish, and has a bright white appearance. Silver jewelry that is finished with rhodium has a different look than plain silver jewelry. Deciding on a rhodium finish versus a natural silver finish is just a matter of your own personal taste—and how much you object to having to polish or clean your jewelry.

### Gold

Gold jewelry is prized for its classic beauty. Pure gold is 24 karats. 14 karat gold is 14 parts gold, 10 parts alloy. 18 karat gold is 18 parts gold, six parts alloy. All gold is yellow when it comes from the earth, but gold is alloyed to make it stronger—and in some cases, to change its color.

Yellow gold is alloyed with copper or zinc, which preserves the color while adding strength. This is the easiest gold to maintain, as it can be easily polished to look like new again. One of the more popular gold trends is rose gold, which is yellow gold alloyed with copper.

White gold is alloyed with nickel, silver, or palladium to change the color. Most white gold is also plated with rhodium to produce a crisp, white finish. You can replate your white gold every few years to keep the color vibrant, as white gold will start to show warmer tones as the plating wears down. Some people are allergic to nickel, so if you have sensitive skin, you will want to look for white gold without nickel alloy.

### Platinum

Platinum is a white metal that is extremely dense. When used for jewelry, platinum is the purest precious metal. This is a heavy metal, and is therefore more expensive than gold. As with all precious metals, it becomes dull with wear and can be brought back to life with a high polish.

### Vermeil and gold-filled

Vermeil is sterling silver plated with gold. It can be yellow or rose gold plated. Gold-filled means that your fine jewelry starts as a base metal—such as brass—and has a thin sheet of gold bonded to it. These two metal choices offer the look of gold with a lower price.

For a fine piece of jewelry that will last for generations, choose silver, gold, or platinum.

## 2. Ask about gemstone treatment

Almost all gemstones have been treated. You should know if your gem is treated (and how), because this can affect how you care for your fine jewelry. One common permanent treatment is heat. This treatment has been used for centuries to improve color saturation. Thus, heated gemstones will typically have a much more vibrant color and clarity vs. unheated gemstones.

Some gemstones, such as emeralds, are oiled to fill small cracks. Rubies can either be heated or glass-filled to improve color and clarity. For rubies in particular, the type of treatment that your gemstone has will change the overall appearance and value of the gem. Most rubies are heat treated, making untreated rubies a rare—and expensive—commodity.

Significant gemstones should have a report from a laboratory such as the Gemological Institute of America (GIA). The gem report will identify the type of gemstone and describe its characteristics.

Any type of treatment must be disclosed to buyers, which is why it is so important to purchase gems from a reputable dealer. You should always ask about treatment and how to care for your gems, so that you can enjoy your fine jewelry for years to come!

## 3. Choose the right setting

Settings add to the design of a piece of jewelry. Not only should your setting be visually pleasing, but it should also keep your gem safe and secure.

Check for good workmanship—the piece should feel smooth, with no sharp edges or roughness. Prongs should be faced downward, touching the surface of the gems. A bezel setting, which is a frame of metal around the gem, should be even in width, smooth, and symmetrical.

If a row of gems is set in a channel of metal, see that the channel is even and smooth. The gems inside the channel should not be overlapping. When you turn the piece to catch the light, look at the tables—the center top facets of the gems—and make sure that they are in a neat row, not crooked or tilted.

For settings on necklaces and bracelets, you'll want to carefully examine the clasp. Your clasp design should be easy to handle and fasten. It should also feel secure, so that you can go about your day without the fear of losing your fine jewelry.

## 4. Buy from a reputable jeweler

If a store claims to be selling “at wholesale prices,” consider this: how are they paying their rent, their utilities, and their own paychecks if they are truly selling at the same price they paid for the gems? A wholesale retailer is likely not your best bet for a deal—and when it comes to fine jewelry, the cheapest price doesn't go hand in hand with gemstone quality.

Buying from a reputable jeweler means that you are purchasing fine jewelry that has been sourced and created with high quality in mind. It also means that you can rely on your jeweler to disclose treatments and provide gem reports, so that you understand the true value of your gem (and how to make it last).

When you do purchase a gemstone, always ask about the return policy. This is especially important when traveling, since it is easy to get caught up in the excitement of buying fine jewelry from a local shop. You need the protection of being able to return something you are not happy about. Some jewelry stores have a firm no-returns policy, and you will not be able to return the item—even if you have just stepped out the door and come back in!

While on vacation, look at local gems and fine jewelry for inspiration, but plan on purchasing at home where you know your jeweler. This approach means you can take your time in choosing your jewelry (instead of being rushed out the door to make your flight back home) and still have a beautiful piece to commemorate your trip.

### Estate Jewelry

Estate jewelry (previously owned gems) is another great way to get a high quality piece of fine jewelry. These pieces are often older, and feature workmanship of a bygone era that simply cannot be had today. People didn't wear jewelry as often as we do today, so estate jewelry is often in beautiful condition despite its age.

You can find estate jewelry at jewelry auctions or at your local fine jewelry store. Some dealers will even refurbish to ensure that settings are secure, metal is polished, and the clasps are tight, making estate jewelry a great option to explore for a truly unique piece.





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

PARIS SINCE 1858

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

PLUME DE PAON COLLECTION



# ALMUFTAH JEWELLERY

## مجوهرات المفتاح

Al Muftah Jewellery is one of the largest importers and retailers in the watches and jewellery industry, having 9 showrooms inside Qatar with around 125 experienced staff working together with dedication and enthusiasm to give a variety of choices in fine merchandise to the customers. Moreover, Al Muftah Jewellery has a very fine workshop along with professional technicians and goldsmiths to ensure excellent after sales services and total customer satisfaction. The main showroom is located at Al Sadd Street and branches as follows:

Doha Festival City Mall / Royal Plaza Mall / Lagoon Mall / Ezdan Mall / Souq Najada / Mall of Qatar / Wakra / Place Vendome Mall / and the Charriol Boutique at Royal Plaza Mall.

Al Muftah Group wishes to express their heartfelt gratitude to customers for the trust they have consistently reposed in them. The Group believes that ability to promptly communicate can improve the perception of products and services, when basic ethical principles are respected. Having proven their PR expertise and experience they believe that the long years of market reput is further proof of the positive effect for their activities.

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### Leila Issam Fine Jewellery

With “Anything Art”, as her fine jewellery brand’s adage, Leila Issam Fine Jewellery was founded in 2014 and is run by the Middle Eastern creative director and designer, Leila Abu Issa. Born into a multi-cultural family, and having lived in numerous countries around the world, the designer brings elements of diverse cultures and heritages to her works.

### Midad Jewellery

Founded by Abdulla Yousef Al Fakhroo, Midad Jewellery centres on calligraphy and Islamic design. In launching the brand, the artist and entrepreneur was driven by a need to bring the historic art form closer to people, to be worn and integrated into everyday life. In addition to the calligraphy, the brand weaves in Sadu designs using precious elements such as Mother of Pearl.

### Nouf Jewellery

From conceptual drawings to feminine pieces, Nouf Al-Meer show cases a



diverse collection of pieces made with different materials and precious stones. Nouf Jewellery is inspired by natural, social and cultural elements. Special occasions, such as Qatar National Day, can also drive creative works, with collections representing the Qatar flag featuring in the brand.

### Trifoglio

Founded and designed by Fajr Attia, Trifoglio specialises in luxury jewellery and leather handbags. The brand’s jewellery is marked by the distinct design of a four-leaf clover, adorned with pearls, as well as roses, an enchanting yet delicate symbol.



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