



DJWE

TWO DECADES OF GLAMOUR, INNOVATION, AND GLOBAL RECOGNITION

In 1978, Sheikh Hamad bin Khalifa Al Thani, the father Emir brought a vision into reality by merging small, individual galleries into one grand exhibition. His Highness invited all top local brands of jewellery and watches for the first exhibition to gather under one roof.

In the succeeding years, His Excellency, Sheikh Hamad bin Faisal Al Thani, the Minister of Economy and Commerce at the time, was appointed to assemble a committee of jewellery merchants to develop and participate at the exhibition. His vision was to expand the exhibition and to produce an exhibition of the highest standard to spotlight Qatar globally. The Sheraton Hotel was home to the exhibition for many years.

In 2004, the exhibition was held at the Qatar International Exhibition Center with the participation of 250 exhibitors. Since then, DJWE has returned and grown each year with incredible local, regional, and international brands. The State of Qatar strongly supports the Doha Jewellery and Watches Exhibition, allowing exhibitors to build upon their previous years' work.

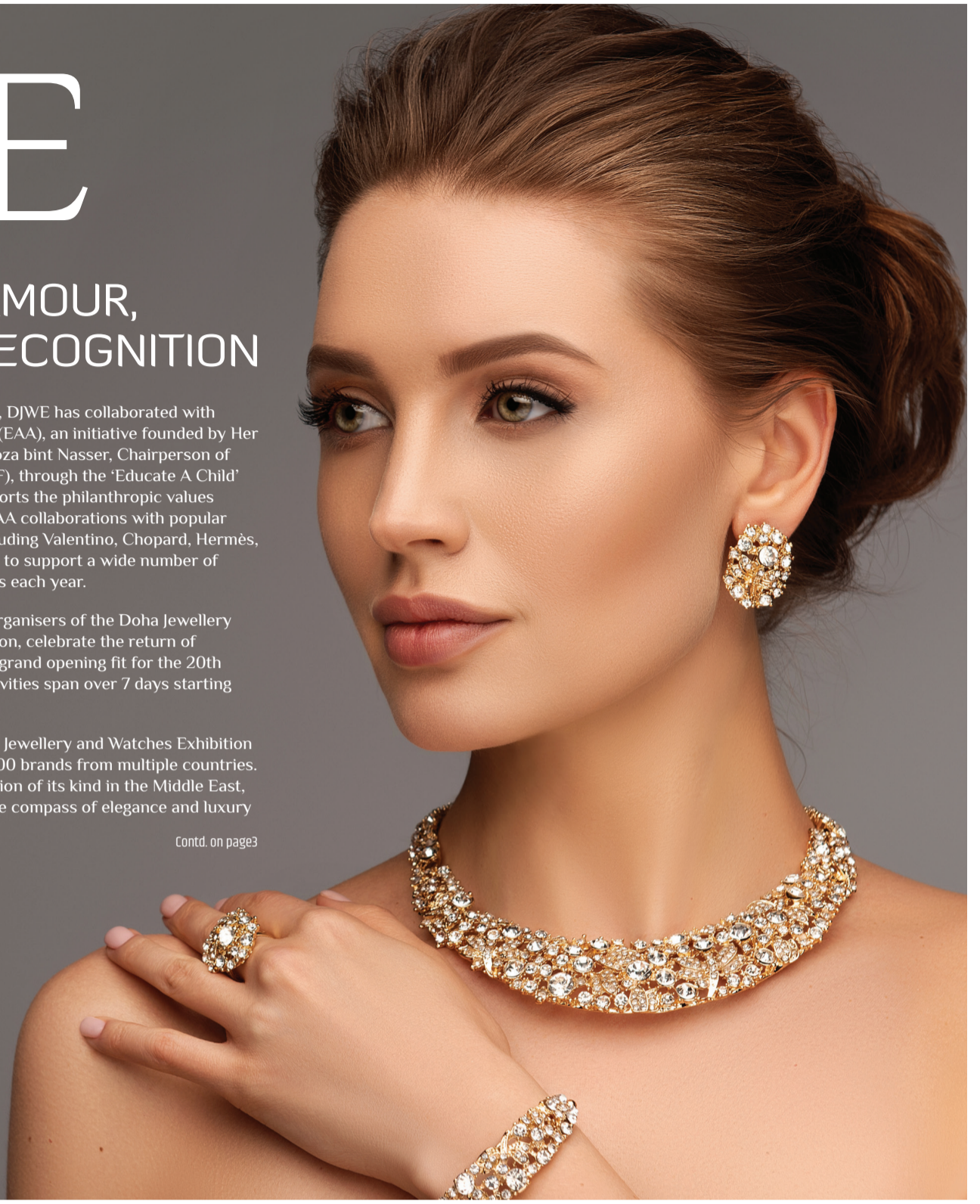
The exhibition has been a platform for jewellery designers to demonstrate their best works and most majestic pieces. It also fosters Qatari talent by spotlighting incredible local designers to display their creations. DJWE has become a home to high-end artistry, showcasing the world's most exclusive jewellery and timepieces. It is the glamour in Qatar's annual events calendar as the nation continues its uphill trajectory as the fastest growing tourism destination in the region.

In more recent years, DJWE has collaborated with Education Above All (EAA), an initiative founded by Her Highness Sheikha Moza bint Nasser, Chairperson of Qatar Foundation (QF), through the 'Educate A Child' initiative. DJWE supports the philanthropic values of EAA, displaying EAA collaborations with popular jewellery brands including Valentino, Chopard, Hermès, and Chand Jewellery, to support a wide number of marginalised students each year.

Qatar Tourism, the organisers of the Doha Jewellery and Watches Exhibition, celebrate the return of the exhibition with a grand opening fit for the 20th anniversary. The activities span over 7 days starting February 5.

Every year, the Doha Jewellery and Watches Exhibition attracts more than 500 brands from multiple countries. As the largest exhibition of its kind in the Middle East, DJWE has become the compass of elegance and luxury in the region.

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PLUME DE FAON ٤٤٩٠٣٥

بوشرون BOUCHERON

PARIS SINCE 1858

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

ROUND DIAMONDS

DJWE is renowned for displaying the world's most exclusive luxury jewellery and watches. As such, one of the most iconic pieces at this year's exhibition is taken from a private collection – the world's largest pair of brilliant round diamonds. Valued at nearly 100 million USD, each diamond in this pair is composed of over 100-carat. As the most exclusive pair of diamonds ever crafted, these diamonds have immaculate sizing and purity, and are of the highest quality. Ethically sourced from the Karowe Mine in Botswana, and skillfully crafted to perfection at HB Antwerp over a period of three years, these diamonds mark a historic milestone in the diamond industry. The world's largest pair of diamonds is on display at the 20th anniversary of the Doha Jewellery & Watches Exhibition.



'BIRD ON A PEARL'



Attendees can witness two special statement pieces this year. Tiffany & Co. debuted the 'Bird on a Pearl' collection. The central piece shows the signature bird, designed initially by Jean Schlumberger in 1965, adorned with diamonds, perched on a gemstone, with the world's rarest pearls from the Gulf. These unique and lustrous pearls were acquired by The House from Mr. Hussein Al Fardan's private collection. The design honours Jean Schlumberger's love of nature, as each pearl is composed of a unique, gradient colour palette, representing the four seasons. One of the most exquisite pieces in the collection, the Bird on a Pearl necklace, is composed of over 325 total carats of natural saltwater pearls with five bird motifs.

'HIGH JEWELRY NECKLACE'



BVLGARI presented the 'High Jewelry Necklace' crafted in platinum, featuring 1 cushion spinel – 4th largest in the world by carat weight, 4 square emerald-cut diamonds, 27 emerald beads, 36 fancy shape diamonds, 69 round brilliant cut diamonds, and pavé-set diamonds. The necklace represents uniqueness and femininity through iconic colour combinations of pink-fuchsia and green emerald; a BVLGARI style trademark. With respect to the geometry and volume, the piece is soft, light, and balanced, personifying a feminine aesthetic. The masterpiece was created through 1,400 impact hours.

DOHA JEWELLERY AND WATCHES EXHIBITION

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Vendôme Liseré pendant, set with an emerald-cut aquamarine, paved with diamonds, in white gold.



VENDÔME LISERÉ NOVELTIES

The Vendôme Liseré designs reflect the architectural codes Maison Boucheron holds so dearly, in particular the octagonal shape of the Place Vendôme viewed from above. An edging of black lacquer has become the signature code for this collection that until this point has been made almost entirely from diamonds. Now the lacquer borders a tourmaline, a morganite and an aquamarine in pastel hues.

For spring, the season of renewal that we look forward to with such excitement, Boucheron is celebrating color and optimism with its Spring Colors campaign. As an invitation to celebrate the pleasure of the moment, the Maison has designed buzzers in the same colors as the stones which burn so brightly in the latest Liseré collection.

And the challenge? To answer an entirely Boucheron-related quiz, in keeping with the playful spirit of the new spring season.



SOLITAIRE

The iconic Vendôme Liseré solitaire now comes in the form of fine jewelry. At its center is a fabulous emerald-cut stone set with round diamonds, mounted on a diamond-pavé white gold ring. An octagonal design edged with black lacquer, echoing the Place Vendôme as seen from the sky and Boucheron's signature graphics.

NECKLACE

Inspired by the shape of Place Vendôme, the beating heart of the Maison, this beautiful necklace is a style statement. Its forty-two Art Deco-inspired motifs echo Boucheron's emblematic edging and its emerald-cut diamond. Graphic elegance and Parisian spirit - the very essence of the Maison Boucheron.



Vendôme Liseré bracelet, set with emerald-cut diamonds, diamond-pavé in white gold.

This collection is available exclusively at Fifty One East's pavilion at the Doha Jewellery & Watches Exhibition 2024.



OYSTER PERPETUAL GMT-MASTER II

Highlighting our connection to the world

The GMT-Master II is available this year in two new versions – yellow Rolesor and 18 ct yellow gold – with a Cerachrom bezel insert in grey and black ceramic, an entirely new colour combination.

Rolex introduces two new versions of the Oyster Perpetual GMT-Master II that signal the return of 18 ct yellow gold to the model. The first is a yellow Rolesor version (combining Oystersteel and yellow gold), whereas the second is crafted entirely in this precious metal.

Both share common features. Firstly a two-colour, 24-hour graduated monobloc Cerachrom bezel insert in grey – a new shade – and black ceramic. On the dial, the name ‘GMT-Master II’ is in a powdered yellow colour.

These new versions are fitted on a Jubilee bracelet, equipped with an Oysterlock clasp and the Easylink comfort extension link. The new versions of the GMT-Master II are driven by calibre 3285, a movement at the forefront of watchmaking technology, enabling it to display the date and an additional time zone in 24-hour format, as well as the hours, minutes and seconds.

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

One instrument, several time zones

Designed as a navigation aid for professionals criss-crossing the globe, over time the GMT-Master became the watch of choice for travellers. It has a unique and instantly recognizable design with a bidirectional rotatable bezel and a 24-hour graduated insert, which has been made available in various dual-colour combinations – the lower half symbolizing daytime hours and the upper signalling nighttime hours – as well as in single-colour versions. The GMT-Master, a true ‘tool watch’, evolved continually to offer increasing technical performance. In 1982,

Rolex unveiled the GMT-Master II, with a movement that allowed the hour hand to be set independently of the other hands.

With traditional hour, minute and seconds hands, a triangle-tipped 24-hour hand, and a bidirectional rotatable bezel with a 24-hour graduated Cerachrom insert, the GMT-Master II can display the time in two time zones simultaneously: either the local time and the reference time, or the local time and that of an alternative time zone. The date is synchronized with the local time.

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 versions of the GMT-Master II, the bidirectional rotatable bezel is fitted with a two-colour, 24-hour graduated Cerachrom insert in grey and black ceramic. The moulded, recessed graduations and numerals are coated with yellow gold via PVD (Physical Vapour Deposition). The bezel can also be turned with ease thanks to its knurled edge, which offers excellent grip.

Rolesor, a marriage of gold and steel

Rolesor, the combination of gold and Oystersteel on a Rolex watch, has been a signature feature of the brand since 1933, when the name was registered. It is a meeting of two metals: one, noble and precious, attractive for its lustre and stability; the other, highly resistant to corrosion, assuring strength and reliability. All of these qualities mirror the elegance

and performance that come together in a Rolex watch.

On the new GMT-Master II offered in the yellow Rolesor version, the bezel, winding crown and bracelet centre links are in yellow gold; the middle case, case back and bracelet outer links are in Oystersteel.



The Oyster case, symbol of waterproofness

A paragon of robustness and reliability, the 40 mm Oyster case of the new versions of the GMT-Master II is guaranteed waterproof to a depth of 100 metres (330 feet). The middle case of these versions is crafted from a solid block of Oystersteel or 18 ct yellow gold. Its 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 features 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 optimal protection for the movement it houses.

Perpetual calibre 3285

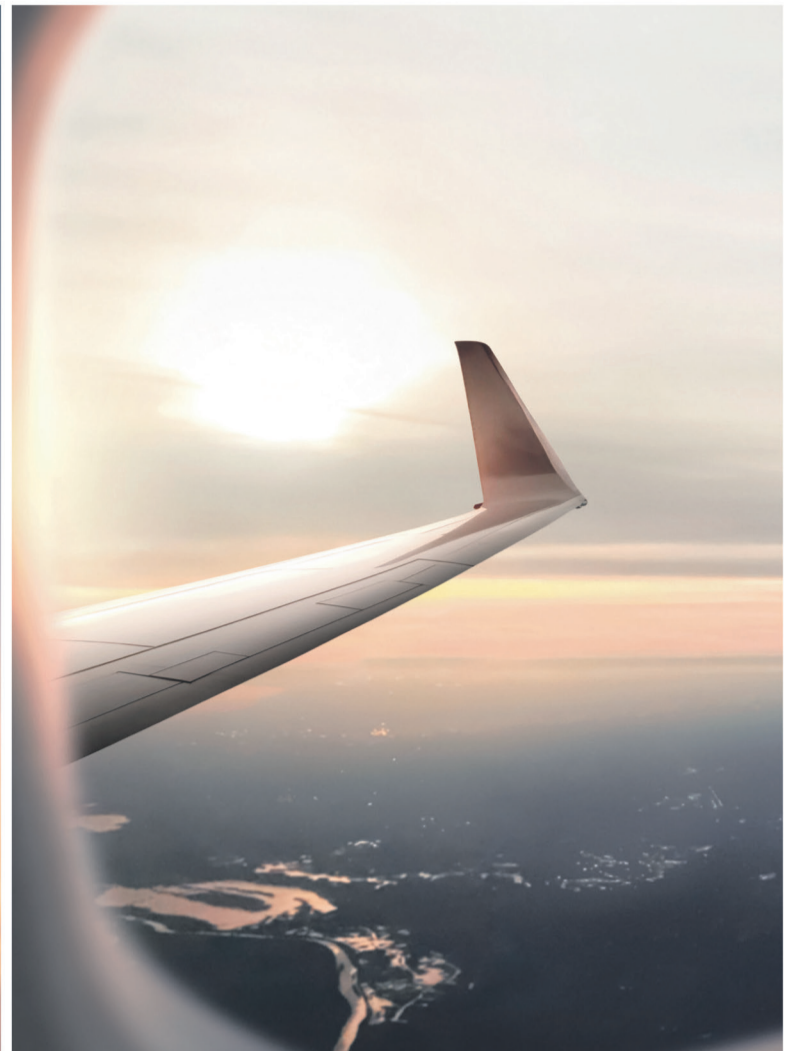
The new versions of the GMT-Master II are equipped with calibre 3285, a movement entirely developed and manufactured by Rolex that was released in 2018 and introduced on the model the same year. A distillation of technology, this self-winding mechanical movement delivers outstanding performance in terms of precision, power reserve, convenience and reliability.

Calibre 3285 incorporates the patented Chronergy escapement, which combines high energy efficiency with great dependability. Made of nickel-phosphorus, this escapement is resistant to strong magnetic fields. The movement is fitted with a blue Parachrom hairspring, manufactured by Rolex in

a paramagnetic alloy. The hairspring offers great stability in the face of temperature variations as well as high resistance to shocks. It is equipped with a Rolex overcoil, ensuring the calibre’s regularity in any position. The oscillator is mounted on the Rolex-designed, patented high-performance Paraflex shock absorbers, increasing the movement’s shock resistance. The oscillating weight is now fitted with an optimized ball bearing.

Calibre 3285 is equipped with a self-winding system via a Perpetual rotor. Thanks to its barrel architecture and the escapement’s superior efficiency, the power reserve of calibre 3285 extends to approximately 70 hours.





RING COMMAND SYSTEM



SAROS ANNUAL CALENDAR



ROLEX GLIDELOCK EXTENSION SYSTEM



AN INVITATION TO TRAVEL

A technological masterpiece that combines elegance and ease of use. The Sky-Dweller allows travellers to keep track of time across the world. Its Saros annual calendar, which distinguishes between 30- and 31-day months, and the dual time zone feature can be quickly and securely set via the ingenious Ring Command system. With cutting-edge performance, it embodies Rolex's unique culture of innovation that constantly pushes the bounds of mechanical watchmaking. **The Sky-Dweller.**

#Perpetual



OYSTER PERPETUAL SKY-DWELLER

OFFICIAL ROLEX RETAILER

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CELEBRATING 75 YEARS



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