

A LUMINOUS TRIUMPH

With the Luma collection, Saudi-born, Dubai-based designer Nosheen Bakhsh of Sheen celebrates emerging from the Covid-pandemic slumber with an ebullient celebration of gems and 18-karat gold

Words by *SOFIA CELESTE*

This pivotal age will no doubt be etched in the pages of history as a key chapter for centuries, maybe even millennia to come. And Saudi-born designer Nosheen Bakhsh of Sheen has decided to commemorate the emergence from the pandemic as a global community, in an allegory told in notes of sapphires, amethysts and 18-karat gold.

Known for her fine-jewellery line that celebrates the region's cultural heritage and that gives back at the same time, Nosheen's latest drop is named Luma, derived from the words "lumen" or "luminous" envisaged as a symbol of beautiful new beginnings, following a long, Covid-induced slumber.

"The whole world went through the pandemic together. In different ways, we all felt challenged. After three long years, we are headed back towards normalcy. The new collection is the celebration of exactly that – the light at the end of the tunnel," she muses, adding

that the exuberance of light is celebrated through its rainbow refraction of colourful sapphires and precious stones.

A play of colours and dimensions, the 18-karat gold selection of cuffs and delicate necklaces and rings, is otherworldly in its design. Uniquely named pieces such as Stardust, Stellar and Chroma are reminiscent of the whirls we witness in galaxies and outer space. Feminine and dainty in its overall look and feel, the collection exudes a youthful essence through the strategic placement of radiant gemstones. The stackable nature of Luma's key collection pieces, such as its rings and bracelets, is imbued this time with the striking use of precious stones, catering to the sort of growing female clientele that prefers to wear their jewels on a daily basis, rather than keep them under lock and key.

Also driven by the region's penchant for niche brands and female-led business, Sheen has stood by its philanthropic ethos since its start in 2013. A percentage of its proceeds have benefited a roster of selected causes such as the UNHCR's Syrian crisis and Rohingya



Starlit Love Signet Ring, from Dhs2,300



Stellar Earrings, Dhs6,200



Stardust Charm Necklace Dhs7,425



Stardust Chandelier Earrings, Dhs4,725



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Nosheen Bakhsh



Stardust Ear Cuffs, Dhs4,800



Stardust Ring, from Dhs2,100, Below: Kaleidoscope Bracelet Dhs15,000



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emergency, Doctors Without Borders (MSF) and Revive Kashmir. A portion of the revenue generated by her latest iteration will benefit victims of the catastrophic floods in Pakistan.

"I don't donate to be perceived as a humanitarian brand. I donate because I feel like it's our duty to care and do something. Anything. Even the smallest donation can make a difference," the designer says, noting that she was instilled with a sense of gratitude and humility from an early age. Sheen will donate to the Pakistani crisis via UNHCR, a trusted organisation, she explains that is currently providing refugees and local communities in Pakistan with shelter, household supplies and blankets.

Sheen continues to captivate the KSA and UAE regions through its three founding pillars: design, culture, and humanity. Every collection is inspired by a place or culture and is designed to be modern and timeless, the designer explains, noting that what started as a business-branding project, grew into a full-time business venture in 2013 after moving to Dubai in 2007.

Her Saudi Arabian upbringing is evident in the carefully crafted edges and intricate designs that mirror the costumery and architectural elements of her homeland. Inspired by her mother who captivated her curiosity with a collection of jewels that she describes as bold and intriguing, Nosheen joins a legion of female Saudi designers coming to the fore, following an era of pivotal government-fuelled changes.

"The last five to six years have led to drastic positive changes in the country, which I am so proud and happy to witness." ■ *Luma is currently available on Sheen's e-store www.sheen.ae and Instagram shop @sheen_ae*