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Top Qatar jewellery brand targets Europe and US buyers

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Amir visits Doha Jewellery and Watches Exhibition

His Highness the Amir Sheikh Tamim bin Hamad al-Thani visited yesterday the 16th Doha Jewellery and Watches Exhibition, currently taking place in the Doha Exhibition and Convention Centre. The Amir toured the exhibition's pavilions where the latest designs of Qatari and international companies for jewellery, watches, and precious stones are displayed. He also visited the pavilion of Qatari jewellery designers to view their latest innovations. **Pages 3, 16**

Qatar Airways denies reports that passengers survived disaster

Qatar Airways denied yesterday the suggestions of some media outlets outside Qatar that passengers on its Doha-Lagos flight survived a disaster due to a technical malfunction. The flight's diversion to Khartoum was preventive and routine action, it said in a statement.

Today's Gulf Times includes a 4-page supplement on **DOHA JEWELLERY & WATCHES EXHIBITION**

Advisory Council Speaker meets UN chief



HE the Advisory Council Speaker Ahmed bin Abdullah bin Zaid al-Mahmoud has met in New York with UN Secretary-General Antonio Guterres on the sidelines of the two-day parliamentary hearing which began at United Nations headquarters on Thursday. During the meeting, they discussed means of enhancing co-operation besides a number of issues of mutual interest. It was attended by HE the Permanent Representative of Qatar to the UN Ambassador, Sheikha Alia Ahmed bin Saif al-Thani, and a number of Advisory Council members. **Page 2**

Qatar committed to preventive diplomacy

QNA
New York

HE the Advisory Council Speaker Ahmed bin Abdullah bin Zaid al-Mahmoud said that Qatar attaches great importance to preventive diplomacy in view of the growing role of this strategy in the achievement of international peace and security.

He also stressed, during a parliamentary hearing held at the United

Nations in New York, that Qatar sought to mediate some conflicts that were threats to international peace and security in the Middle East, such as resolving the crisis in Lebanon, the conflict in Darfur, relations between Sudan and Chad and between Djibouti and Eritrea, as well as in Afghanistan.

He noted that Qatar has proposed to host an international conference on preventive diplomacy, given the importance of a preventive diplomacy strategy.

He also noted that the international community faces real challenges that pose a threat to international peace and security, adding that they were challenges that could give the UN a true test of its success in achieving peace.

HE the Advisory Council Speaker stressed the importance of the roles parliaments can play in the world order to achieve international peace and security, by supporting the strategy of preventive diplomacy. **To Page 2**

'1980s Show a huge success in Qatar,' says Alia al-Ghanim

● **Qatar-Kuwait cultural ties revived at concerts**

By Ayman Adly
Staff Reporter

The strong historic and cultural ties between Qatar and Kuwait were revived at two sold-out concerts titled 'The 1980s Show' that concluded successfully yesterday at the Qatar National Convention Centre's (QNCC) Al Mayassa Theatre.

"Sheikh Jaber Al-Ahmad Cultural Centre (JACC) brought the magnificent show for the first time outside Kuwait and the great turnout of the people in Qatar had a very positive impact on the performers and the centre," JACC deputy director Alia al-Ghanim told *Gulf Times*.

"The 1980s Show" by more than 80 musicians and singers revived the fond memories of many in the audience, by bringing on a flood of happy feelings during their time as children and youngsters. The performance featured a unique selection of the programmes and scenes aired by Kuwait TV and Radio during the 80s.

"The 1980s Show" was conducted as part of Qatar taking part in the celebrations of Kuwait National and Liberation Day. It was organised by the QNCC in co-operation with JACC. All the tickets for the shows were sold out in a very short time.

"Also the interaction of the Qatari audience was magnificent and gave us great happiness and comfort, stressing the historical and culture links among the people of Qatar and Kuwait. This was very clear with the reaction of the Qatari audience with the Kuwaiti performance showing material from the Kuwaiti culture and folk heritage," pointed out al-Ghanim.

"Qatar is our very first stop for the show as a friendly and brotherly country, with our deep, close relations and ties. Due to the hard work of the people at the Private Engineering Office, Al Rayyan Channel and QNCC, all the necessary requirements for the success of the show were made available, which is one of the main drivers behind such a huge success," she stressed. **To Page 3**

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مجوهرات ألفردان
Alfardan Jewellery

قطر موم، ٤٤١٧٩٩٢٠، اللؤلؤة، ٤٤٨٨١١٩٤
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Top Qatar jewellery brand targets Europe, US buyers

By Peter Alagos
Business Reporter

Despite having a strong presence in the country, Qatari jewellery brand Ghada Al Buainain is looking to expand its prominence in the international markets as well.

The brand is currently participating at the 16th edition of the Doha Jewellery and Watches Exhibition (DJWE), which runs until February 25 at the Doha Exhibition and Convention Centre.

Elaborating further on the company's expansion plans, Qatari designer Ghada Rashid al-Buainain told *Gulf Times* that aside from the DJWE, "we are starting this year with a show in New York and we will end it in Europe." "I totally agree that Qatar is an important market for our brand, but we also see that our brand could work perfectly abroad," said al-Buainain, who noted that having a good marketing plan plays a significant role in positioning



Pipe in Gold bracelet in rose gold, diamonds.



Digital Garden blue flower ring in white and yellow gold.

Ghada Al Buainain as a leading brand in the local and international markets.

In terms of being a distinct brand among other Qatari and international luxury houses, al-Buainain said perception makes the brand unique. "The way Ghada looks at jewellery is different. We believe in the power of jewellery, and the transformative quality it has on any outfit," she pointed out. She lauded the DJWE's role in helping promote Ghada Al Buainain's col-

lection as a local luxury brand.

"For our brand to be part of the DJWE with all the luxury brands from all over the world is good to be recognised in the right market...we are still trying to figure out the right way to do things, but with each and every experience, we learn new things," she said. "Since we started Ghada Al Buainain jewellery, we followed the same line of converting unconventional things that we

have in our lives into elegant and luxury pieces of jewellery. I think each collection that I make brings something different as I grow and mature," she continued.

Asked to describe the Qatari woman and what distinguishes her from other clients, she said: "Qatari women have beautiful taste and they always challenge me to design beautiful jewellery."

Al-Buainain started designing jewellery at the age of 20, and designed her first collection in 2014 when she was 22. She called the collection 'Pipe in Gold' "since it was taken from a mechanical character," and included four main pieces.

From there she added new pieces to her collection, which were some smaller pieces that can be changed depending on preference, called "the fittings". She then designed her next collection, 'Digital Garden'. "My thoughts are inspired from the environment around me. I love the feeling I get when I see the transformation of everyday objects into pieces of jewellery," she said.



Wires in Gold ring in yellow, rose and white gold, pink sapphire.



Pipe in Gold twisted ring in yellow gold.

Fifty One East introduces new brands to customers

By Joseph Varghese
Staff Reporter

Fifty One East, Qatar's leading department store, has introduced several new and renowned brands to Qatar at the 16th Doha Jewellery and Watches Exhibition being held at the Doha Exhibition and Convention Centre until February 25.

The brands include David Yurman, Imperia Jewels, Marina B, Mattioli, and WATCHe. Officials of these firms told *Gulf Times* that they are quite excited about the response they are getting from the visitors at the exhibition.

"This is a very special and rare brand showcasing heritage. Marina is the third generation family member of Bulgari family and she started working with the family," said Guy Bedarida, chairman and creative director of the brand.

The brands include David Yurman, Imperia Jewels, Marina B, Mattioli, and WATCHe

"Later Marina started her own business. She improvised on the jewellery and introduced several new features that brought a lot of attention from the jewellery world. The brand is more than 40 years old now and has been given a rebirth with several dazzling new collections," he explained.

Saurabh Jain of Imperia Jew-



Some of the special collections from David Yurman.

els said: "We are basically a diamond company and have started a brand named Imperia based in Belgium and manufactured in Italy. It is a high-end luxury brand with lightweight products. "It is a 100-year-old company and we do participate in many exhibitions around the world. Our products range from \$5,000 to several thousands of dollars.

"We are planning to market our products through Fifty One East in Qatar." Mattioli is another brand introduced for the first time in Qatar. "It is a 100-year-old brand and

we have some special collections. We have jewellery that is in various colours and they can be used matching the clothes or the bags of the person.

"We have also several studded rings which are very special and highly attractive," said an official of the brand. The WATCHe brand presents its new product range in its We7 wrist watch section. The new model We7 incorporates a new system of pivoting allowing initially to accede to the time and especially to display to the sight of its wearer its privacy and thus

to see in motion its mechanics. Its ergonomics and its lightness bring a very great comfort during its use.

Founded in 2006 by Lebanese designer Tarfa Itani, Falamank by Tarfa Itani matches its rich oriental heritage with traditional craftsmanship to produce unique and handmade pieces of fine contemporary jewellery. "I have been in the business for more than 10 years. I am the designer of the jewellery. One of my specialties is the Solai collection, inspired by sun and its positive energy," Itani added.



A collection from Marina B. PICTURES: Noushad Thekkayil



An Imperia Jewels art piece.



A special art piece from Mattioli.



The Solai collection from Falamank by Tarfa Itani.

Bespoke luxury brand Faberge attracting younger audience in Qatar

By Peter Alagos
Business Reporter

Faberge, which first launched in the Qatari market at the Doha Jewellery and Watches Exhibition (DJWE) about nine years ago, has witnessed a growing market among the younger generation in Qatar. "We are interacting with a very young audience in Qatar, which is really exciting for Faberge," Faberge managing director Antony Lindsay told *Gulf Times* on the sidelines of the unveiling of Faberge's 'Spirit of Ecstasy' egg at the DJWE.

"Our creations are contemporary, refreshing, and different, and it's attracting a younger audience, so we have younger people coming by the booth and they're becoming friends. The next year they come back and they bring their friends," he continued.

According to Lindsay, the pieces being showcased at the Faberge booth inside the Alfardan Jewellery pavilion provide inspiration to many people, especially for those who want bespoke pieces. "That's the big part of what we do - it gives people creative



Faberge managing director Antony Lindsay beside the 'egg bar', which showcases some of the latest collections that has been attracting a lot of interest among the younger generation. PICTURES: Jayan Orma

input in the jewellery that they wear and we enjoy doing that as well, so we can make bespoke pieces whether it's an adaptation of an existing piece or literally starting from a blank sheet of paper.

"We have an in-house design team

that we could fly out to sit with our clients; we have consultations. And we understand what they would like, that means sorting gem stones, as well," Lindsay pointed out.

Alfardan Group chairman Hussain Ibrahim Alfardan, who unveiled the

Spirit of Ecstasy, described the Faberge egg as "unique" and "one of its kind."

"This occasion is very important because the jewellery exhibition is one of a kind in the world. The standards of this exhibition are high and they will remain to be high, which is the impetus of this event. That is why the exhibitors here are always showcasing something unique and distinctive," Alfardan told *Gulf Times*.

Lindsay stressed that Faberge has always been about embracing the philosophy of its founder, Peter Karl Faberge. "He was a pioneer and visionary of his time - a forward thinker. We strive at Faberge to reinvent luxury with a sense of wonder, surprise, and discovery by doing things a little bit differently, and I think the unveiling of the Spirit of Ecstasy egg is a fine example of that," Lindsay further said.

On Faberge's market presence in Qatar, Lindsay said: "Since Faberge's first launch in Qatar, we found that there's an existing clientele - Faberge aficionados, they're collectors of pre-1917 Faberge pieces."

"We expand year on year but we don't necessarily need a brick-and-

mortar retail platform to serve our clients, and quite often what we do is a lot of bespoke here at Faberge - clients come to us because they want something unique; they want to create a family heirloom that could be passed down from generation to generation, and I think Faberge is one of the revered names for bespoke jewellery, so it's often private visits to people's homes," noted Lindsay, who said Faberge has outlets in in Villaggio, Landmark, The Pearl-Qatar, and Alfardan Centre.

He also lauded Alfardan Jewellery's partnership with Faberge in Qatar: "We continue to work under the guidance of Alfardan Jewellery. Hussain Alfardan and his family have been very instrumental in helping us in this market. We've sold watches that we've made and they really helped us and advised us in the design aspect of the watches so that they're fit for this market and we've had great success."

He added: "I am a strong believer in the power of collaboration; I am absolutely delighted to be working with Alfardan and the family had been fantastic both on a business and personal level."



Egg necklace adorned with Burmese rubies on display at the Faberge booth inside the Alfardan Jewellery pavilion.