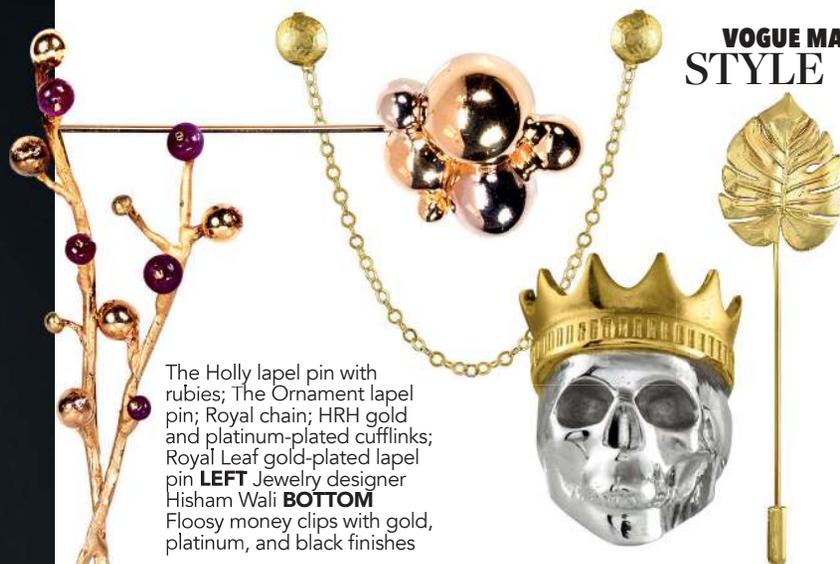




**VOGUE MAN
STYLE**



The Holly lapel pin with rubies; The Ornament lapel pin; Royal chain; HRH gold and platinum-plated cufflinks; Royal Leaf gold-plated lapel pin **LEFT** Jewelry designer Hisham Wali **BOTTOM** Floosy money clips with gold, platinum, and black finishes

“My upcoming collection, out in May, is inspired by the zodiac. The details are very intricate, thanks to our artisans’ craftsmanship.”

Perhaps it’s his cosmopolitan upbringing – he spent his youth in Kuwait and Saudi Arabia – coupled with a mass communication degree from London’s Richmond University that allows him to be on the pulse of what men are searching for on a global scale. Wali founded Huwa in 2017, after a stint working in his family’s business in the oil, gas, and engineering sector. “The thought of launching my own brand never crossed my mind,” he says. “My passion for lapel pins derived from happy memories.” He collected unique lapel pins as a hobby – his first one was a present from his mother when he was 15; his second, one of his late grandmother’s hair veil pins. “It was a very small pin, set with two diamonds on top of each other. The perfect addition to any ordinary look,” he says. After “meeting the right people at the right time,” Huwa came to life. “Although a bit irrelevant to jewelry making, studying marketing and media management shaped my way of thinking, as I always had to be creative and think out of the box,” he shares.

Wali divides his consumer base into two groups: sophisticated men with an eye for detail and a real sense of appreciation for fashion, and women eager to style their husbands, brothers, friends, or fathers with a luxury gift. His approach to men’s jewelry initially appears understated – pieces don’t call for attention in some flashy display; rather, Wali’s conduct for elegance is found in the fine materials and design details, the type of bauble you appreciate in a more intimate format. Lapel pins and tie-clips in gold with precious and semi-precious stones that accentuate rather than compete with a man’s outfit. There is something mindful about Wali’s jewels, with its blend of thoughtful design that is intriguing yet subtle enough for the everyday. The evil eye cufflinks in silver and mother-of-pearl feel like a must-have, along with their notion of protection as you battle it out in the boardroom. Meanwhile, the sharp cactus lapel pin in gold with green zircon stones carries an aura of the unseen in the land of men’s jewelry.

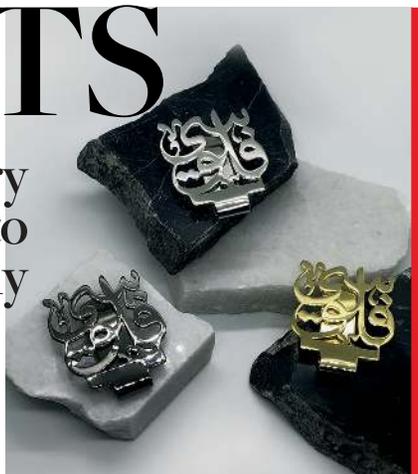
Of his burgeoning brand – available at Cities and Sauce Rocks in Dubai and Foux.com internationally – he comments, “My aim is to create appealing and inspirational pieces that offer a luxurious touch to any suit out there, while maintaining that chic and elegant look.” **VM**

Hisham Wali, founder and designer of Huwa contemporary fine jewelry, is a stickler for finishing touches. Men’s jewels are often an afterthought, disregarded for the typical watch and safe cufflink, but Huwa is addressing that mindset and taking on bare lapels with inspiring adornments for gents. Wali, born in Kuwait and now living in Cairo, offers an aesthetic that hits close to home: at Huwa, you’ll find local touches such as palm trees, arabesque architecture, and dervishes on bracelets, lapel pins, tie clips, and cufflinks, all made in sterling silver, gold and platinum-plated brass, or solid gold.

Though Wali’s designs, which are handcrafted in Egypt, are heavily rooted in Middle Eastern lore, the dapper 33-year-old designer believes that today’s consumers are so global that the ethnic aesthetic transcends borders. “With the evolution of social media, everyone is linked somehow, and is considered globally connected,” he comments from his workshop in bustling Downtown Cairo.

Gems for GENTS

Egyptian fine jewelry brand Huwa sets out to dazzle lapels globally



Words Corbin Chamberlin