

معرض الدوحة
للمجوهرات والساعات
DOHA JEWELLERY &
WATCHES EXHIBITION

GULF TIMES SPECIAL SUPPLEMENT

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LUXURY FERVOUR KICKS OFF

DOHA JEWELLERY AND WATCHES EXHIBITION

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Held under the patronage of
HE Sheikh Mohammed bin
Abdul Rahman bin Jassim
al-Thani, Prime Minister,
and Minister of Foreign
Affairs, Qatar Tourism is set
to host the return of the
Doha Jewellery and Watches
Exhibition (DJWE), taking place
from today until February 5,
2025 at the Doha Exhibition
and Convention Centre (DECC).

Contd. on page 2

ALMUFTAH JEWELLERY
مجوهرات المفتاح

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Contd. from page 1

Now in its 21st year, DJWE has firmly established itself as Qatar's premier event for luxury jewellery and watches, providing a platform that showcases exceptional craftsmanship and artistry from global and local designers.

The week-long exhibition will feature exquisite collections, statement pieces, and innovative designs from Al Fardan Jewellery, Al Majed Jewellery, Ali Bin Ali Luxury, Amiri Gems, Fifty-One East, Al Muftah Jewellery, Blue Salon, Bvlgari, Arts and Gems.

In addition, the event will host a diverse range of international brands and emerging Qatari designers, continuing its tradition of blending heritage with innovation. The exhibition will also see the return of three highly anticipated pavilions: the Qatari, Turkish, and Indian pavilions, each showcasing unique craftsmanship and cultural heritage of each country.

Commenting on this year's exhibition, Saad bin Ali al-Kharji, Chairman of Qatar Tourism, said: "The Doha Jewellery and Watches Exhibition is one of Qatar Tourism's flagship events, exemplifying our commitment to hosting world-class MICE events

and reinforcing our global position as a leading hub for luxury experiences. In addition to showcasing the latest trends from international jewellery and watch brands, DJWE offers a platform for Qatari designers, showcasing their exceptional talent and craftsmanship."

He added: "The 21st edition will bring together more than 500 brands from 30 countries, creating a unique opportunity for cultural and business exchange."

DJWE has long been established as a premier B2B and B2C jewellery and watches exhibition in the region.

Owned by Qatar Tourism and sponsored by Visit Qatar, this year's edition will bring together industry leaders, renowned brands, and distinguished clients from across the region, offering visitors the unique opportunity to explore an extraordinary array of collections, engage directly with industry experts, and participate in exclusive networking sessions. As a vital contributor to the nation's event calendar and a driver of cultural exchange and economic growth, DJWE continues to solidify its reputation each year as a platform for business growth and creative collaboration.

10 Tips to incorporate heritage jewellery into a modern lifestyle

1. Mix and Match with Contemporary Pieces

One of the best ways to integrate heritage jewelry into your everyday style is by pairing it with modern pieces. For example, an antique diamond brooch can be paired with a sleek, minimalist outfit or a tailored blazer, adding a vintage touch to an otherwise modern look. Similarly, a vintage bracelet or heirloom ring can be worn alongside simple gold or silver jewelry, balancing the ornate nature of heritage pieces with the clean lines of contemporary designs. Mixing old and new creates a fresh, stylish contrast that highlights the uniqueness of your heritage pieces while ensuring they don't overwhelm your look.

2. Use Heritage Jewellery as Statement Pieces

Heritage jewelry is often intricately designed and features bold gemstones or intricate detailing, making it ideal as a statement piece. Pair a vintage necklace with a simple dress or a classic watch with modern accessories to ensure the jewelry stands out without competing with the rest of your outfit. A single antique ring or pair of earrings can bring a touch of elegance and sophistication to even the most casual attire. By making heritage jewelry the focal point, you allow the craftsmanship and beauty of the piece to shine, creating a timeless yet contemporary style.

3. Wear Heritage jewellery with Minimalist Outfits

Heritage jewelry often boasts rich history, intricate designs, and dazzling stones, which means it can sometimes feel a bit too formal or "dated" if worn with traditional, formal attire. To make it work in a modern lifestyle, pair it with minimalist outfits. A simple white shirt, black trousers, or a chic turtleneck sweater can serve as the perfect backdrop for a stunning heritage necklace or brooch. This modern approach allows the jewelry to take center stage, adding a touch of vintage glamour to an otherwise simple look.

4. Embrace Versatility: Day to Night Transition

Many pieces of heritage jewelry can transition seamlessly from day to night. A classic pair of pearl earrings or a vintage watch can be just as appropriate for a daytime outing as they are for an evening event. By thoughtfully accessorizing, you can take these pieces from a casual lunch date to an elegant dinner, ensuring they remain relevant in any setting. Opt for pieces with clean lines or simple designs for daytime wear, and reserve the more intricate, dramatic pieces for evening events where you can really let them shine.

5. Customize Heritage Pieces

Incorporating heritage jewelry into a modern wardrobe doesn't always mean wearing it as is. Many jewelers today offer custom services, allowing you to update or personalize inherited pieces to suit your modern style. For instance, an old family ring could be resized, reset with a different stone, or even transformed into a pendant or bracelet. This offers a unique way to give new life to vintage pieces while keeping their sentimental value intact. Customization adds a personal touch, allowing the jewelry to reflect your modern tastes while preserving its historical significance.

6. Play with Layering

Layering is a great way to incorporate multiple heritage jewelry pieces into a modern outfit. Layering necklaces, bracelets, or rings adds visual interest and allows you to showcase different heirlooms at once. For example, stacking a vintage watch with several delicate modern bracelets or layering a series of antique chains can create an eclectic and sophisticated look. When layering, be mindful of balancing the size and scale of the pieces so they complement each other without competing for attention.

7. Go for a Bold Look with Vintage Earrings

Vintage earrings can elevate any outfit, whether you're dressing up for a formal event or simply want to add some elegance to your everyday attire. Pair large vintage earrings with a sleek, contemporary hairstyle for a sophisticated look, or choose a more understated pair for a subtler nod to the past. Whether they are stud earrings, chandelier styles, or hoops, vintage earrings can add a touch of nostalgia to any outfit, transforming it into a statement of timeless chic.

8. Incorporate Heritage jewellery into Special Occasions

Heritage jewelry is often reserved for special occasions, and this is where these pieces truly shine. Whether it's a family heirloom passed down through generations or a piece with personal significance, wearing heritage jewelry during milestone events can add a profound sense of meaning and connection. For weddings, anniversaries, or even birthdays, incorporating heirloom pieces into your ensemble can add a layer of sentimentality and history that modern pieces cannot replicate.

9. Focus on Quality Over Quantity

In a world that often values fast fashion and disposable trends, heritage jewelry stands as a symbol of quality, longevity, and craftsmanship. When incorporating it into a modern lifestyle, it's important to focus on the lasting value of these pieces. Rather than overwhelming your outfit with multiple accessories, choose one or two high-quality pieces that will stand the test of time. A single vintage bracelet, ring, or watch can elevate your look and serve as a timeless reminder of the rich history behind it.

10. Respect the Historical Context

When wearing heritage jewelry, it's essential to be mindful of its history and significance. Understanding the context of the piece adds another layer of appreciation and enhances the way it is worn. Whether it's an engagement ring passed down from generations or a vintage watch from a particular era, respecting the heritage of the piece can inform how you wear it. This understanding allows you to wear the jewelry with greater reverence, making it not just a fashion statement, but also a meaningful connection to the past.



In the world of luxury Jewellery and watches, heritage is more than just a story—it's the cornerstone upon which many of the most esteemed brands have built their identities. Heritage represents the craftsmanship, tradition, and history that not only shape the products but also elevate the perception of a brand. It is the silent promise to customers that every piece carries with it a legacy of excellence, quality, and sophistication. For both jewelry and watches, heritage is a testament to centuries of expertise, evolving with time while holding firm to the foundations that define the luxury market.

The significance of brand history

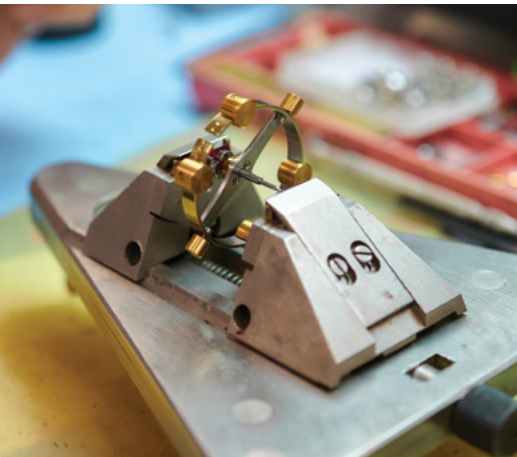
For many luxury jewelry and watch brands, history is the narrative thread that weaves through every product, from the first piece created to the latest design. This historical context adds a layer of exclusivity and meaning that mass-market brands simply cannot replicate. Brands with rich histories are able to create a deeper emotional connection with their customers, evoking feelings of nostalgia, trust, and admiration for their continued legacy.



Take Rolex, for example, one of the most iconic watch brands in the world. Founded in 1905, the company revolutionized timekeeping with the introduction of the first waterproof watch in 1926, the Oyster, and continues to set benchmarks in precision, durability, and design. Rolex's rich history isn't just about its products; it's about how each timepiece is a continuation of a century-long commitment to quality and innovation. The brand's reputation is built on a legacy of achievement, worn by world leaders, explorers, and athletes, all of whom have contributed to the brand's storied past.

Similarly, Cartier, founded in Paris in 1847, has been synonymous with luxury jewelry for over 170 years. Cartier's long legacy is reflected in its iconic designs, such as the Love bracelet and Panther motif, which have become symbols of timeless elegance. The brand's history is not just about its designs but also about its role in defining jewelry for royalty, aristocracy, and high society, elevating it to an art form.

Heritage is an integral part of a luxury brand's story, not just as a marketing tool, but as a reflection of the company's evolution, innovation, and respect for tradition.



Craftsmanship

Heritage in luxury jewelry and watches is inextricably tied to craftsmanship. It is the meticulous attention to detail, honed skills, and commitment to quality that differentiate a luxury piece from its mass-produced counterparts. The artisanal techniques passed down through generations are often the hallmark of a brand's reputation.

For watchmaking, this is most evident in the Swiss watch industry, where craftsmanship is revered as an art form. Brands like Patek Philippe and Audemars Piguet have been making high-end timepieces for centuries, with each brand's legacy intricately tied to the precision and expertise embedded in their workshops. Patek Philippe, for instance, has been crafting watches since 1839 and has maintained its commitment to producing mechanical watches of unparalleled quality, embodying the highest standards of Swiss craftsmanship. The complexity of a Patek Philippe watch, with its intricate movement and hand-finished elements, represents the culmination of generations of watchmakers' knowledge.

In the world of luxury jewelry, craftsmanship is similarly celebrated. Van Cleef & Arpels, founded in 1906, has always emphasized meticulous craftsmanship, from the delicate setting of gemstones to the creation of complex designs. The brand is known for its signature Mystery Set technique, a method of setting stones without visible prongs, which was first introduced in the 1930s and remains a symbol of its craftsmanship. Such techniques are a direct result of the company's heritage, representing a legacy of dedication to mastering the art of jewelry making.

These artisanship techniques, passed down and refined over generations, give each piece a unique quality and an enduring appeal. They serve as a constant reminder that luxury is not just about aesthetic beauty but also about the skill and passion invested in every creation.

Tradition: A Foundation for Innovation

While tradition anchors a brand in its history, it is also a foundation for innovation. Many luxury jewelry and watch brands take great pride in honouring their heritage by blending it with contemporary design and cutting-edge technology. The ability to evolve without losing sight of tradition is what makes heritage so crucial to the identity of these brands.

For example, Omega, a brand with more than 170 years of history, has continually pushed the

boundaries of innovation while maintaining its traditional roots. From the first watch worn on the moon to the creation of the Seamaster Diver 300M, Omega seamlessly merges its historical achievements with modern advancements. The brand's focus on innovation, while paying homage to its past, has enabled it to remain relevant and highly desirable in the ever-evolving watch market.



In jewelry, brands like Tiffany & Co. have also maintained this balance. Founded in 1837, Tiffany has retained its traditional designs while consistently offering new collections that reflect current tastes. The introduction of the Tiffany T collection, for instance, marked a bold move towards contemporary, minimalistic designs while still staying true to the brand's legacy of creating timeless, elegant pieces.

Tradition and innovation are not opposing forces but complementary aspects that allow these luxury brands to evolve while preserving the values that made them iconic. Heritage provides the framework within which these brands experiment and push the boundaries of design, ensuring that each new creation is infused with the spirit of its predecessors.

Many luxury jewelry and watch brands take great pride in honouring their heritage by blending it with contemporary design and cutting-edge technology. The ability to evolve without losing sight of tradition is what makes heritage so crucial to the identity of these brands

The Emotional Connection

One of the most powerful aspects of heritage in luxury jewelry and watches is the emotional connection it fosters. Consumers are not just buying a product; they are investing in a piece of history. The heritage of a brand imbues every piece with a sense of timelessness, creating a connection that goes beyond mere ownership. The desire to own a piece from a brand like Chopard, known for its long history of producing luxury watches and jewelry, is rooted in the emotional allure of its history, the artistry behind its pieces, and the prestige that comes with being a part of that legacy.

Moreover, heritage often comes with an associated sense of exclusivity. Many luxury brands, due to their limited production, long-standing craftsmanship, and prestigious clientele, maintain an aura of rarity and privilege. Owning a piece from a heritage brand is often seen as a mark of distinction, a symbol of refined taste, and an acknowledgment of one's appreciation for the finest things in life.



Heritage is not a mere buzzword in the world of luxury jewelry and watches; it is the bedrock upon which these brands build their identity and reputation. The rich histories, dedication to craftsmanship, and respect for tradition provide the foundation for innovation and ensure the continued relevance of these brands in a competitive market. As consumers, we are not just buying luxury jewelry or watches; we are investing in pieces of history, each one telling a story of artistry, expertise, and timeless elegance. The legacy of these brands is woven into every facet of their creations, making each piece more than just an accessory—but a symbol of enduring legacy and exceptional craftsmanship.



*New Maharani Nacre Necklace
set with a diamond of 0.71 ct, paved with diamonds,
rock crystal and mother-of-pearl, with cultured pearls, in
white gold. Necklace in the tradition of the multiwear.*

HISTOIRE DE STYLE

NEW MAHARAJAHS

In 1928, Boucheron was commissioned the largest special order in the history of Place Vendôme by the Maharajah of Patiala. In 2022, Creative Director Claire Choisne paid homage to this treasure by creating the “New Maharajahs” Collection, writing a new page of Boucheron’s History of Style.

NEW MAHARANI NACRE NECKLACE,
A TEXTURED MONOCHROME.

A 5.178 Japanese pearl-cascade springs from this majestic necklace. This flow is cadenced by melon-cut rock crystal beads, shining from the inside thanks to their diamond paving. The lotus flower, chiseled in mother of pearl, is the central motif of this multiwear jewel which offers seven different looks. The necklace keeps the elegance of its movement whether it is worn in its long or in its short form, or even as a choker. As are the two pearl bracelets, that can be extracted from the full piece. The long main motif, made of pearls, diamonds and mother of pearl, can be worn as a brooch, on a suit for example.



*New Maharani Cristal Ring
set with a cushion diamond of 1.60 ct,
paved with diamonds and rock crystal, in white
gold. Ring in the tradition of the multiwear.*

Discover Boucheron's creations exclusively at Fifty One East's pavilion at the Doha Jewellery & Watches Exhibition 2025.

SERPENT BOHÈME ٢٠٢٥

بوشرون
BOUCHERON

PARIS SINCE 1858

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



ALMUFTAH JEWELLERY
مجوهرات المفتاح

Almuftah Jewellery unveils timeless elegance at DJWE 2025



Established in 1984, Almuftah Jewellery proudly unveils an exquisite selection of jewelry and watches from prestigious global brands at the highly anticipated 21st Doha Jewellery and Watches Exhibition (DJWE) 2025. With a rich heritage of commemorating cherished moments—whether weddings, graduations, or everyday elegance—Almuftah Jewellery continues to celebrate life’s significant and intimate occasions with timeless beauty and exceptional craftsmanship.

This year’s showcase features the latest trends from renowned international brands alongside classic designs, offering attendees the opportunity to explore pieces that embody sophistication and individuality. From stunning bridal sets to versatile everyday jewelry, Almuftah Jewellery brings you collections that resonate with sophistication and individuality.

Visitors are warmly invited to explore the Almuftah Jewellery section at DJWE 2025, where a meticulously curated selection of luxurious international jewelry and watches will be on display. Guests can immerse themselves in the artistry and precision of these offerings, experiencing a journey through enduring luxury.

Partner brands showcased by Almuftah Jewellery at DJWE 2025

WATCHES

- | | |
|-------------|------------------|
| 1. Ebel | 6. Sarcar |
| 2. Oris | 7. Arzano |
| 3. Charriol | 8. Roamer |
| 4. Movado | 9. Richard Junot |
| 5. Century | 10. Exaequo |



ARZANO

JEWELLERY

- | | | | |
|----------------------|----------------------|---------------------|------------------------|
| 1. Arzano | 6. Damaso | 21. Rafie Jewellers | 26. Prestige Jewellery |
| 2. Rizani | 17. Falcinelli Italy | 22. Rayanas | 27. Bestline |
| 3. Zanelle | 18. Tavanti | 23. Unialmaz | 28. Entice |
| 4. Nanis | 19. Sandy Tabet | 24. Royal Shadow | 29. SNS |
| 5. Giovanni Ferraris | 20. Solitaire | 25. Linda Bella | 30. Asian Star |

The rise of customized luxury watches

In a world where personalization and individuality have become paramount, luxury watches are no exception. The desire for bespoke, one-of-a-kind timepieces has soared in recent years, as watch enthusiasts and collectors seek to express their unique tastes and preferences. As a result, many luxury watch brands have expanded their offerings to include bespoke services, allowing customers to create a watch that is truly their own. These custom creations blend high-end craftsmanship, innovative design, and personal flair, providing not just a timepiece but a statement of individuality.



While luxury watches have always been a symbol of status and craftsmanship, the concept of customization has become a defining trend in the modern watch industry. Historically, certain brands offered limited variations in design, but today, clients can participate directly in the creation of their timepieces, choosing everything from materials to colors, dial designs, and engraving. The rise of customization reflects broader cultural shifts where personalization in fashion, automobiles, and even technology has become highly sought after. As consumers look for more exclusive and meaningful items, luxury watches have evolved to meet this demand, offering a deeper connection between the owner and their timepiece.

There are several key reasons why individuals are increasingly drawn to personalized watches. A customized watch is inherently unique, offering owners a rare and exclusive product. The ability to select specific features, materials, and design elements ensures that the timepiece aligns perfectly with the wearer’s personal style and preferences. Owning something truly one-of-a-kind can be incredibly satisfying. Customizing a watch often involves an emotional journey—whether it’s commemorating a milestone like a wedding, anniversary, or personal achievement, or simply creating a watch that speaks to one’s identity. Many people see their custom timepiece as a piece of heritage or a lasting reminder of a meaningful event. When opting for a customized luxury watch, clients are often involved in the process from start to finish, allowing them to see firsthand the meticulous attention to detail and high-quality materials that go into the making of their timepiece. This level of involvement results in a deeper appreciation for the artistry behind the watch.

Luxury watch brands now offer bespoke services, ranging from subtle tweaks to existing models to fully customized creations that allow clients to influence every detail. Some of the top brands leading the charge in this growing sector include Rolex, Patek Philippe, Audemars Piguet, Omega, and Jaeger-LeCoultre. One of the most common customizations involves the dial. Clients can choose the color, texture, and material of the dial, whether it’s a vibrant enamel, matte finish, or guilloché pattern. Some brands also offer the ability to incorporate personalized engravings, logos, or initials to further individualize the piece. Many watch brands now offer the opportunity to choose from a wide range of materials for the case, bezel, and bracelet. These materials can include traditional metals like gold, platinum, and stainless steel, or more contemporary materials such as ceramic, titanium, or carbon fiber. Watches can even be crafted with exotic materials like meteorite, wood, or meteorite dials, offering something unique to those with a distinctive taste. Custom straps and bracelets have become an increasingly popular feature of bespoke watches. Luxury brands often offer clients the option to select different materials like leather, rubber, or metal, in a variety of colors and textures. For example, a client might choose an alligator leather strap in a deep red hue or a steel bracelet with intricate links to match their style preferences. A highly personal feature of custom watches is the ability to include engravings, whether on the case back, the dial, or even the strap. These engravings might commemorate special dates, include messages, or feature meaningful symbols or designs. This offers a level of personal sentimentality that mass-produced watches simply cannot provide.

Some luxury watch brands offer a fully bespoke



experience, where the client works directly with the brand’s designers and craftsmen to create a unique timepiece. This can include everything from selecting rare gemstones for the dial or bezel to designing a completely original case. The client’s involvement throughout the entire process ensures that the final product is a true reflection of their personal taste and vision. For example, Audemars Piguet offers bespoke services where clients can personalize aspects of their watch such as the case material, dial design, and even the finish of individual components. Similarly, Patek Philippe offers a bespoke service through its Patek Philippe Atelier, allowing clients to personalize every aspect of their watch, including engraving, color, and precious metals.

Opting for a custom timepiece offers several advantages over purchasing a standard luxury model. With a customized watch, you are guaranteed a one-of-a-kind piece that no one else will own. This exclusivity can make your timepiece even more meaningful, both personally and as a collector’s item. Custom watches can become heirloom

pieces passed down through generations. The emotional significance and craftsmanship behind such timepieces often grow in value as the years pass, making them valuable both financially and sentimentally. Some buyers may want specific features that cater to their lifestyle, such as a larger case size, additional complications (like chronographs or moon phase indicators), or a specific color scheme that matches their wardrobe or personal aesthetic. Bespoke watches allow buyers to have exactly what they want.

Several watchmakers have made headlines with their bespoke offerings, delivering stunning timepieces that push the boundaries of design and craftsmanship. Rolex typically doesn’t offer fully bespoke services, but some third-party companies offer custom modifications to Rolex watches, such as diamond-studded bezels or colorful dials. However, many Rolex models, like the Daytona or Submariner, are available in rare configurations through authorized dealers, giving clients a sense of exclusivity. Known for its exquisite craftsmanship,



AL ZAIN

Where Arabian Heritage Meets Contemporary Elegance

Established in 1930 in the Kingdom of Bahrain, Al Zain has long been driven by a bold vision—to celebrate rich Arabian heritage through contemporary artistry. The brand operates two state-of-the-art factories in Bahrain, where expert designers and highly skilled artisans meticulously transform raw materials into exquisite jewelry. Renowned for its distinctive high-jewelry creations, Al Zain proudly presents its iconic Arab Deco collection. This timeless yet modern collection is crafted from 18-karat gold, natural Bahraini pearls, and diamonds.

A concept unique to Al Zain, Arab Deco seamlessly merges the design principles of the Art Deco movement with the geometric elegance of Arabian architecture. Each piece embodies meticulous craftsmanship while honouring the purity and beauty of Bahraini pearls—an integral part of the brand's legacy. With over 14 boutiques across the Gulf and a recent expansion into the United States, Al Zain continues to bring its legacy of excellence to a global audience.



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DOHA JEWELLERY &
WATCHES EXHIBITION

30 Jan - 5 Feb 2025 | Booth A16
Doha Exhibition & Convention Center



AL ZAIN



FIFTY ONE EAST BRINGS “*Tales of Wonder*” TO THE 21ST DOHA JEWELLERY & WATCHES EXHIBITION

An Exclusive Showcase of Timeless Elegance, Craftsmanship, and Innovation

Fifty One East is thrilled to participate in the 21st edition of the Doha Jewellery & Watches Exhibition (DJWE), the region's premier event for luxury connoisseurs and collectors. Running from January 30 to February 05, 2025, at the Doha Exhibition & Convention Center (DECC), this annual celebration of fine jewellery and timepieces promises an extraordinary showcase of timeless elegance, craftsmanship, and innovation.

Fifty One East has been a proud exhibitor at the DJWE since its inception, reinforcing its position as Qatar's premier destination for elegance. Commenting on the occasion, Mr. Bader Al-Darwish, Chairman and Managing Director of Fifty One East, said: “We are honored to participate in the Doha Jewellery & Watches Exhibition, an event that has firmly established itself as a beacon of luxury and craftsmanship, not only on Qatar's map but also on the international stage. Each year, the DJWE attracts a distinguished audience of collectors, connoisseurs, and clients from Qatar and around the world, reflecting the nation's growing influence as a global hotspot for luxury. At Fifty One East, we take pride in carefully selecting some of the rarest pieces and latest novelties from the brands we represent, ensuring they meet the grandeur and prestige of this remarkable event.”

He added, “We extend our appreciation to the organizers for their dedication to creating such a remarkable platform. We invite all visitors to explore our pavilion and discover novelties from the world's most esteemed brands, promising a journey of exquisite wonders.”

Fifty One East's pavilion will spotlight a selection of world-renowned brands and exclusive collections, inviting guests to embark on a journey of luxury through Tales of Wonder. This captivating theme reflects the timeless stories told through each carefully crafted piece, where innovation meets heritage, and artistry intertwines with elegance. The pavilion will house dedicated wings for iconic names such as Rolex, CHANEL, Boucheron, TUDOR, and Azza Fahmy Jewellery, each presenting their latest creations that inspire awe and admiration. Complementing these are contemporary brands, including Annamaria Cammilli, David Yurman, Falamank by Tarfa Itani, Genesis, J by JOELLE, L'Âme by Fifty One East, Pandora, The Little Frog, WOLF, and Yvan Tufenkjian, showcased in a mesmerizing multi-brand area designed to evoke a sense of discovery and delight.

ROLEX: THE HARMONY OF CONTRASTS

Rolex will present a selection of its latest creations from Geneva's Watches & Wonders 2024, such as the Oyster Perpetual Day-Date and the Oyster Perpetual Sky-Dweller. Offering unique harmonies of materials, colours and textures, the 2024 watches illustrate a desire to constantly reawaken watchmaking emotions, while demonstrating uncompromising quality down

to the smallest detail. Thanks to the brand's in-house mastery of watchmaking expertise, the new timepieces play with contrasts to achieve a harmonious balance of functionality and aesthetics, performance and preciousness, tradition and innovation.

MAISON BOUCHERON: SAVOIR-FAIRE MEETS LEGACY

Maison Boucheron invites visitors to experience a seamless blend of savoir-faire and heritage through its exquisite creations. In celebration of the 20th anniversary of the iconic Quatre collection in 2024, Boucheron unveiled remarkable pieces that will be showcased at this year's exhibition. Highlights include the dazzling Quatre Radiant Edition necklace, alongside the revolutionary Quatre 5D Memory Ring, a masterpiece that captures the sound of water within its design. The timeless Plume de Paon collection and standout pieces from previous Histoire de Style collections, including “Signature” and “New Maharajahs,” will also take center stage. Guests will additionally have the opportunity to admire exceptional timepieces from the Ajourée and Épure d'Art collections.

Enhancing the experience, the Jardin D'Hiver Café will return with an upgraded, ivy-clad design, offering a serene French-inspired tea salon at Main Entrance 3.

CHANEL: A TIMELESS JOURNEY THROUGH ICONIC CREATIONS

Bringing a unique perspective to the DJWE, CHANEL invites visitors to retrace the history of its most cherished icons—drawing inspiration from Mademoiselle's private life, its renowned Fine Jewellery collections, and the latest High-End watches. The French House will showcase its iconic COCO CRUSH, inspired by the quilted motif, a signature of the House since 1955; Collection N°5, an homage to the most iconic number in CHANEL's history; and Plume de CHANEL, an elegant reinterpretation of the feather motif, emblematic of the House since 1932.

CHANEL will also present the latest novelties from its celebrated timepieces, including J12, an icon in watchmaking, Mademoiselle Privé, and Première, offering a captivating glimpse into the timeless artistry and innovation that define the House.

TUDOR: THE PINNACLE OF TECHNICAL EXCELLENCE

Known for its robust and innovative designs, TUDOR will unveil its latest models, including the new Black Bay with a 41 mm steel case which was released in Geneva's Watches & Wonders 2024, and the Pelagos FXD 'Cycling Edition', crafted from black carbon composite, launched earlier last year. These models exemplify TUDOR's dedication to precision, durability, and timeless style,

presented within a strikingly designed section.

AZZA FAHMY JEWELLERY: TALES OF THE NILE

Azza Fahmy Jewellery will unveil the second chapter of its High Jewellery collection, Tales of the Nile. Inspired by Ottoman elegance and nature's beauty, the collection features emeralds, rubellites, tanzanites, and aquamarines in 18 ct gold designs. Signature pieces include The Chains of Happiness Necklace and The Garden of Light Choker, showcasing the brand's timeless artistry.

DAVID YURMAN: SCULPTURAL ELEGANCE

David Yurman's Sculpted Cable Collection will take center stage, offering a modern interpretation of the brand's signature Cable motif. The collection reflects the legacy of David Yurman's original bracelet gifted to his wife, Sybil, reimagined with architectural and sculptural elements by his son, Evan. Intricate designs featuring wavelike patterns, carved fluting, and diamond pavé promise to captivate visitors.

A CELEBRATION OF DYNAMIC DESIGNS

Additionally, Annamaria Cammilli will present novelties from its Dunes, Firenze, and Sultana collections, highlighting the brand's mastery of blending art and unique techniques. L'Âme by Fifty One East will present vibrant transformable jewellery adorned with diamonds and gold, combining elegance with personal meaning. Falamank by Tarfa Itani debuts its Bubbles collection, alongside Splash, Art Deco, and FUN collections, showcasing playful sophistication. J by JOELLE will be offering ear piercing and styling by the celebrity jewellery designer, Joelle Moughallan. WOLF will highlight iconic storage solutions like the Silver Box,

Ballet Musical Jewellery Box, and Ida Trunk. Genesis spotlights their latest Baroque and Trill collections, redefining pearl jewellery with innovative designs. The Little Frog unveils its latest collection with unique handmade heart designs. As for Yvan Tufenkjian, the legacy brand will introduce its latest “Edge of Grace” collection which blends bold geometry and refined elegance.

KERIS: TIMEPIECE AS ART

Swiss brand KERIS will present the innovative WOW Project, allowing luxury watch collectors to transform their timepieces into personalized works of art. This exclusive bespoke experience, presented for the first time in Qatar through the DJWE, offers a unique fusion of functionality and creativity.

DJWE: A PREMIER GLOBAL EVENT

The Doha Jewellery & Watches Exhibition is a global showcase of luxury and craftsmanship, featuring over 500 prestigious brands. Attracting more than 30,000 visitors from 175 countries annually, the event positions Qatar as an international hub for fine jewellery and timepieces. Organized by Visit Qatar and the Qatar Business Events Corporation, DJWE offers daily industry talks, appearances by global celebrities and influencers, and unique retail experiences.

We warmly welcome clients and visitors to explore our exclusive creations, experience timeless designs, and immerse themselves in the enchanting world of Tales of Wonder.



FIFTY ONE EAST

The investment value of luxury jewellery and watches

In a world where trends come and go, luxury jewelry and watches stand out as more than just beautiful accessories—they are often wise investments. These items are crafted not only to dazzle but also to appreciate in value over time. The allure of owning a timeless piece of jewelry or a high-end watch has always been strong, but in recent years, savvy collectors and investors have increasingly recognized these luxury items as assets capable of delivering solid returns.

In this article, we explore how luxury watches and jewelry can serve both as fashion statements and as strategic investments, analyzing their value appreciation and the factors that influence their market worth.

Luxury Watches: Timeless Value Appreciation

Luxury watches have long been seen as a symbol of status, style, and sophistication. However, for those who view them through the lens of investment, these watches also represent a solid asset class. The luxury watch market, particularly for rare and limited-edition models, has seen substantial value appreciation over the years.

Factors Driving Value Appreciation:

- **Brand Legacy and Prestige:** Brands like Rolex, Patek Philippe, Audemars Piguet, and Omega are synonymous with craftsmanship, precision, and exclusivity. These brands have established themselves as pillars in the watch industry, and their timepieces are highly sought after by collectors. Watches from these iconic brands, especially limited-edition or vintage models, can see significant appreciation in value.
- **Rarity and Limited Editions:** Just as in art, scarcity increases the value of luxury watches. Limited-edition models or those produced in small quantities are particularly prized among collectors. For example, the Rolex Daytona or Patek Philippe Nautilus have experienced notable price increases in recent years due to their rarity and demand.
- **Condition and Provenance:** Like fine art, the condition of a watch plays a crucial role in its value. Watches that are well-maintained, complete with their original box and papers, and come with a

known provenance are much more valuable in the secondary market. A watch's history—whether it was owned by a famous person or was part of a historically significant event—can dramatically increase its price.

- **Timeless Design and Innovation:** Watches that marry aesthetics with innovative engineering tend to hold their value over time. The introduction of new complications (such as chronographs, tourbillons, or perpetual calendars) can significantly increase the desirability of certain models. Watches that remain highly functional and wearable across generations—whether it's a classic Omega Speedmaster or a groundbreaking Audemars Piguet Royal Oak—tend to be valued higher.

Luxury jewellery, like watches, is not only a statement of personal style but also a valuable asset.

Investment Example:

In recent years, the Rolex Submariner has seen an increase in value, with some vintage models appreciating by over 100% in the secondary market. For investors looking to enter the world of luxury watches, purchasing models with a history of appreciation can be a highly profitable venture.

Luxury Jewellery: A Tangible Investment in Beauty and Craftsmanship

Luxury jewelry, like watches, is not only a statement of personal style but also a valuable asset. High-end jewelry, particularly pieces from renowned houses like Cartier, Tiffany & Co., Van Cleef & Arpels, and Harry Winston, often appreciate in value over time, especially when crafted with rare gemstones or historical significance.

Key Factors That Affect the Investment Value of Jewelry:

- **Gemstone Quality and Rarity:** The value of a piece of jewelry is largely determined by the quality of its gemstones. Diamonds, emeralds, rubies, and sapphires are among the most sought-after

gemstones, and rare, high-quality stones can see tremendous appreciation. For example, the value of diamonds—especially those with rare colors such as pink or blue—can increase significantly over time.

- **Brand and Designer Reputation:** The designer or brand behind a piece plays a major role in its value. Renowned jewelry houses with a strong heritage, such as Cartier and Van Cleef & Arpels, create pieces that carry significant prestige. Limited-edition collections or iconic designs from these houses, such as Cartier's Love bracelet or the Van Cleef & Arpels Alhambra collection, are known to appreciate in value.
- **Historical and Cultural Significance:** Jewelry pieces with historical or cultural significance tend to fetch higher prices at auctions. For instance, pieces with royal provenance or those linked to significant historical events or famous figures can become highly desirable. Jewelry associated with celebrity ownership or iconic historical moments, such as the engagement ring worn by Princess Diana (now owned by Kate Middleton), often increases in value due to its cultural importance.
- **Craftsmanship and Materials:** Jewelry that is hand-crafted with exceptional craftsmanship, using high-quality precious metals such as platinum or 18K gold, and adorned with rare gemstones, is more likely to retain its value. The intricacy of design, paired with superior materials, can result in pieces that stand the test of time, both in terms of their physical condition and their investment potential.

Investment Example:

Pieces like the Cartier Tank watch or a Tiffany diamond necklace from the brand's older collections often see a steady increase in value. In some cases, vintage Cartier or Bvlgari designs can appreciate significantly, especially if they are well-maintained and hold a unique place in the market.

Market Trends and Future Outlook

The luxury watch and jewelry market continues to evolve, influenced by digital trends, the booming pre-owned sector, and growing demand for ethical sourcing.

Key Trends:

- **Digital & Social Influence:** Platforms like Instagram drive demand for iconic brands and vintage pieces.
 - **Pre-Owned Market Growth:** Online platforms such as WatchBox and Chrono24 make resale easier, boosting investment potential.
 - **Sustainability Focus:** Ethically sourced materials are gaining traction among conscious investors.
4. Tips for Investing in Luxury Jewellery and Watches
- For those looking to invest in these assets, here are some tips to ensure you make smart investment choices:
- **Do Your Research:** Study the brands, models, and styles that have a history of appreciation in value. Keep an eye on limited-edition releases or discontinued models that might become rare in the future.
 - **Consider Condition:** The better the condition of the piece, the higher its resale value will be. Keep your jewelry and watches well-maintained and in their original packaging with certificates of authenticity.
 - **Buy with a Long-Term Mindset:** Unlike stocks or other short-term investments, the value of luxury jewelry and watches often appreciates over time. Consider holding onto your investment for several years to see the full potential of its value.
 - **Diversify Your Collection:** Much like other forms of investment, diversifying your collection by purchasing watches and jewelry from different brands or incorporating a mix of gemstones can reduce risk and increase potential returns.



THE STORY OF A QUEST THAT HAS LASTED FOR 270 YEARS

270 Years Of Aesthetic Mastery And Bold Creativity

Since the earliest days, the value that has clearly distinguished Vacheron Constantin from other watchmakers is that its continuing quest for complex mechanical engineering is inseparable from its pursuit of beauty and cultivation of aesthetic craftsmanship. This ethos is applied not only to the outside of timepieces but also to the inside part once assembled. Every movement component is hand-finished – even those that are invisible once the watch is assembled. Many calibres carry the prestigious Poinçon de Genève (Geneva Seal), a hallmark awarded only to timepieces made in Geneva and attesting to the highest level of hand-decoration and finishing. Decorative techniques may include perlage, Côtes de Genève, bevelling, chamfering, mirror-polishing and engraving.

CELEBRATING MILESTONE ANNIVERSARIES WITH EXCEPTIONAL TIMEPIECES

In 1955, to mark the bicentenary of its founding, Vacheron Constantin showcased the marriage of aesthetic elegance and technical know-how with a series of the thinnest watches ever conceived until that time.



In 1995, to mark its 240th anniversary, Vacheron Constantin showcased its philosophy of balancing technical prowess and aesthetic sophistication, by unveiling a tonneau-shaped watch in gold or platinum. Set in a case with moveable lugs, Calibre 1127 offers a power reserve indicator along with date and small seconds displays.

In 2005, the Tour de l'Île watch marked the Maison's 250th anniversary. The movement, Calibre 2750, united 16 complications to be read off a double-sided display, making it the most complicated ever series-produced wristwatch. In the same landmark year, the Manufacture presented the Saint Gervais – with a record-breaking 250-hour power reserve delivered by four barrels – the Jubilé 1755, an ode to sophisticated simplicity; the Métiers d'Art Four Seasons; and L'Esprit des Cabinotiers – a one-of-a-kind secret clock concealed within an eight-petaled pink gold orb.



A decade later, to mark its 260th anniversary, Vacheron Constantin unveiled the entirely new Harmony collection, comprising models for both men and women in a cushion-shaped case. Set in an 8.40 mm case, the Harmony Chronographe Grande Complication set a new world record with the self-winding Calibre 3500 – comprising 459 components – measuring just 5.20 mm thick. The flagship piece of this anniversary was the Les Cabinotiers Reference 57260 pocket watch, which took eight years to develop and craft, featuring 57 complications, including the first Hebraic perpetual calendar.

“While talking about the Maison's remarkable heritage is one thing, putting it into practice is another. Each of these anniversaries is marked by timepieces that perfectly illustrate the values cultivated within the Manufacture since 1755.”

–Christian Selmoni, Heritage & Style Director, Vacheron Constantin



Timeless elegance meets modern innovation!

Revolutionizing the watch industry with affordable luxury and global appeal since the 1980s.

WESTAR is a leading brand in the international watch industry that pioneered the concept of watches as a fashion statement. Al Futtaim Group launched Westar in the early 1980s with a mission to offer stylish, fashionable, and high-quality watches at competitive prices.

The brand was initially launched with collections like Ormate, Profile, Executive, and Pacific, targeting the fashion-conscious Middle Eastern market. It has since expanded globally, with a presence in more than 45 countries, including prominent placements in 15 international duty-free outlets. Its available across retail stores of DOMASCO watches in Qatar.

Through its commitment to state-of-the-art technology and modern designs, Westar has continually evolved its offerings. It has 8 distinct collections catering to different consumer segments.

Whether it's the sporty and adventurous Activ collection, the elegant jewelry-inspired Ormate line for women, or the classic sophistica-

tion of the Executive collection, Westar offers something for everyone.

The Zing collection, aimed at younger women, stands out for its vibrant fashion-forward appeal, while the Digital collection targets tech-savvy teens with colorful, sporty options. Westar even caters to children with its playful



Kids collection, ensuring there is a stylish, high-quality timepiece for every age group.

With the launch of special collections, Automatic and D-Gital collections, the brand has pushed the boundaries of design and functionality, making sophisticated features accessible to a wider audience. The Automatic GMT collection,



for example, showcases Westar's attention to precision and international appeal, while remaining true to its affordable price point.

In addition to its diverse collections, Westar's product development team prides itself on delivering exclusive designs tailored to customer needs. With over 40 years of experience in the industry, Westar offers an extensive range of services, from bespoke watch design to quality control, ensuring that each timepiece not only meets but exceeds customer expectations.

As the brand looks ahead, its vision is clear: to become a world-renowned name, offering contemporary designs to a global audience, with a network of distributors that share Westar's passion for excellence.

From its roots in the Middle East to its current global presence, Westar continues to captivate the aspirations of contemporary men and women, proving that superior design and affordability can indeed go hand in hand. Discover the legacy and future of Westar – a brand that truly transcends time.

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