



*Under the Patronage of the Prime Minister and Minister of Interior, HE Sheikh Abdullah bin Nasser bin Khalifa Al Thani*

## **Doha Jewellery and Watches Exhibition 2017 welcomes over 16,000 visitors**

**Doha, 25th February, 2017:** Doha Jewellery and Watches Exhibition (DJWE) 2017 has attracted over 16,000 visitors, organisers announced at the events conclusion on Saturday.

Held under the theme ‘Once upon a time... luxury,’ the six-day show had visitors and exhibitors alike agreeing it was an exceptional experience. Precious jewels and time pieces from over 400 brands were shown and sold by 40 exhibitors. Meanwhile, unique visitor experiences enabled more than 500 people to delve into the world of artisanship, creating special memories at watch-making workshops by *Objectif Horlogerie* and portraiture sessions at Studio Harcourt.

Ahmed Al Obaidli, Director of Exhibitions, Qatar Tourism Authority, commented on the success of the show, “DJWE this year has told its visitors wonderful stories of luxury and history, and we are proud to count DJWE as one of our own success stories; a testament to the potential that the business events sector in Qatar holds. We owe this success entirely to the patronage of His Excellency the Prime Minister and Minister of Interior, Sheikh Abdullah bin Nasser bin Khalifa Al Thani. Thanks to His Excellency’s support, and to the professionalism and creativity of all our partners and exhibitors, we have enjoyed an exceptional start to this year’s calendar of exhibitions and business events, and we look forward to sharing more successes with our visitors throughout the rest of 2017. I must also express our heartfelt gratitude to the Ministry of Interior and the General Customs Authority for facilitating the entry of all the elements needed to make this show complete.”

Held at Doha Exhibition and Conference Centre (DECC) in the heart of West Bay, the spacious venue enabled Qatar’s premier retailers to bring creative flair to their exhibition pavilions – taking exhibition-goers on a remarkable journey of art, elegance and legacy.

Bader Abdullah Al-Darwish, Chairman and Managing Director of Darwish Holding, commented: “We are honored to be part of the fourteenth edition of the Doha Jewellery and Watches Exhibition, an event that has become the highlight of the calendar for the watches and jewellery sector in Qatar and reflects the country’s status as a world-class destination.”

He continued, “This year, Fifty One East is proud to stand hand in hand with the Young Qatari Designers initiative. It has always been essential to us that we help realise their ambitions. They are the base for the economic and social development of Qatar.”

Sharing her experience of the show, Dana Al Fardan, Vice President of Alfardan Jewellery, said, “Since the first edition of the Doha Jewellery and Watches Exhibition, Alfardan Jewellery has been keen to support the show and exceed visitor expectations by showcasing the most exclusive and unique high-end brands in the watches and jewellery industry.”

Discussing their participation this year’s show, Jamil Al Majed, Vice Chairman, Al Majed Jewellery said: “This edition of DJWE has brought us new visitor experiences, raised the profile of Qatar and contributed to the nation’s economic growth. We are honored to be part of this world-class event.”

Aman Shahani, Director of Communications, Amiri Gems, commented, “It is always a great pleasure to be part of DJWE. This premier event shines a spotlight on the region’s expanding portfolio of brands, which includes innovative new brands and luxury international jewellery houses from across the globe.”

**[INSERT QUOTE FROM ALI BIN ALI – TBC]**

This year’s edition also featured a new initiative, the Young Qatari Designers, a dedicated exhibition space that shined a spotlight on the country’s emerging talent. This initiative included: Fajr Al Attiya (Trifoglio); Ghada Al Bouanain (Ghada Al Bouanian); Nada Al Sulaiti (Hairaat); Noor Al Fardan (Noudar); Nouf Al Meer (Nouf Jewellery); and Sarah Al Hammadi (Sarah’s & Co).

Speaking on behalf of the collective of Young Qatari Designers, Nada Al Sulaiti, Founder of Hairaat, said. “Dreams do come true: that is what we have learnt from this promising initiative. We thank His Highness Sheikh Tamim bin Hamad Al Thani, the Emir of Qatar, for his support and we promise to do our best for Qatar. We would also like to extend our gratitude to Qatar Tourism Authority and the sponsors for facilitating this.”

Brands at DJWE unveiled special events at their booths: Swiss diamond house, Mouawad, revealed a USD 3.5 million jewellery box encrusted with diamonds, sapphires and lapis lazuli, which was certified by Guinness World Records as the world’s most valuable jewellery box. Meanwhile Robert Wan, House of Pearls offered ‘Pearlsonality tests’ that enabled participants to discover which pearls suited their character.

Attendees were also able to get the expert services of Artcurial, the famous French Auction house who provided watch valuations, helping visitors to build their own watch collection.

DJWE 2017 presented a number of new visitor experiences. Hosting four to five complimentary watchmaking sessions per day, watch specialists *Objectif Horlogerie* gave enthusiasts an insight into the precision and complexity of handcrafting each timepiece. Over the course of the

exhibition more than 100 visitors were able to take part and leave with an accredited diploma commemorating their participation.

Visitors also embraced the special portrait sessions provided by Studio Harcourt, the legendary Parisian photography studio. Open to all, this unique studio experience, which offered professional make up, expert direction, and cinematic lighting gave visitors a glimpse of Hollywood glamour. Over 400 attendees of DJWE 2017 were able to enjoy the movie-star treatment that Studio Harcourt proudly offered.

DJWE 2017, was brought to its visitors by Qatar Tourism Authority (QTA), together with this year's partners, Auditoire, who gave discerning visitors an exclusive experience; combining authentic hospitality with cosmopolitan sophistication.

-Ends-

#### **Notes to editors**

##### **About DJWE**

Doha Jewellery and Watches Exhibition (DJWE), now in its fourteenth year, is firmly established as one of the world's great luxury experiences open to all. As one of largest and most prestigious exhibitions permitting direct sales by exhibitors to private individuals, DJWE attracts discerning and affluent visitors and is becoming an essential player and unique business opportunity in the global jewellery and watches industry.

DJWE 2017 edition is conceived as a journey to the heart of a glamorous tale crafted around the unique beauty, legacy and craftsmanship of the pieces on display: every jewel and watch has a story which visitors are invited to discover. World-renowned brands have again authored exclusive one-offs and specially themed creations for DJWE's 2017 chapter and, as well as the most celebrated names, up-and-coming designers and local talent will also be represented.

Following last year's success, DJWE 2017 returns to the impressive spaces of the Doha Exhibition and Conference Center (DECC) in the heart of Doha's business district. New visitor experiences include the opportunity to have glamour photographs taken by world-renowned Harcourt Studios, live watch-making workshops, a central exhibition of vintage pieces, and an indoor/outdoor café space in which to relax between viewings.

Attendance of DJWE 2017 is a uniquely memorable event, polished and magnified by the experience of legendary Qatari hospitality in the glamorous setting of Doha's West Bay.

List of brands and exhibitors available at [www.djwe.qa](http://www.djwe.qa)