

**For immediate release**  
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*Held under the patronage of H.E. Sheikh Khalid bin Khalifa bin Abdulaziz Al Thani, the Prime Minister and Minister of Interior*

## **Young Qatari Designers initiative returns to Doha Jewellery and Watches Exhibition for the fourth year**

### **18 designers display their collections alongside famous international brands**

The Young Qatari Designers (YQD) initiative returns to the Doha Jewellery and Watches Exhibition (DJWE) this year, which is being held under the patronage of H.E. Sheikh Khalid bin Khalifa bin Abdulaziz Al Thani, Prime Minister and Minister of Interior, from 24 to 29 February at the DECC.

The initiative is aimed at supporting Qatari jewellery designers and promoting their work by enabling them to showcase their collections alongside famous luxury brands.

Eighteen talented designers will join the 17<sup>th</sup> edition of DWJE, expanding the size and scope of the popular initiative. New participants include: H Jewellery, Kaltham's Pavilion, Camelot Jewellery, Clair De Lune Jewellery, and Letters Passion Arts, while brands Trifoglio, Ghada Albuainain Jewellery, Nouf Jewellery, Ghand Jewellery, Leila Issam Fine Jewellery, Hairaat Fine Jewellery, Sarah's & Co, AlGhala Jewellery, Hessa Jewels, Midad Jewellery, and Thameen Jewellery return for the fourth year.

"Supporting Qatar's entrepreneurs and talents is one of the main goals of Qatar National Tourism Council, and DJWE has historically been a fruitful platform for these young artists," said Ahmed Al-Obaidli, Director of Exhibitions at QTNC, the organizers of the exhibition. "We are pleased with the continuous growth of both the exhibition and the participation of our young Qatari designers."

Newcomers Kaltham Al Majid, a descendant of the veteran Al-Majid family jewelers, joins the initiative this year with her brand Kaltham's Pavilion. Her collection of rings, pendants, and bracelets include precious pieces entitled "Pink Obsession," "Pearl Gardenia," "Royal Arches," and "Qatar My Heart" and are crafted from sapphire, diamond, and other precious gemstones set in 18-karat gold.

Esma Al Saadi established her brand, Clair De Lune, in 2017. At the show, she will present a collection of fine jewellery inspired by the beauty of nature and consisting mainly of rubies and diamonds.

Hamad Almohammad established his brand H Jewellery in 2012 which is distinguished by pieces derived from Qatari culture and contemporary architecture, such as a collection inspired by buildings on the Doha Corniche.

The recently-launched Camelot brand was founded by Ebtisam Almusmani. A lover of precious stones. Ebtisam began making jewellery as a hobby and has turned it into a profession. "A prestigious

exhibition like DJWE provides a great opportunity for me to showcase my collections, which I started out of a personal passion when I designed my own jewellery in Istanbul,” she said.

DJWE is an ideal platform for luxury aficionados to learn about the latest releases and collections of famous brands from Qatar and the world, all under one roof. This year’s 17th edition is the largest ever, with 129 exhibitors from 14 countries displaying products by 500 local and international brands across 33,000 square meters of exhibition halls. The event welcomes visitors daily from 12:00pm until 10 pm, and on Friday, February 28 from 4pm until 10pm.

**-The End-**

**For more information, please contact the QNTC press office:**

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### **An overview of the Doha Jewellery and Watches Exhibition**

The Doha Jewellery and Watch Exhibition, which celebrates its seventeenth year, occupies a distinguished position as an international exhibition and a leading destination that attracts aficionados of the world of fine jewellery and watches and lets them enjoy the latest trends and the most prestigious brands and interact with them. The activities and events that take place during the exhibition are inspired by a mixture of craftsmanship, beauty, heritage, passion and originality.

Every year, the exhibition brings together hundreds of international brands and the most prominent promising local designers under one roof at the Doha Exhibition and Convention Center in Qatar. The exhibition is the destination for jewellery and time pieces connoisseurs from all over the world.

The Doha Jewellery & Watch Exhibition was the platform from which the Young Qatari Designers Initiative was launched. This initiative provides a unique opportunity for promising Qatari talents to showcase their distinct designs and creations in one pavilion alongside the most prestigious brands in the world.

Social Media:

- [Instagram](#)
- [Twitter](#)
- [Facebook](#)
- [YouTube](#)

For registration by the media and visitors: [www.djwe.qa](http://www.djwe.qa)

### **About Qatar National Tourism Council (QNTC)**

Qatar National Tourism Council’s mission is to firmly establish Qatar on the global map as a place where cultural authenticity meets modernity, and where people of the world come together to experience unique offerings in culture, sports, business and family entertainment.

QNTC’s work is guided by the Qatar National Tourism Sector Strategy (QNTSS), which seeks to diversify the country’s tourism offering and increase visitor spending.

Since launching QNTSS, Qatar has welcomed over 14 million visitors. The economic impact of the tourism sector in Qatar is becoming increasingly visible with the government designating tourism in 2017 a priority sector in pursuit of a more diverse economy and more active private sector.

[www.visitqatar.qa](http://www.visitqatar.qa)

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