

Farah – Visit Booth # 706 (hall 7)



About Eyes of Babylon Collection by Farah:

Babylon, the imperial city-state par excellence, has inspired the collection Eyes of Babylon by Farah. The age-old multicultural metropolis with its ziggurat, the fabulous temples and those hanging gardens which enchanted Alexander the Great among others, has become today history, word, image and dream that Farah has celebrated in her collection. Looking back to the history of Babylon, the most important centre of culture where the code of Hammurabi was written, and a city of unforgotten beauty.

Farah has conceived an entire collection made of the finest goldsmith pieces, which find its distinctive character in the ancient symbol of the Hand of Fatima. This archetypal form – which in the course of time has been combined with the emblem of an eye – is now a living, modern and cosmopolitan language in the refined forms of pendants, bracelets and Necklaces. Crafted in white and yellow gold, they combined with the most precious stones, from diamonds to turquoises, to metamorphose into unique fragments of light with an unmistakable nature.

Once these precious pieces are embellished by Farah, they come to life in the hands of the best Italian goldsmiths, descending from a tradition made of subtle knowledge and of accurate and silent work, with the most bewitching atmospheres of an ancient world which, confronted with the cultured, conscious

and cosmopolitan design of Farah, and with the most sophisticated materials and manufacturing processes, reveal themselves as icons. Icons destined to become new symbols of eternal beauty.

About Farah

The world of fine jewellery is a family affair for Farah. It is a tradition lasting over five generations and built over a long experience with extensive knowledge of precious materials and gemstones in style and in the thorough quest for ideal forms. Born and educated in the emirates, Farah, business woman and artist, has matured in a milieu of most refined goldsmith's craft and design of which she becomes in time a reference thanks to her own Brand, grown on the success of every since new collection. Her curiosity, desire of experimentation, and her determination to create a unique brand have swiftly brought her to an international scope.

Her cosmopolitan culture allows her to fruitfully combine the notable family tradition not only with the great history of the Middle East, But also with the profundity of continental thought. Further deepening of her studies brought her to Florence for a Jewellery Design Degree, and then to Vicenza to the GIA Institute, where she qualified as a gemologist.

Her sound and extensive cultural background, combined with an unrelenting creativity, have met with the best Italian goldsmith's art and tradition, who are now at the service of her collections, making fine contributions towards a unique global identity, always more sophisticated. Culmination of her past experience, her recent brand Eyes of Babylon is a fusion of tradition, experimentation and excellence in fine jewellery

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