

# Al Wasl Sports Club sparkles with luxury Jewellery brand Mouawad

**MOUAWAD**

Dubai-based Al Wasl Sports Club – best known for its outstanding first football team – announced that it has signed up Mouawad, the luxury jewellery brand with an enviable 120-year heritage and reputation, as its official partner and sponsor for the Club’s End-of-Season Ceremony for the season 2010/2011.

This is the first time that the Al Wasl Sports Club has entered into a partnership with any brand for sponsorship of its annual end of season ceremony.

As part of the annual gala ceremony, Al Wasl Club also unveiled a new logo and brand identity – the first time since the club joined the UAE Football League. The new logo comes close on the heels of the Club taking centre stage across the globe with the appointment of Diego Maradona – the greatest football player ever – as the coach of its First football team.

The gala event was attended by Major-General Dr. Mohammad Ahmad Bin Fahad, Chairman of Al Wasl Sports Club, H.E Marwan Bin Bayat Chairman of Al Wasl Football Company & Fred Mouawad, Co-Guardian of Mouawad brand, top officials and other dignitaries.

In his comments on the sponsorship arrangement, Dr Mohammad Bin Fahad said: “Al Wasl Sports Club is extremely delighted by this partnership with a leading brand like Mouawad and we look forward to having a long continued relationship in the years to come. We have ambitious plans for the club, evident from our recent announcement of the undisputed football icon Diego Maradona as our football coach of the first team. We are confident that these steps will go a long way in elevating the stature of Al Wasl as one of the leading regional clubs.”

Fred Mouawad said “We are delighted to be partnering with Al Wasl Sports Club – an organization which has for more than 35 years been committed to nurturing and recognizing the highest standards of sporting excellence,” says Fred Mouawad. “Like Mouawad, Al Wasl understands the value of tradition, and the level of commitment and dedication it takes to excel in your chosen field – whether that is sport or craftsmanship. To join with Al Wasl on this auspicious occasion to help celebrate and reward the achievements of its teams and individuals is a real honor for us.”

He Added: Commenting on the partnership, “Mouawad has already created a niche in the jewellery industry across the region, having developed long-standing relationships with the region’s Royal families, VIPs and distinguished individuals over the last century. We always took pride in our association with top names, and hence we feel privileged to partner Al Wasl Sports Club during this exciting growth phase. Over the years, Al Wasl has made a mark in the football leagues as well as other sports and we feel our association with the top club will be a mutually-rewarding and exciting experience.”

The association with Al Wasl Sports Club is another milestone in the journey for Mouawad, which recently opened its first store in the UAE at The Dubai Mall. The brand is geared for an aggressive growth in the regional market.

Dr Mohammad added that the new logo is aimed at giving Al Wasl Sports Club a rediscovered, rejuvenated and refreshing look, besides establishing a stronger connection with our fans and stakeholders. “The new, logo has captured the essence of the Al Wasl brand and its personality in line with our core values and we would like to thank Media World for their contribution in creating our new identity.”

Having firmly established its links with Hollywood and celebrities – with everyone from Angelina Jolie, Nicole Kidman, Jennifer Lopez, Gisele Bundchen, Janet Jackson, and Mariah Carey choosing to wear Mouawad – and the company is now furthering its connections with the region’s red carpet regulars. Recently, Mouawad pieces were seen adorning celebrities at the Abu Dhabi Film Festival, including Arabic cinema icon Yusra and Palestine actress, video artist Yasmine Al Masri.

Mouawad has also collaborated with high profile individuals including Heidi Klum, Seal and Nicole Richie as well as with the Victoria’s Secret brand, to create stunning pieces of jewellery. In addition to crafting fine jewellery, over the years the Mouawad family has acquired a collection of diamonds that is arguably the world’s finest in private hands. The company currently has retail outlets in the Middle East, North America and Asia, as well as manufacturing facilities in Switzerland. Mouawad has also announced plans to expand the brand further in the Gulf, with retail launches planned for Abu Dhabi, Qatar and Kuwait.

The Al Wasl Sports Club, one the most popular clubs in the UAE, is a multi-sports association best known for its Al Wasl Football Club. Due to the Club’s impressive performance in the Continental Tournaments last century, the Al Wasl Football Club has been recognized by FIFA-recognized International Federation of Football History and Statistics as the UAE Club of the 20th Century.

Backed by more than a century of excellence in its field, Mouawad designs, manufactures and sells its own exclusive jewelry collections ranging from boutique items to objets d’art and magnificent haute joaillerie pieces. Founded in 1890, the company rose to prominence by supplying important jewels to many royal houses and wealthy individuals across the world. Today, in its fourth generation of the Mouawad

family, it counts modern day 'royalty' – iconic Hollywood celebrities – among its prestigious clientele. In addition to crafting fine jewelry, over the years the Mouawad family has acquired a collection of diamonds that is arguably the world's finest in private hands. The family's support of the global industry through research and education led to third generation Robert Mouawad receiving a Lifetime Achievement Award from the Gemological Institute of America (GIA) and of having the GIA campus named in his honor. The vision of the fourth generation Fred and Pascal Mouawad as guardians of the brand is to continue the rich heritage of Mouawad by maintaining the focus on haute joaillerie and also widen distribution through contemporary and accessible price points to reach a broader customer base worldwide.