

Mouawad sponsors jewellery design awards

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Mouawad, a designer and manufacturer of jewellery, is sponsoring the third edition of a major jewellery design competition organised by the Dubai World Trade Centre as part of an upcoming jewellery design event.

The third Dubai International Jewellery Week, which is set to run from November 10 to 13, will recognize outstanding jewellery designers and companies across the Middle East.

With longtime roots in the Middle East and thanks to the passion and efforts of four generations, Mouawad is expanding its business in the Middle East and globally. For this reason co-guardians, Fred and Pascal Mouawad decided to support and encourage the local talents who share their same enthusiasm for jewellery and gemstones.

"This year we decided not only to participate in the Dubai International Jewellery Week as an exhibitor, but also - for the first time - as a sponsor of the Jewellery Design Awards," said Fred Mouawad. "We want to encourage local jewellery designers and have their talent recognized internationally."

Mouawad representatives will be members of the judging panel that will be evaluating and selecting the winners, who will be announced during the official awards ceremony on November 10.

"Fred and I have been surrounded by jewellery and precious stones since we were children. We have been working in this industry for over 20 years, and we and our family have a strong association with GIA, the Gemological Institute of America - the foremost authority on gemstones," said Pascal Mouawad.

"Our expertise and passion will allow us to assess the originality, the creativity and the innovation of the designs and to select the best jewellery designers in the region."

"The Dubai Jewellery Awards is about recognizing established jewellery design excellence as well as emerging talent in the region. As organizers of Dubai International Jewellery Week, we bring together an unrivalled selection of premium jewellery

designers showcasing dazzling collections, precious gems, watches and one-off luxury items. Along with the awards' sponsor Mouawad, we are very proud to support the development of the next generation of jewellery designers," said Trixee Loh, senior vice president, Dubai World Trade Centre, organiser of Dubai International Jewellery Week.

The competition is open to all jewellery designers in the Middle East over the age of 17, and is divided into three categories: amateurs and students; professionals; and companies. Entrants can submit a maximum of three designs from a choice of six jewellery types (ring, necklace, pendant, brooch, bracelet, and earrings) within various themed categories.

The categories are broad, allowing designers to unleash their creativity and demonstrate their design prowess, and include awards for the most innovative design, best bridal jewellery and best Arabic and Asian influenced work. - TradeArabia News Service