

International glitz and glamour on show at Dubai International Jewellery Week

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Buyers are rushing to the Dubai International Jewellery Week, the largest and most popular event of its kind in the region, in search of spectacular international designs and bespoke jewellery pieces.

"Dubai International Jewellery Week offers the widest variety of trend-setting and good value jewellery pieces from all over the world," said Trixee Loh, Senior Vice President, Dubai World Trade Centre, organiser of the show which closes on Saturday (7 November 2009) and is open to both consumers and trade.

"Visitors are coming to discover the latest fashions & individual designs and purchase some of the most exquisite and creative designs on the market today."

Dubai International Jewellery Week show visitors can buy everything from diamonds and pearls, to platinum and gold as well as the many options in-between with more than 300 companies from 27 countries taking part.

Sushil Jain, Partner in Dialmaz of New Delhi, India, said:

"We have been coming every year and I can honestly say this year has been busier for us. What we are finding both here and in the rest of the world is a shift towards value-based jewellery in the current climate."

"It certainly seems that this region has not been hit as bad as others as far as our industry is concerned, but people are looking for bargains," said Kingston Lue, Sales Director of New Concept Jewellery, part of a 50-company strong delegation from Hong Kong taking part in the show.

The show is the only event of its kind in the Middle East with three elements under one roof - Jewellery Trade Dubai, Jewellery Collections Dubai and Areeq Dubai. The show is also the venue (7 November 2009) for announcing the winners of the first-ever Jewellery Design Competition. The judges include distinguished jewellery designers, Shaikha Fatima Al Qassimi and Dubai-based Lebanese designer **Nadine Kanso**, famous for her **Bil Arabi** jewellery line as well as photography.

In addition, there is a daily Asian Bridal Jewellery Fashion Show highlighting spectacular designs alongside beautiful, ornate jewellery by Dhamoni and Mahallati. Various workshops and educational activities are also taking place throughout the week which will provide exciting opportunities for industry professionals and consumers.

Designer Mandi Kingsbury, a New Zealand native who splits her time between her home country and Dubai, will also be hosting a Jewellery-Making Workshop in support of multiple sclerosis (MS) Charity, ProtestMS.

Loh added: "There is so much to see and do at the Dubai International Jewellery Week. Our exhibitors are finding an appreciative audience for well-priced products and the event is supporting business by helping to regain consumer confidence with exclusive bargains and deals."

Dubai International Jewellery Week runs until 7 November 2009 at Dubai International Convention and Exhibition Centre. The show runs from 4pm to 10pm from 5 - 6 November and from 4pm to 11pm on Saturday 7 November 2009. Dubai International Jewellery Week is supported by Dubai Diamond Exchange, Dubai Gold & Jewellery Group and the World Gold Council.



Asian Bride Jewellery and Fashion Show.