

MOUAWAD

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MOUAWAD WELCOMES *ORIANA* TO ITS BOUTIQUES

- New jewellery collection captures the essence and elegance of one of the world's most romantic cities

Dubai, UAE, November 14, 2012: *Oriana*, the new collection from Mouawad, today makes its debut in the luxury brand's boutiques across the GCC. Entirely designed and handcrafted by Mouawad jewellery masters, the new *Boutique Collection* takes its inspiration from the romantic atmosphere and architectural style of Venice, the city of love.

Realized in 18K white gold and set with white diamonds, *Oriana* features pendants, earrings, necklaces and rings in two different colour options; the items of the new collection sport either South Sea white pearls or black Tahitian pearls giving customers a choice of stunning monochromatic options.

"Like every Mouawad collection, *Oriana* tells a story and brings to memory those simple and quiet moments that are lived and cherished in every love story", said Pascal Mouawad, Co-guardian of the company and fourth generation member of the family business. "Two lovers drifting languid on a gondola through the canals of one of the world's most romantic cities, Venice, is the tale that inspired our designers while creating this collection."

All pieces from the *Oriana* collection are meticulously handcrafted and decorated with an elegant and vintage design based on the intricate, iron-worked windows and arches of the *world's floating city*.

Bringing forth a gracefully nostalgic and refined addition to the Mouawad *Boutique Collections*, *Oriana* fits well with the most elegant eveningwear or to bring a touch of unexpected glamour to a more casual personal style.

With prices ranging from US\$5,250 to US\$11,450 the *Oriana* collection is now available in all seven Mouawad GCC boutiques, including the two new outlets that have recently opened in Kuwait in Al Hamra Luxury Center and in Lagoona Mall, Doha.

For more information about Mouawad, its collections and boutique locations, please visit

www.mouawad.com

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About Mouawad

MOUAWAD – Enchanting customers with magnificent jewels since 1890

Led by 4th generation co-guardians, Fred & Pascal Mouawad, and backed by more than a century of excellence in its field, Mouawad remains a family business built upon artistic excellence, superb craftsmanship, trust and relationships. Mouawad designs, manufactures and sells its own exclusive jewellery and timepiece collections ranging from boutique items to objects of art and magnificent *haute joaillerie* masterpieces. The Mouawad brand has penetrated continents across the world, while retaining its eminent position as jewellers to royalty, high society, celebrities and those that appreciate the finest standards of dazzling craftsmanship. The passion at Mouawad has always been to enchant and build lifelong relationships with customers by offering a wide range of jewels and timepieces for all occasions.

In addition to its jewellery and timepiece design and production, Mouawad also manufactures rough diamonds as a **Diamond Trading Company (DTC) Sightholder** through its joint venture company, **Premier Diamond Alliance**.

Diamonds and gemology have always been a passion for the Mouawads and besides crafting fine jewellery, over the years the Mouawad family has acquired some of the largest and rarest diamonds in the world and many of these historic gems carry *Mouawad* as part of their designated name. The family's on-going 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 honour. Guinness has honoured Mouawad on three occasions with world records: in 2010 for the *Mouawad 1001 Nights Diamond Purse* – the most valuable handbag in the world (US\$3.8 million), in 2003 for the *Very Sexy Fantasy Bra* – the most luxurious and expensive piece of lingerie ever made (US\$11 million), and in 1990 for the *Mouawad Splendor* – at the time, the most expensive single pear-shaped diamond (101.84 carats; US\$12.76 million).

The Mouawad vision is to continue the rich heritage of Mouawad by maintaining the focus on fine jewellery and watches while widening distribution through contemporary and accessible price points in order to increase the reach of the brand internationally.

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