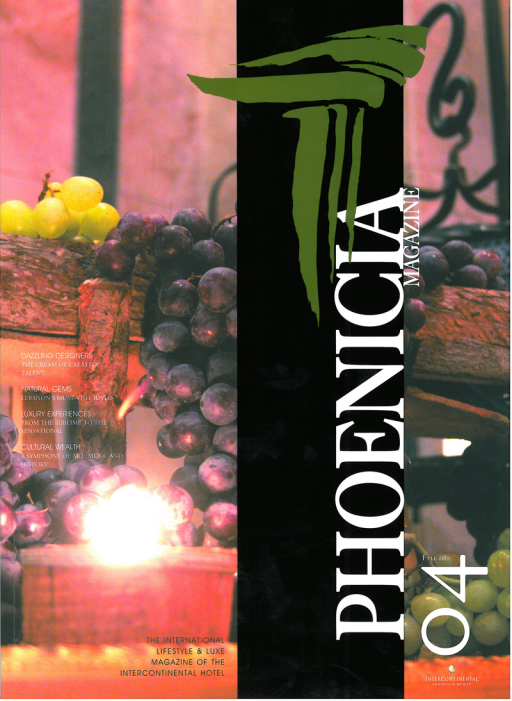




DAZZLING DESIGNERS
THE CREAM OF CREATING
TALENT

NATURAL GEMS
LEBANON'S MUST-VISIT IDYLLS

LUXURY EXPERIENCES
FROM THE SUBLIME TO THE
SENSATIONAL

CULTURAL WEALTH
A SYMPHONY OF ART, MUSIC AND
HISTORY

THE INTERNATIONAL
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INTERCONTINENTAL HOTEL

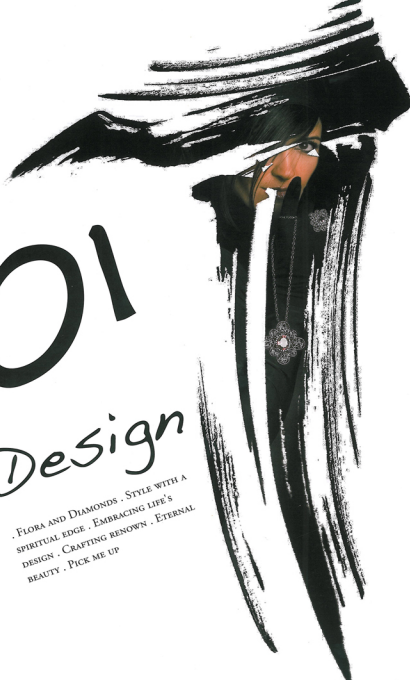
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Design

. FLORA AND DIAMONDS . STYLE WITH A
SPIRITUAL EDGE . EMBRACING LIFE'S
DESIGN . CRAFTING RENOWN . ETERNAL
BEAUTY . PICK ME UP



Fashion jeweler Nada G

The kid whose eyes lit up at the sight of brands, scribbled designs on every bit of space her hands could find, and made rings from copper wires is all grown up. Nada Ghazal, the once Dubai-based advertising expert with a coveted decade-old career, realized five years ago that she had some unfinished business to do with art and design. The graphic design and fine arts major heeded an inner calling for designing a brand herself. Lost between shoes, home accessories, and jewelry, Ghazal decided to try her hand at the latter in her hometown Beirut. "I love stones because I feel their strong connection with human beings," Ghazal confides. After turning into a recluse for four months in a small flat/workshop where she created her very first pieces, she flew off to the cosmopolitan city where her lifelong affair with brands started at a tender age – New York. The good vibrations she had in the Big Apple from jewelry connoisseurs and regular Joels pushed her to do a small open house back in Beirut. Showcasing her products at an InterContinental Phoenixia Hotel jewelry exhibition a few months later generated more buzz than Ghazal expected, at a time when fashion jewelry was still in its infancy in the region. "My work stood out as it was hand-made in contrast to the religiously classical collections on display," she says. Her collection made so many waves that she decided to start a company – hence the birth of Nada G.

Now, at her Gemmayzeh headquarters, the young artist keeps busy by creating one collection a year. "Simplicity is the strength of my work," says Ghazal, who mostly uses white, yellow, and pink 18 karat gold, semi-precious matt stones, diamonds, and pearls. She tries to strike a balance between the commercial and artistic by not creating something she does not personally like to generate profit. "If I like something which I think would be a hard sell, I would create less of it," she says. Ghazal, who has exhibited in London, Riyadh, and Kuwait, now struts her stuff at Harvey Nichols in Dubai, Berthehans in Kuwait, Al Modaim in Riyadh, and will soon do so at Lebanon's ABC Mall Dbayeh. "We've decided to expand in Lebanon as well as grow outside it, but not in terms of market share only. What we offer as well as perfecting our production through design and manpower is what counts."

EMBRACING LIFE'S DESIGN



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