

# HELLO!

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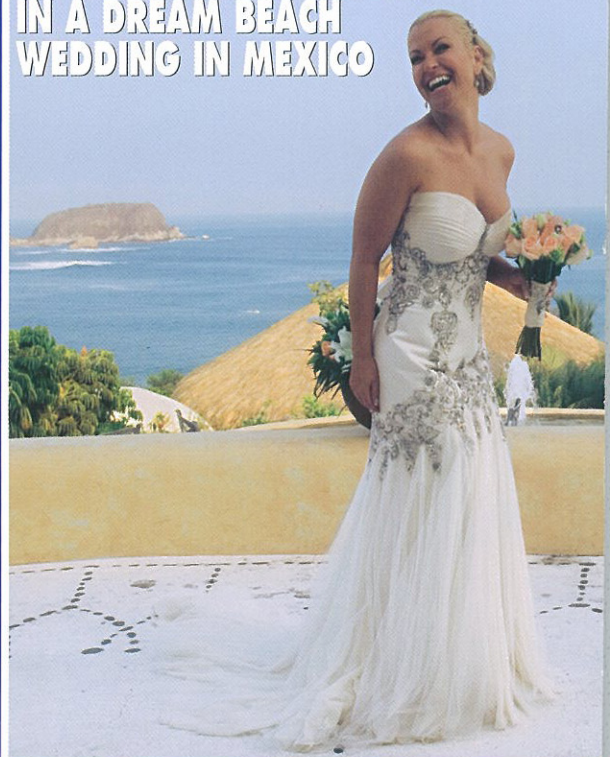
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**SIR ELTON JOHN AND LIZ HURLEY  
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## SINGER ANASTACIA

MARRIES HER SOULMATE  
IN A DREAM BEACH  
WEDDING IN MEXICO



**LEBANESE SINGER  
NANCY AJRAM VISITS THE UAE**







**LEBANESE BEAUTY**  
**NADA G**  
**TALKS ABOUT HER**  
**GLITTERING CAREER IN**  
**JEWELLERY DESIGN**

**'I hope I am always  
inspired to create unique  
designs. There is a lot  
of competition and this  
is what helps you  
to succeed'**



**'I have a lot of Saudi Princesses as my clients. I like them because they appreciate what they are buying. They either love it or they don't and if they do, they buy it all'**

**S**he is a familiar face in Dubai and her native Beirut. Elegant and talented, Nada G has established herself as one of the foremost jewellery designers in the Middle East. Crafting each piece by hand, she invests a little of herself into every detail of her designs. Her unique character is reflected in the curve of a necklace or the twist of an earring, and in every stone she chooses for her much-loved collections. It has made her popular with Dubai socialites and Saudi Princesses alike.

She recently exhibited her new collection 'Drops Of Hope' at Dubai's Third Line Gallery that featured diamonds and pearls, inspired in part by her love of Beirut. HELLO! caught up with her, to find out why her work is such an essential part of the local culture.

**When did you start designing jewellery?**

"In all honesty it was 20 years ago. Since I was a child I've always loved designing, being creative and working with my hands so I started making jewellery. One day, I would love to recreate these for an exhibition."

**You had a really successful career in advertising, when did you change?**

"Nada G as a brand was born three years ago. I used to work in advertising, and that has been a great help to me in creating an image and marketing my company."

**What is your setup like in Beirut?**

"We have a shop and at the back we have a workshop where two or three people work to make the pieces. I work on the design and then in the workshop actually making the pieces myself. That's my favourite part."

**Why do you think it works so well?**

"I get involved in every stage of the business, I like to have my hand in everything and I always get the opinion from my staff on what pieces they like best. It's all about teamwork. I even do the window displays myself. The only problem is that it means I work day and night!"

**Nada G has become one of the Middle East's most desirable brands. How does that feel?**

"I always ask more from myself, so it's never enough! It's not about greed but about being tough. It's hard to be successful, so you really have to work for it."

**Do you design in line with seasonal trends?**

"Absolutely. My pieces are very different, but like all good jewellery they are timeless. I still make sure they work with the new trends though. I'm mostly inspired by designers like: Dolce and Gabbana, Miu Miu, Gucci and Prada."

**How has your style changed over the last few years?**

"Sometimes I look at something I'm making now and think, wow, that looks much better than what I made last year! I have clients that come in wearing a ring they bought a year ago and they still love it. It's almost like I've forgotten about that, because I'm always thinking of new pieces, of what to make next."

Nada at her sister's house in Dubai, wearing pieces from her last collection and her favourite Marc Jacobs boots



**Why do you think that the Middle East has such a love affair with jewellery?**

"First of all, the purchasing power here is very strong. When I exhibit in Saudi and a woman comes to view my collection and falls in love with one of my most expensive necklaces, she will ask for the ring and the bracelet to go with it, even if it all comes to say \$15,000. If she likes it, she will buy the whole set."

**Are Europeans different?**

"You don't have this same attitude to shopping in Europe. Even for people who do have money, they'd say okay let me try it on, they'll ask you if it looks nice and then they want to think about it a little bit. Here, if they like something instantly, they buy it."

**Is it part of the local culture, to buy and own jewellery?**

"Previously in the Gulf, the women did not work as much as they do now. They had a lot of time for themselves and so shopping in general was like a hobby. Traditionally, their mothers used to buy a lot of jewellery as an investment, so they have it within the family. Their grandmother would buy it, and then it would be passed down to the mother and then the daughters."

**What about the trend amongst young Emirati women for the most sumptuous accessories?**

"They have great taste. They buy a lot of rings and earrings and bracelets because these are a visible compliment to the black abaya. They invest in shoes, bags, and jewellery because that's what you can see."

**Who are you aiming your products at?**

"Ladies who would go and buy Marc Jacobs, would love my stuff. Anyone who's into fashion and wants to follow the latest trends."

**I hear you have several Royal fans. Can you tell us who they are?**

"I have a lot of Saudi Princesses as my clients. When I exhibit around 70 pieces, and four or five princesses come, all of a sudden I have like five pieces left. That's the best situation for me! I like them because they appreciate what they are buying. They either love it or they don't and if they do, they buy it all."

**Which celebrity you would most like to see in Nada G?**

"Madonna definitely. She is a trendsetter. If she goes Japanese with her style, everybody goes Japanese. I think she is one of the strongest, most inspirational women out there."

**What does the future have in store for Nada G?**

"I want to grow so Nada G is available everywhere. The most important thing is that I hope I am always inspired to create unique designs. There is a lot of competition and this is what helps you to succeed."

**If the political situation in Beirut deteriorated, would you consider relocating your business to Dubai for example?**

"Even if there is a war, our workshop can still exist underground, as long as the airport is open, I can always legally ship my products anywhere in the world."

**Why would you stay?**

"I won't turn my back on Beirut, because so many people are already doing that. It's really sad. Beirut is so inspiring, the weather, the sea, the mountains, the people and the diversity of the landscape. It inspires me. Beirut makes me happy and when I am happy I can create beautiful things."

Nada G is available at Harvey Nichols, Mall of the Emirates

INTERVIEW: RUE KOTHARI  
PHOTOGRAPHS: VIKRAM GAWDE