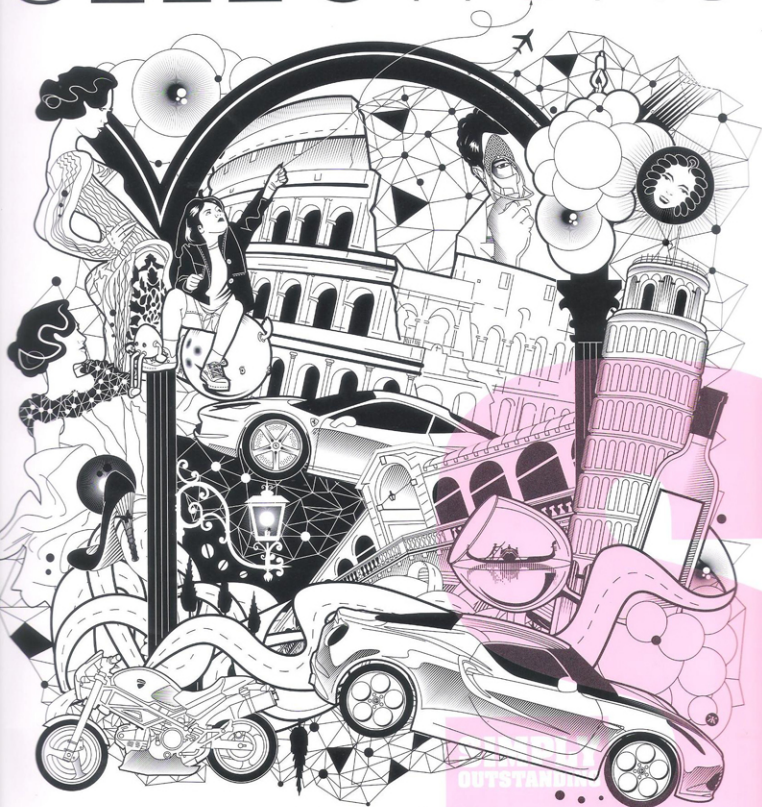


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Nada GTM
FINE JEWELRY

Crafting precious memories

A solitaire is no ordinary ring – it must be expressive, personal and intensely spiritual for the betrothed. Lebanese jeweller Nada Ghazal wondered how she could make wedding rings mean much more than the traditional gold band.

While the bride's wedding gown and outfits becomes a mere memory after the big day, enshrined in photographs or perhaps kept in a wardrobe, rings are permanent adornments. So why not, she thought, connect the design of the ring to that of the wedding dress?

The service she offers is as bespoke as you can get – she invites those soon to be wed to book an appointment where they can pore over one-of-a-kind designs, personalising them at her boutique in Gouraud Street, Gemmayzeh in Beirut. Her other outlet can be found in the Souks of Beirut's Central District.

As Nada says, her aim is to create "a piece of jewellery that carries the spirit of a precious moment".

She elaborates: "It hit me how much time and effort is spent on a wedding and a wedding gown before the wedding, and somehow it's a shame that the only memory one has of it, is an image in one's head or a picture in the living room. I thought, why not keep this a more lasting memory through making a wedding ring inspired by the dress? That's where my inspiration came from.

"Now it is possible for the bride to share with me a wedding gown, or even a veil or head element before or after the wedding, and I would present a few personalised sketches inspired from that, and accordingly she can pick her favourite sketch, which we will produce as a one-off piece especially for her. "Of course, this idea can evolve beyond the wedding dress, as we can customise a ring or a piece of jewellery



which represents an experience, a relationship, a memory or any other souvenir which can be shared from one generation to another."

On her 30th birthday, Nada left behind a glittering career in advertising design, producing award-winning TV commercials in Dubai, to pursue a dream she had nurtured since childhood (at the age of 10, she says, she'd begun sketching jewellery designs) - to be an independent designer. Moving back to Beirut, she created a small atelier designing and producing home accessories and gold jewellery. Her first line took off in 2003.

Now not only is she feted in Lebanon - in the past months Nada G designs have had a big impact at showcases in Las Vegas, London and Paris. Her future plans she says, are "exploring... evolving... taking the brand to a new level, and sharing my ideas and creations globally. That's what they are created for."



Who could fail to be dazzled by her idiosyncratic, bold designs, awestruck by her craftsmanship and delighted by the inventive, sometimes playful aesthetics of her pieces. Her own three favourites are the Matrix, the sapphire-encrusted Aya, and her solid Malak - all in 18k gold.

She says: "I consider that my feelings have shapes and colours, so when I jot down my feelings on a piece of paper, a piece of jewellery is born. For this reason I have a special relationship with a lot of pieces, after all they are part of my life."

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