

Retail Jeweller



INDUSTRY OPINION: Nada Ghazal on the Beirut explosion and the impact on business

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Fine jeweller [Nada Ghazal](#) talks about her first-hand experience of growing up in Lebanon, the challenges they are currently facing with the revolution, the aftermath of the Beirut explosion and how this will affect her business.

I was eight years old when the reality of civil war hit us and although my parents tried to shelter us from the worst of it, it was constantly present through torn buildings, lost friends, candlelit nights under staircases during the shelling, and a permanently packed suitcase. I was one of the lucky Lebanese who left Lebanon as a child to a boarding school in the UK, only to endure the war both as a teen and as an adult yet again when I returned to Lebanon.

My war-torn childhood taught me resilience, how to survive challenges, how to get up after a fall. It taught me the value of humanity, the love for life, living every moment I had, and dreaming and striving for the country I wanted for my children.

The revolution came at a time when Lebanon stood crippled with economical burdens due to corrupt leadership and geopolitical power struggles. Coupled with the impact of Covid-19 our currency devalued by 80%. Our earnings as of today, remain under capital control in the banks and with access to only a fraction monthly. Our youth is left with little except to emigrate. Yet we were still hopeful, working actively in the uprising to rebuild what years of corruption and war have left us with.

The Beirut explosion, termed Beirutshima by international media, shattered our world once more. Today, we mourn for the city and its people as we pick up the pieces after the blast which tore through our offices, workshop, our flagship store and points of sale. Thankfully, our team there at the time, miraculously survived; but financially our damages are almost crippling.

The explosion broke our hearts but not our spirits. Staying true to who we are and what we believe in, we already are working diligently on a makeshift office and workshop for our operations. We are liaising with our international partners and our retailers to support the business and the team. We will not give up nor give in, we will rise up yet again to prove to the world that we as Lebanese, and as a brand, [Nada Ghazal Fine Jewelry](#), are here to stay.