

# SAYIDATY

WOMEN'S MONTHLY

SLIMMING SUPERFOODS  
& GUILT-FREE  
IDEAS

COLOUR ME BEAUTIFUL

VIVID & PUNCHY MAKE-UP  
FASHION'S SEASIDE BRIGHTS

HALA ABDULLAH  
BIN SHAYEK  
Saudi's Snap-happy  
Ambassador

RAMADAN  
RECIPES,  
RESTAURANT IDEAS  
+ IFTAR TIPS

NADA G.'S  
INTRICATE JEWELS

# LEA SEYDOUX

SHIFTING BOND GIRL  
STEREOTYPES

LOSE YOURSELF IN  
SRI LANKA





Nada G.

## NADA G:

EXCEPTIONAL  
JEWELLERY  
BOLDLY SETTING  
THE TREND



FUSION ring



BOY  
MEETING  
GIRL  
ear cuff

I am to meet Nada Ghazal, the Designer, Founder and Managing Partner of the Nada G jewellery brand in the heart of Lebanon's Beirut Souks. Before I see her, I decide to stroll through the famous jewellery souk in the area to look around and see the various brands. I also do a quick tour of the Nada G flagship store to familiarise myself with her collection before my interview.





nce inside I am immediately struck by the uniqueness of all her pieces and how distinguished

they look compared to the other retailers: striking rings in brushed gold, bracelets with delicate grid patterns, curvaceous two-dimensional rings, twisted gold charms and pieces that almost appear to be floating or incongruously stacked up together. Her style is idiosyncratic and artfully rebellious, yet refined and poetic. I am intrigued by her designs and suddenly feel excited to meet the artist in person.

Soon after I enter her office nearby, Nada is disarmingly apologetic for being five minutes late. She immediately put me at ease. Her gamine looks and slightly asymmetrical bob hairstyle belies her true age making her seem more like an art student in her 20s than an accomplished jewellery designer and businesswoman. Throughout the interview she speaks eloquently and fluidly about her pieces and you immediately notice how personal each collection is for her, almost as though she is proudly talking about her own children and each of their unique characteristics.

Putting her heart and soul into her jewellery business (after giving up a decade-long career in advertising) has really paid off. Her iconic "Fusion" ring received the coveted Designers: Best Innovative Design Award from 2012 Premier Middle East Watches, Jewelry & Pens Awards. That same year she was also awarded with the Editor's Choice Award at UK's International Jewellery London and the Jewelers Circular Keystone's Rising Star Las Vegas Award.

As a child Nada was always fond of craftwork. "In boarding school my two favourite classes, after mathematics, were needlework and art. I really loved sewing buttons,"

**RESOLUTIONS**  
necklace



**MATRIX**  
cuffs

**RESOLUTIONS**  
ring



she tells me with a laugh. Working with her hands and making things was ultimately what she wanted to do. She knew she would love making three things: jewellery, shoes and home accessories. "Each of these categories create a signature look that either makes your outfit your own or your house unique," she says.

It was jewellery that attracted her the most as she was drawn to its materials. "I love gold and I love stones," she says. While Nada had no formal training in jewellery making, she decided to apply the same techniques of making rings from her childhood days, with beads and wires. Instead she used 18 carat gold wires and precious stones and handmade her first collection all by herself. Astonishingly her 25-piece collection was sold out in the first two days with great demand to create more. "You know when you make something from the heart it really has a soul," she says justifying the immediate connection women had to her pieces.

After two fully handmade collections she could no longer sustain this way of working and eventually started a workshop in 2004, bringing skilled artisans to work for her. This move allowed her to design more and make complicated pieces, while also devoting more time to develop her flourishing business.

I ask her what inspires her unique designs. Is it architecture, nature or jewellery trends perhaps? Nada, however clearly eschews trends and mainly looks within for inspirations. She explains how we all go through different experiences and feelings in life and for her they all have a certain shape, colour, texture and form. She gives me an example with her "Baby Malak" collection, which appears to reflect her life at the time, when she was first experiencing the joys of motherhood. "Here, you feel it is more grounded, more brushed and more organic", she says. "Resolutions," however, came to her at the end of 2014 when she



**MALAK**  
rings



**UMA**  
rings



**MOOD  
SWINGS**  
rings



**AYA CALLIGRAPHY**  
collection



**MATRIX**  
rings



**LAMIS**  
bracelet

In addition to her Beirut flagship, Nada G is available in the USA through various multi-branded jewellery stores in Chicago, New York and Miami. Nada G will also be available starting this summer in the UAE with an official launch in Dubai planned for October. She is planning to expand further in the region for 2016 as well.

was thinking she wanted to take 'big steps' and that in turn translated into a celebration of colours. "The big step made my rings longer and the splash of hues made me think of colouring the pieces in a splattered way," she says.

Her highly personal touch is also felt in her marketing when I notice the model on her brochure is none other than Nada herself. That's very clever I think to myself. With her striking good looks and her background as an Art Director for advertising it really makes sense to pose and style yourself exactly how you want. I kept thinking of Paloma Picasso modelling her own creations for Tiffany & Co. or more recently Jennifer Lopez fronting her jewellery ads. "Well I am not sure if I'll do it again," she says wryly. "It takes a lot of my energy and time."

Clearly her focus now is on building and expanding her brand in a strategic way and for Nada everything she does has longevity in mind. "I think long-term so I want to make sure to partner with the right people." So far Nada has proved to be a genuine trendsetter in a highly competitive industry. Her unique and exquisite statement collections are truly distinctive and timeless. "I want to be around in 40 years time and make sure my team and I are working together on the same vision," she says.

By Alia Fawaz