

MARTINI

THE LIFE & STYLE MAGAZINE OF FIFTY ONE EAST

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MEET THE NEW FACE OF N°5

GISELE BÜNDCHEN
TAKES THE SPOTLIGHT

«مطافئ»
شعلة مواهب وفن

BOUCHERON
SHIMMERING
ADVENTURES

سنخافورة
نجمة في
قلب آسيا

الفن
يُقلع من الدوحة

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المعي كنجمة مع فساتين
السهرة من "فيفتي ون إيست"

SIGNED, WITH LOVE

*Lebanese jewellery designer
Nada Ghazal's passion for
the craft has propelled her
all the way to Doha.*



Nada Ghazal's jewellery is etched with her emotions. "I like to refer to my work as nothing less than utter passion, and above all, a true labour of love," the designer says. Her label Nada G, now available at Fifty One East, boasts jewellery that is elegant, timeless, yet with an edge, made up of 18k gold and precious stones that exhibit a sense of order and form, as well as a clear sensitivity. Pouring oneself so fully into one's work, however, comes at a price, as Ghazal describes the difficulty in detaching herself when it comes to sales, particularly with her debut collection. "Every piece was handmade and intricately created, using the weaving techniques my grandmother taught me when I was little. I fell in love with every one of those pieces, and it was really hard letting go of them, especially as they sold out in less than three days."

Since launching her label back in 2003 with a range of 25 handmade rings, necklaces, bracelets and brooches, Ghazal has been placing the building blocks for a long-lasting brand that continually relays this warmth and feeling. "Every collection stood for something and came out of an inner feeling to spread positivity," she says. "Malak' or 'angel', and 'Aya' or 'verse', for example, both are collections that came about while I was pregnant with my second child, whom I named Malak. It was that spiritual connection which I had with these pieces that I hoped those who wear them also feel."

Ghazal also has the brain to match her heart, and she's successfully grown the business with a year-on-year increase in sales and profits, eventually opening in the Beirut Souks in 2010. Nada G also flies internationally, with points of sale in Miami, Chicago, Naples, Houston, London, and now, Doha. "It has been busy, but our growth has been gradual and paced to ensure we meet demand yet never compromise on quality." She does, however, have worldwide successes in her sights, but reiterates the desire to claim them in a "deliberate and innovative matter." Qatar, meanwhile, is an exciting step forward into the Gulf market. "I see a big opportunity in Qatar," she says. "There is a certain type of 'fatigue' with the very popular brands which has created room for very individualistic luxury brands like Nada G." She also is glad of a ready audience, citing loyal Qatari clients who continually shop in Beirut. "The women I design for are glamorous yet humble; they are modern yet respectfully embodying the Arab woman to her core. And they are always looking for something new and unique." And that's exactly what they'll find.

Nada Ghazal
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BOY MEETS GIRL



HEALING EYE



AYA CALLIGRAPHY



UMA



MALAK ROUND