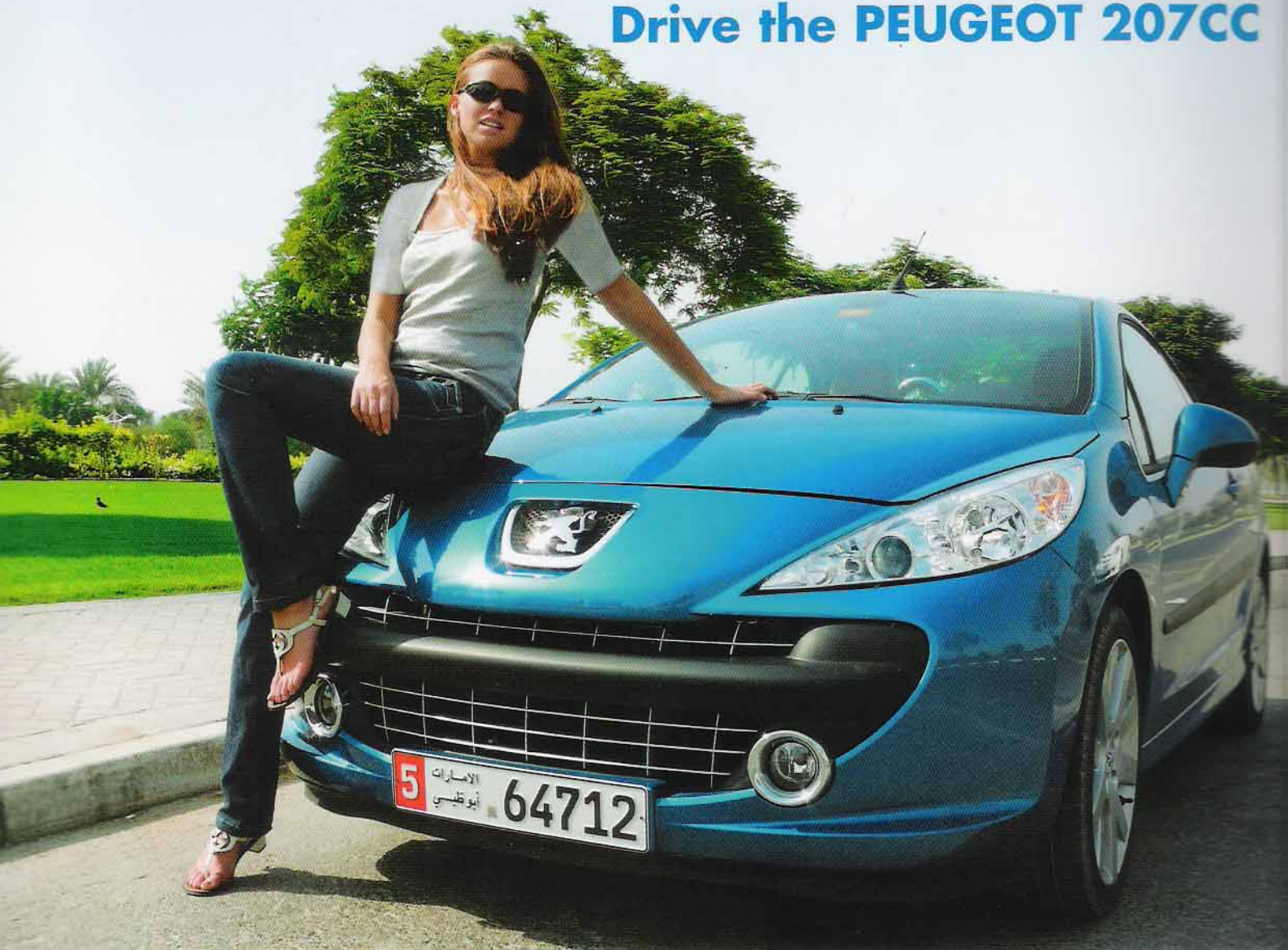


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# Nada Ghazal Creates Drops Of Hope!

by Reem Abdel Malak



Nada Ghazal was born in family of six children and spent most of her childhood in Lebanon and partly in a boarding school in the UK. At the age of fourteen, she moved back to Lebanon and later on obtained a degree in Advertising design. After working in Beirut for two years, Nada headed off to Dubai to begin her work as an art director with Impact BBDO. Four years later, she moved to Leo Burnett to become a senior art director and was given an opportunity to start a TV production of her own too.

However, since she was a little girl, it has always been her dream to design jewelry and she decided to fulfill her dream at the age of thirty. In September 2003, Nada rented an old apartment in an ancient district in Downtown Beirut - Gemayzieh and turned it into a humble jewelry workshop called Nada G Designs.

Although Nada G is one of the youngest, trendy jewelry companies in the Middle East, her creations have reached Kuwait, Qatar, and Dubai because of their exquisite designs and fine production. Soon, her designs will enter the Saudi and Moroccan markets. Each and every Nada G piece is intricately crafted, fashionable, elegant, and, in essence, unique.





**SportEve met with Jewelry Designer Nada Ghazal in Beirut to discuss her debut and future projects.**

**SE** What made you change your career path on your 30th birthday, especially since you were already successful and well known in your previous jobs?

**NG** I have always dreamt of being an independent designer and felt ready at the age of thirty, especially after the experience I collected in my previous career. I think you need to feel ready and follow your heart. I didn't feel that it was very different than my previous job because I used to build other brands, but now I am building Nada G brand.

**SE** What were your fears, if you had any, during your transition?

**NG** I wouldn't say fears but definitely had sleepless nights because it was a new step for me. After all, I had a great career so I was moving from success in one career to starting up another one and that is not easy. I was just anxious, but I was always positive in my thinking and never believed I would fail.

**SE** Where did you get your inspiration from? Who are your favorite designers?

**NG** I think that my inspiration is life in general, the experiences I go through, the people I meet, and the countries I visit. As for the designers, I can't say I am inspired by anyone in particular but I aspire to build a brand like many other designers who have made it around the world. I always push to do better things and anything you see or experience helps you to grow and progress.



**SE** Who encouraged you to open your own business?

**NG** I had great support from my family and some of my friends. I am very close to my family and they believed that I can make it happen. So, they were my main support.

**SE** Did you face any difficulties?

**NG** I faced a lot of challenges and always will, but challenges are meant to open your eyes and give you the strength to overcome these difficulties.

**SE** What are your proudest moments?

**NG** I can truly say that I feel most proud when I am out and see people wearing Nada G jewelry.

**SE** Is each piece of jewelry different? What does it symbolize to you? Do you label your jewelry creations?

**NG** Actually, we do name each and every Nada G piece. As for what they symbolize, when I worked in advertising, I used to feel that the project I am working on is my little baby that I am sharing with others. It is practically the same with jewelry. Every single piece has a little story that I want to share with others.

**SE** What made you choose both home accessories and jewelry?

**NG** I have always loved jewelry, home accessories, and shoes. The common thing between the three is that they are items that change an overall look whether of a person or a house. I chose designing jewelry because I fell in love with the production side of it, with the precious metal (gold), and with working with stones that have so much life. I love the little details that give life a whole new look. The same applies to home accessories as they are a very important part of an overall look.



**SE** What is your favorite type or color of jewelry? From where do you get these stones?

**NG** I am really fond of yellow gold because it is the original gold and gives out more light. My favorite stones are pearls and diamonds because I love the white as it is very versatile on a 10-year-old or a 70-year-old. It can be classical, funky, and contemporary. As for where I get the stones, it depends on every stone, sometimes from Iran, Belgium, India, and Japan, among others.

**SE** Do you create all the designs or do you have a team of designers?

**NG** I wish Nada G Company was big enough to have a team of designers, but this hasn't happened yet. I only have an accountant, an assistant, and a production team with me.

**SE** What is your favorite piece personally and why?

**NG** I don't really have one favorite piece, but I have one favorite piece every month. Every year, I come up with a different theme and elements of stones for my whole collection. Last year, I came up with a different theme called flowers, whereas this year my collection is named Drops of Hope, characterized by dangling lines.

**SE** Who is your clientele?

**NG** We have a lot of men clients who find Nada G jewelry out of the box and unique as gifts for their loved ones. Men used to hate buying jewelry, but now it seems that the trend has changed, probably because the women receiving the jewelry seem to like them. As for the female clients, they usually vary in age as we have different lines, but what connects them is their young, fresh spirit that constantly yearns for something beautiful and distinctive.

**SE** What is the advice you give out to women who have their own childhood dreams? What would it take for them to achieve their dreams?

**NG** I can only talk about my experience. If you love something and want to have it, you need to dream of it, work on it, focus on it, and most importantly believe that it will happen. That is what I did. I am not saying it's easy but this largely contributed to where Nada G is today. ✨

**SE** What makes Nada G different?

**NG** My designs are handmade and I always have new ideas in terms of designs and trends. I also have a special order Nada G design spirit. Each piece remains unique. Even if the piece sells, we don't have two pieces exactly the same.

**SE** What are your upcoming plans?

**NG** My plan is to introduce Nada G in new countries. It is already available at Nada G boutique in Beirut, Harvey Nicholas - Dubai, Villa Moda - Qatar, and Behbehani - Kuwait. Soon, the brand will become available in KSA and Morocco and will hopefully enter more markets in the near future.

**SE** You said that you love to design shoes. Will you be involved in this field in the near future?

**NG** Nada G is still too young to venture into something new. We would like to make the best out of jewelry at this point.

**SE** Do you believe luck played an important part in your life? Or do you think that you single-handedly accomplished your dreams?

**NG** I think you create your own luck. I have experienced both good and bad luck and it is because I attracted both and will hopefully only attract good luck in the future.



Nada G™