

DRESS MY FINGER

Nada G offers brides a unique opportunity to customize their solitaire, capturing a wedding memory for eternity... U Lebanon sat down with designer Nada Ghazal for an exclusive one-onne as she discussed her inspiration behind this one-of-a-kind service and took us through the tale of the day she herself said 'I do'.

very woman dreams of having a perfect wedding. Just think of how much time and effort is spent on harmonizing all elements of the big day: from the gown, to the matching veil, to bridesmaids dresses and table arrangements... all are chosen to tell a story that materializes the dreams of a girl growing up. However, soon after the day has passed, its quintessence becomes a mere memory, a distant image on which to reminisce. Lebanese jeweler Nada Ghazal, the designer and Managing Partner behind Nada G jewelry label, has always wondered why such a special day could only be enshrined in photographs or kept in a wardrobe fading away. There must be a way to capture precious wedding moments in a more permanent way, she thought. And she has done just that with the Dress My Finger concept. The service Nada G offers is truly bespoke. The future bride can share her wedding gown or even a veil or head accessory (either before or after her wedding day) and the Nada G team will present a few personalized sketches inspired from those pieces. The bride can then pick her favorite sketch and Nada G will turn it into a reality. The idea can move beyond a dress too. The ring can be customized to represent an experience, a memory or any other souvenir to be shared from one generation to another, passed down from bride-tobe to bride-to-be.

U: What made you think of customizing solitaire rings for bridesto-be?

NG: It hit me how much time and effort is spent on preparing the party and the wedding gown before the wedding day... and somehow it's all a shame that the only memory you have left is an image in your head or a picture in the living room. I thought, why not create an everlasting memory through wedding rings inspired by the dress? That's where the idea came from, and that's when we decided to create the *Dress My Pinger* concept.

U: How has your personal experience as a bride affected your perception of traditional solitaire rings?

NG: Four years ago when I got married, I had no interest in owning a solitaire ring, especially since most of the ones I see are mundane. It's just a diamond mounted on a typical base. My mother then offered me her solitaire ring: a classic from the sixties, with plenty of character! It somehow represented not only love and unity but also carried the soul and told the story of her wedding day.

U: What type of elements or moments could be captured in the ring?

NG: We can capture anything from the design of the dress, the texture of the fabric or veil, the shape of the bouquet or decoration, to a color, a mood or even a moment. In the solitair of ledsigned for my wedding, I captured the most important moment for me of that day; the moment we joined each other. My bouquet was two stand-alone roses, and when I met my husband-to-be in church. I handed one over to him. That act represented the first instance of sharing as a bride and groom, as well as the start of an eternal bond. My solitaire therefore starts with a rose and ends with an eternity ring — which is exactly what that moment represented to both of us. Us. Are diamonds the only type of stones you will use in the Dress My Finner rings.

NG: Hopefully not; but it always depends on the bride. If she accepts, then the brief will be more open to different materials and colors.



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U: How long does it take to make a customized ring NG: First we sit with the bride to get a brief and understand what she wants more. Within one week, we will have a few sketches for her to choose from. Production will then require one to two weeks.

U: Will you cater to different types of budgets?
NG: For sure.

U: Is it ever too late to order your customized solitaire?
NG: It's never late! You can decide to have your customized solitaire either before or after the wedding. Some brides don't get a solitaire either before or after the wedding. Some brides don't get a solitaire when they first get married, and wait for the right moment in the future. You can even renew your original one at any point during your marriage.

U: Could this service be extended to men's wedding bands? NG: We have recently launched a wedding band collection for couples; but, we can always produce customized pieces for those who would like something special to them.

Visit the Nada G boutique and main workshop in Gemmayzeh or the flagship boutique in Beirut Souks.

