



DUBAI'S SALES

ISSUE NO. 141 | OCT 10, 2006



Nada G

Jewellery Designer

You want them all. All. You want every single piece in Nada G's latest collection. Stunning, timeless pieces they are – woven in delicate gold wires that radiate with light...We can't explain it but Nada G's creations go beyond the beautiful or the accessory or the unique...We know they come from the heart but they sure are pieces you want to own, keep and cherish.

Meet Nada G – a 30-something fulfilling her childhood dream of becoming an "independent designer". Having lived between Lebanon, the UK and Dubai all her life, it was time to answer to herself when she hit 30. Nada dropped her career as an art director, having worked with Impact BBDO and Leo Burnett and packed up and left Dubai for Beirut. Nada created home accessories and gold jewelry.

Her first jewelry line kicked off in 2003. Today, Nada owns an atelier in Beirut and distributes her creations to various countries in the Middle East. She has recently signed with Harvey Nichols and will be exhibiting in New York in January.

Why is working with jewelry so rewarding?

Any creation is great. It's a beautiful feeling when you create something. Working with precious metals and precious stones is amazing; they must have such a positive energy that I feel in my heart when I am in the workshop. But of course the appreciation I get from people who like Nada G jewelry is the big part of the reward.

If it was a childhood dream, what was your earliest memory of jewelry?

My childhood dream was being a designer and creating in the absolute, whether a piece of jewelry or a pair of shoes, but the first encounter of jewelry for me was when my parents took my two sisters and I to get precious stone earrings. We were young and it was a special day for me looking at all the beautiful jewels. My elder sister then chose sapphire, my younger sister chose ruby and I chose diamond. They're still my favorite stones besides pearls.

A lot of your creations are named after elements in nature. Is this intentional and is this where your inspiration is derived from?

Sure. I love nature, it's beautiful, it's what gives me energy to create. We

just need to look around us and appreciate it. I mean after all, we are part of it.

You use some diamonds in your work. Are you going to incorporate more precious stones in future lines?

Will do. I am just taking it step by step.

Describe for us the lady who wears Nada G creations. What's she like?

Simply, a woman. Modern, fashionable, trendy, likes to stand out and be unique, but could be of any age.

What was the biggest morale boost along the way?

Appreciation. Feeling that I am making a difference. Making a difference doesn't have to always be social or political, it could simply be giving someone a smile, giving someone pleasure in wearing something I have created.

What else do you want to do?

I would love to go worldwide, specifically NYC. The first time I was there at the age of eight, I think, I looked at that city and wished I would do something in it one day. It carries people from all over the world, it's the

right place for Nada G. I will be attending a trade show there in January and I hope I can start there, that's a big part of my dream, my plan.

How often do you create new collections?

Once a year there's a main collection and I add a few items to it every two months.

Do people commission pieces from you?

Yes, we do specific orders. Some ladies come to do a set for their weddings or for a specific event and a specific dress.

What was the hardest thing/issue/obstacle along the way?

Mainly, the situation in Beirut. I have only started around two years ago and since then, we have had a lot of problems, but it's fine. I won't call them issues, just little hiccups.

Do you dream of jewellery? Is your mind always working on new creations?

Always. I would say I am very visual. Like many people, when I look at the mountains and the skies I see shapes, not just rocks and clouds. I often

dream of ideas too, so a lot of the credit goes to my unconsciousness.

All of your lines incorporate a lot of wires in them. Is there a message or a meaning behind that?

Not a message in particular but a reflection on how I see the world. No, not chaotic at all, but connected. Everything is connected in some beautiful way.

Do you have a favourite stone (s)? Why?

Diamonds and pearls, because they are versatile and spread light. I wish we could all be like that.

Do you believe your creations diffuse energy? If yes, how?

For sure, they have a soul. They make people who wear them feel good and they put a smile on their faces. That's a reflection of positive energy.

03

