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**EXPRESSING YOURSELF TO
THE WORLD THROUGH JEWELLERY**

BY DEBRINA ALIVAN

WHEN YOU PUT ON A PIECE OF NADA G JEWELLERY, YOU ARE CONTINUING A STORY THAT BEGAN IN THE MIND OF THE DESIGNER HERSELF. THE COLLECTIONS, GENEROUSLY VARIED IN STYLES AND MOODS, WERE CONCEIVED OUT OF THE MANY SPECTRUMS OF THE DESIGNER'S PERSPECTIVE AS A WOMAN.





BOY MEETS GIRL
"The tight bands represent masculinity and the smaller bands represent the girly side."



MOODSWINGS
"The pieces always have curves on it and can be worn according to your mood. It's detachable so you can wear it in different ways - it's wavy and it has a 'swing' to it!"





eminine moods call for the delicate touches of the Aya pieces, while grounded days are a perfect fit with the organic allure of the Malak collection while adventurous spirits steer to the vibrant and fun Uma pieces.

The philosophy of Nada's work is something that we can all relate to. After all, nobody wakes up every morning feeling the exact same way, and for Nada, the jewellery is an extension of representing how you feel to the world. "We all have different perspectives throughout our lives. I may not know you, but if you are wearing my creations, we are

somehow connected through the story that brought that piece of jewellery to life," she says.

Nada G the label, a play on the designer's last name Ghazal, was a sort of long-awaited homecoming project for the ex-advertising creative. Her lifelong passion for shoes and jewellery began at the age of six when she made her first ring using her mother's crocheting materials, "I still have those rings," she reminisces. After an award-winning advertising career, Nada poured her experience into building and marketing her own label, through the age-old method of word-of-mouth advertising which sealed her success. "I had a small trunk show out of my home, people loved it and then it just became so big that I had TV stations coming to interview me," she says.

A flagship store in Beirut and several international awards later (including the prestigious Rising Star Award from JCK Las Vegas), Nada is now a firm fixture on the fine jewellery circuit. But while the business expands, the core of the label remains steadfastly intimate in its design philosophy and versatility. "There's a lot of design work but the pieces are always easy to wear. Clients come back to us because they don't feel they are buying the same thing over and over. The collections have the same soul but very different looks," Nada explains. She works exclusively with 18k gold and precious stones, "I feel a sort of energy with the metal. It is flexible and organic, perhaps just like me."

The signature Malak rings that feature a brushed effect on the metal paired with coloured diamonds have legions of fans in the US and UK, where she is currently being represented. The complex Matrix ring that features one thousand and eighty seven stones, which she dubs her good luck charm, won her the coveted award at Las Vegas and the fluid curves of the Uma rings widened her clientele to include the younger generation. As she launches a new collection every year, the existing repertoire gets updated along the way with new additions.

The Malak, Aya and Uma, some of the first few collections from the label, were manifestations of three baby names that Nada had wanted to name her then unborn daughter. "I was really drawn to Aya. As a word, it is a perfect anagram and while designing, I had unconsciously reflected the shape of the written word into the pieces," she says. The latest addition to the label is the Boy Meets Girl collection, an almost androgynous touch with pieces that combine femininity and masculinity in edgy rings and ear cuffs.

The brand's campaign features the designer herself, modelling the jewellery, portraying different personalities to suit the different collections. It is a fitting tribute to her work, giving a piece of herself to her clients through the brand.

Nada G is now available at Fifty One East, Lagoona Mall. It is the label's first outpost in the Gulf region. The label also carries The Exclusives - custom made one-off pieces that are personalized.

