

Held under the patronage of **His Excellency Sheikh Nahayan Mubarak Al Nahayan**, Minister of Tolerance

JWS JEWELLERY &
WATCH SHOW
معرض المجوهرات والساعات

POST SHOW REPORT 2018



159
EXHIBITORS



6,274
VISITORS



19
EXHIBITING
COUNTRIES



34
VISITING
COUNTRIES



11,068
EXHIBITION
SPACE



6
EXPERIENCES

26th Edition

Jewellery & Watch Show Abu Dhabi (JWS) is an annual B2C event attracting hundreds of international and local independent brands, designers and retailers from the jewellery and watch industry seeking exclusive access to thousands of the region's most sophisticated buyers.

The event stringently targets the highest caliber of consumers in the GCC region including: Royalty, high net worth individuals and collectors looking for one of a kind and unique items.





A new visitor experience

The 2018 edition introduced a number of new exclusive experiences created for visitors to enjoy while they shop.

01

EMIRATI DESIGNER GALLERY

A dedicated gallery for the UAE's homegrown, upcoming talent to showcase their national identity with bold and inspired creations.

Brands Included:

Baguette Design - Designer One - Fatima Alkhooi - Thekrayat Jewelry - Hessa Alabdula Jewelry - Abdar Fine Jewellery - Tanache Jewels - Wazna Jewellery - Qelada - HG Jewellery - MAS Jewels

02

INTERNATIONAL DESIGNER GALLERY

Unique, one of a kind masterpieces from internationally renowned designers. 50 brands exhibited that have never been seen in Abu Dhabi.

Brands Included:

David Webb - Djula - Persee Paris - Karen Suen - Sartoro - Scavia - Ralph Masri - Charles Oudin

Country • Experience



H.E. Fernando Igreja (Brazilian Ambassador)

03

BRAZIL EXPERIENCE

Supported by the Brazilian Embassy, 10 brands from Brazil made their UAE debut and displayed exclusive handmade, luxury home-deco products as well as trendy fashion clothing lines from popular Brazilian designers.

Brands Included:

Lygia Mattos - Visa Turismo - Loja Deluxe - Martha Medeiros - Rita Dias - Zanatta Casa - Goldesign

04

INDIA EXPERIENCE

Sculptural artworks, textile fashion trends and handmade items that reflected the heritage of India.

Brands Included:

Tarun Tahiliani - Lubhyati - Yavi - Masala





H.E. Maya Tissafi (Swiss Ambassador)



05

SALON DES GRANDES COMPLICATIONS

Organised by MPP and supported by the Swiss Embassy, the dedicated watch pavilion showcased limited edition watches including a collection to honor the 100th anniversary Sheikh Zayed Bin Sultan.

Images of the great leader and his family in Switzerland while on official and non-official visits never seen before were also displayed courtesy of the National Archives and Ministry of Presidential Affairs in Abu Dhabi.

Brands Included:

Franck Muller - Panerai - S.T. Dupont - Cyrus - Louis Moinet - Krayon - Kerbedanz - Schwarz Etienne



06

EBDA'A AWARD

In partnership with JWS 2018, Azza Al Qubaisi, the UAE's first national jewellery artist, hosted the 6th edition of the EBDA'A Awards. The local competition provided young designers and amateurs the opportunity for key exposure, potential career development and networking with leaders in the jewellery and watch industry - the awards are a key celebration of homegrown talent.

The Emirati Jewellery Design Award organising committee official announced winners of the 6th edition Ebda'a award, at the prestigious Jewellery & Watch Show Abu Dhabi (JWS) 2018

Pearl Design:
1st - Hamda Al Hameli

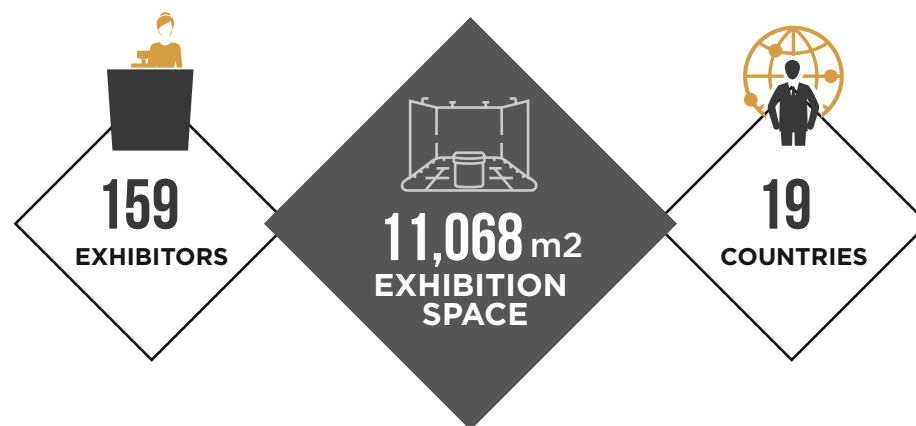
Emirati Identity Design:
1st - Maryam Al Remethi

Calligraphy Design:
1st - Ohood Alamoodi

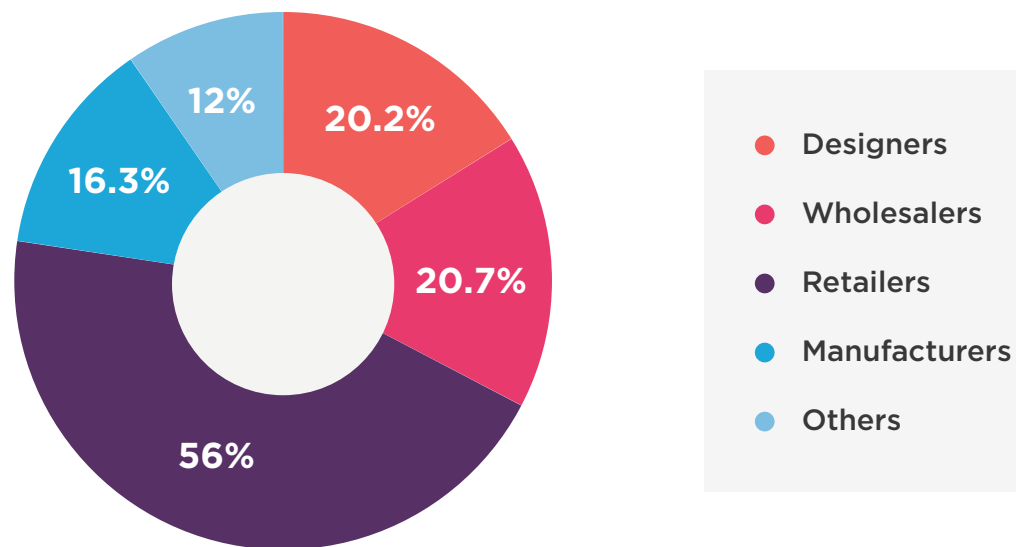


Exhibitor Profile

Hundreds of international and regional brands will unite at **Jewellery & Watch Show Abu Dhabi (JWS)** to reveal exceptional collections never seen before in the region.

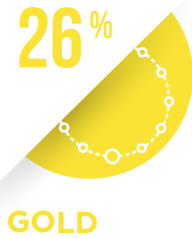


COMPANY ACTIVITIES



Exhibitor Profile

BUSINESS ACTIVITIES



TOP COUNTRIES REPRESENTED BY EXHIBITORS



United Arab Emirates



Lebanon



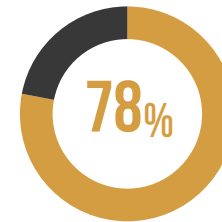
Italy



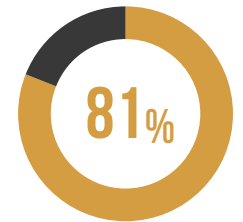
Brazil



India



Rated JWS as *important to their business*

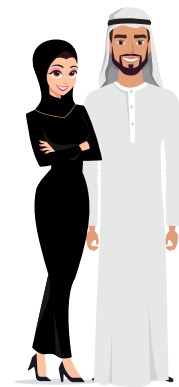


Are likely to *exhibit next year*



Visitor Profile

The highest caliber of consumers searching for their perfect wedding jewellery sets, one of a kind pieces, every day designer jewellery, or limited edition watches attend JWS including: Royalty, high net worth individuals and collectors.



73%
Emirati Audience

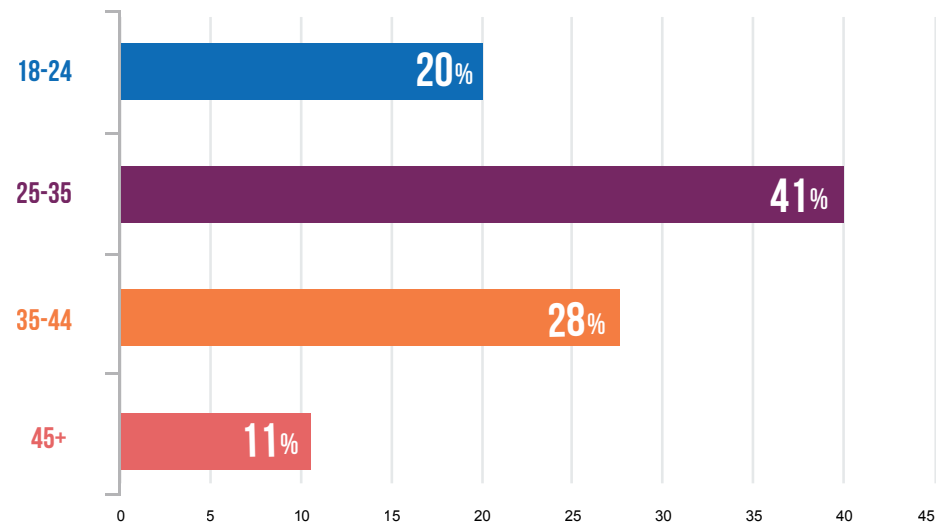


86%
Female Audience



13.6%
Male Audience

AGE GROUP



Visitor Profile

97%

Rated JWS as an important event

97%

Are satisfied with the overall experience

88%

Are likely to attend next year

76%

Visit JWS to buy a jewel

52%

Spent over 5 hours at the event

65%

Have a budget of above AED25,000

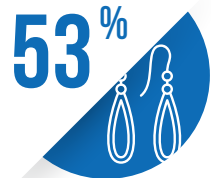
43%

JWS visitors have never attended Watch & Jewellery Show (Sharjah)

44%

Visit to see new brands

PRODUCT OF INTEREST



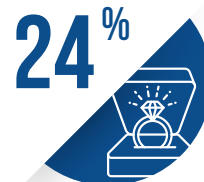
JEWELLERY FOR EVERYDAY WEAR



DESIGNER JEWELLERY



BRANDED JEWELLERY



BRIDAL JEWELLERY



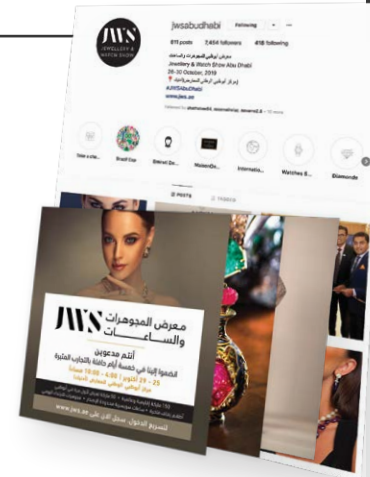
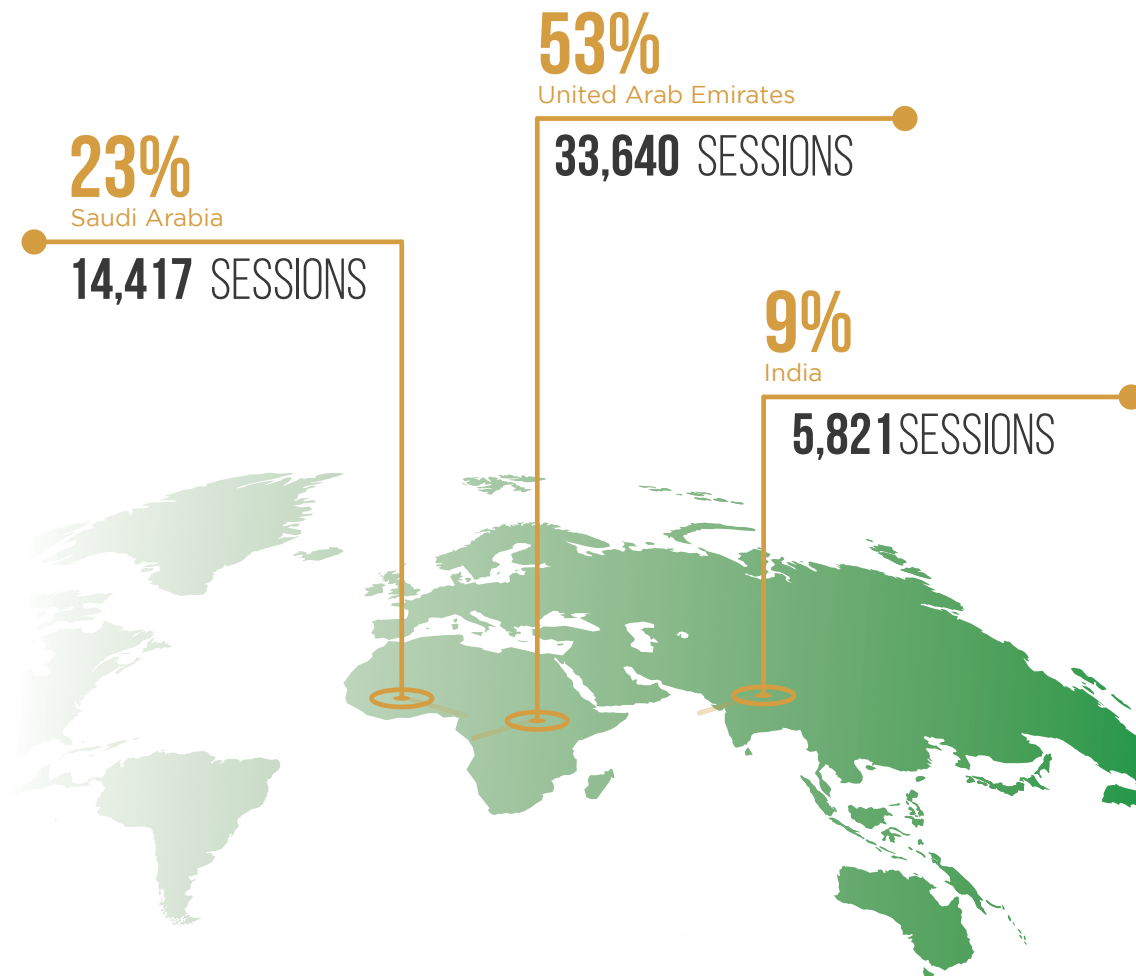
WATCHES



TRADITIONAL GOLD JEWELLERY

2018 Digital Campaign

TOP 3 WEBSITE SESSIONS PER COUNTRY



SOCIAL MEDIA

1,394,192
IMPRESSIONS



+34,810
NEW FOLLOWERS



6.28%
AVERAGE
ENGAGEMENT RATE



SNAPCHAT

6.6K
SWIPES



707
USERS



1.8M
VIEWS



PR Campaign

CAMPAIGN HIGHLIGHTS



80 pieces
of coverage



56,604,014
Total reach



Emirates Bride
full page feature



International
TV Exposure
M6 French TV Channel



\$557,818.00
PR Value



Emarat TV
Interview & coverage

TOP ARABIC & ENGLISH PUBLICATIONS



PR COVERAGE



• Top Influencer Engagement

TOP ARABIC & ENGLISH PUBLICATIONS

Searina



Teaser post in both Arabic & English

❤️ 2,254 Likes 💬 38 Comments



Competition post in both Arabic & English

👁️ 8,378 Views 💬 195 Comments

Simply Abu Dhabi



Competition Post

❤️ 3,533 Likes 💬 556 Comments



Winner announcement post

❤️ 2,123 Likes 💬 9 Comments

INFLUENCERS HOSTING

INFLUENCERS	FOLLOWERS	DATE	DELIVERABLES
David Webb	179K	23-Nov	Instagram Takeover
Searina	140K	25-Nov	Competition, Stories and Post
Simply Abu Dhabi	205K	25-Nov	Competition, Stories
Elainawya	205K	26-Nov	Stories/ Takeover
Hayekk_	16.9K	26-Nov	Post, Stories/ Takeover
Ebda'a Awards x JWS	142K	28-Nov	Instagram Live
Katerina_perez	222K	29-Nov	Post, Stories/ Takeover

Invitations & Adverts

ARABIC & ENGLISH MEDIA DROP (VIP INVITES)

Al Ittihad Newspaper
Al Khaleej Newspaper
Marie Claire
Elle
Harper's Bazaar
The National
Vogue
Hia
Edgar Middle East
Esquire



• TV & Radio Campaigns



Reach
(401,400) **13.4%**
Abu Dhabi TV
Co-sponsorship of Olum Al Dar -
1 Week



Reach
(314,700) **10.5%**
Emarat FM



Reach
13.4%
Star FM
Co-sponsorship of Sabaho - 2 Weeks



2018 EXHIBITOR LIST

BAHRAIN

Al Hashimi Pearls
Dasani
Mia Moon
Ramesh Jewellers/Vikram

BRAZIL

Aviarte
Cepalgo Films (Mendez)
Demian Quincke Chiappara -EPP
Goldesign
Leopoldo Martins
Loja Deluxe
Lygia Mattos
Martha Medeiros
Rita Dias Carneiro
Visa Turismo
Zanatta Casa Produtos de Ceramica

FRANCE

Charles Oudin
Djula
Persee Paris

HONGKONG

AS29
AP Creations Ltd.
Butani Jewellery Ltd
Denis Hazell International Ltd.
Hit Diamond
Karen Suen Fine Jewellery Limited

Keen Jade
Mari Gold Ltd.
VV Jewellery Ltd.
VSK Limited

INDIA

Dana Jewels
Gems & Jewels Palace
Hanumant Diamonds/Da Ring Maker
Indulgeo Essentials
Iris Jewels
Jewels Palate LLC (Spectrum Jewels)
Kohinoor Jewellers
KP International
Masala & Yavi (SPA Essentials)
SK Jewellery LLP (Araya Fine Jewellery)
Tahiliani Design PVT Ltd
Diosa Luxe Jewellery LLP (Ascent)

INDIA

Grand Lifestyles Private Limited
HIA Exports
Jewel Co.
Lubhyati International DMCC
Sital Dass Son

ITALY

Alessandra La Fonte Srl/Goldy
Capra Srl
Corona Gioielli Milano
Ferrari Firenze SRL
G&F Srl (Aliberti)
Gismondi Gioielli Srl
Grimoldi Milano
Istanboulli Milano (ART.OR)
Luca Carati
Masiero
Michela Bruni Reichlin
Scavia
Spalanzani Jewels
Veschetti Gioielli Italia

KUWAIT

TH'Haba Jewellery & Fine Watches EST

LEBANON

Adourian Jewellery /Le Pendule
Al Mawla Jewellery / MJ
Anis Matar Jewellery
Armanor Jewelry
Azar Gems
Demanto
Eliva Gioielli
Hanna Freres
Kreidy
L'Atelier Nawbar
Luka Jewellery
Massoud Jewellery
Mike Jeanine/Dakessian by Butterfly
Miled Mattar Jewellery
Nsouli Jewelry
Prestige by VHP
Quadakim SAL - George Hakim
Ralph Masri
Rima Mardan
Yalmanian Jewellery
Yessayan

2018 EXHIBITOR LIST

 **MYANMAR**

Htake Htar Lay

 **PAKISTAN**

Jewels Decor

 **SINGAPORE**

Royalking Jewellery Pte Ltd

 **SWITZERLAND**

Cyrus

Kerbedanz

Krayon

Louis Moinet

Schwarz Etienne

 **TURKEY**

Hosgor IC VE DIS TIC LTD

Linda Bella

Ulseven Mucevherat Kuy. San.
ve Dis Tic. Ltd. Sti.

Zela Jewels

 **UAE**

55fifty7

Abdar Fine Jewellery

 **UAE**

Abu Dhabi Businesswomen Council
(ADBWC)

Acube Infotech

Al Fardan Jewellery Abu Dhabi

Al Hosn Jewellery

Al Malala Jewellery LLC/Diasqua

Al Masood Jewellery

Al Nahar Jewellery & Watches

Al Sayegh Jewellery

Alessa Jewelry (Itan)

Almas Alaniqa Jewellery LLC/ NIRU
Diamonds

Amwaj

Baguette Design

Bentley

Breitling

Cancer Patient Care Society - Rahma

Demi Couleur Jewellery LLC

Designer One

Devji Aurum

Devore International

Dhyan Diam LLC

Dusoul by Dhamani

Fatima Alkhoori

 **UAE**

Franck Muller

Hessa Alabdula Jewelry

HG Jewellery

International Gemological Institute (IGI)

Jain Creations Jewellery LLC

Jaipur Gems

Jawaher Al Sharq LLC

Joder Jewellers LLC

L. Sunderdas Zaveri Jewellery LLC

La Marquise

Laduree UAE (French Spirit Coffee Shop
LLC SO)

Le Rhone

Maison Des Fleurs LLC

MAS Jewels

MPP / Salon Des Grandes
Complications Avenue

Ouzounian

Pace Gems Middle East DMCC

Panerai/Golin

Qelada

Renee Jewellers

Repossi

Rocx Jewels LLC

 **UAE**

Rossella Jewellery (Taiba)

S.T. Dupont

Salem Al Shueibi Jewellery

Sartoro DMCC

Shenoy Jewellery

The Arabian Workshop (ARJMST)/
Ebda'a

The Jewel Teller

Thekrayat Jewelry

Tyche Jewellery Trading LLC

UAE Exchange Centre L.L.C

Wazna Jewellery

 **USA**

SJ Solitaire Jewels

David Webb

Monique Creations

Onirikka Fine Jewelry

 **UK**

Ganh Ganh Ltd.

Yoko London

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INSTITUTE

MEDIA PARTNERS





See you on

26 - 30 OCTOBER 2019

ABU DHABI NATIONAL EXHIBITION CENTRE

www.jws.ae

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