Under the patronage of His Excellency Sheikh Nahyan bin Mubarak Al Nahyan, Minister of Tolerance and Coexistence of the United Arabic Emirates, the prestigious Watch and Jewellery Show (JWS) held its 28th edition from 26th to 30th October 2021.

- **140** Brands
- **13** Exhibiting Countries
- **5,391** Visitors
- **98%** Visitors from the UAE
Exhibitors at JWS

Brands who trusted us

JWS Abu Dhabi 2021 featured over 140 unique brands from across the globe, showcasing their latest collections and unique designs. A host of dignitaries and VIP guests, as well as leading influencers were joined by several members of the local, regional and international media who visited JWS to cover the remarkable design showcase.

140 Brands
13 Exhibiting Countries
8,691 Square Meters

Company Activities of 2021 Exhibitors

- 36% Retailer
- 16.3% Manufacturer
- 13% Wholesaler
- 30.4% Designer

Business Activities

- 19% Precious and Semi-precious Stones
- 33% Watches
- 41% Pearls
- 72% Gold
- 82% Diamonds

Top countries represented by exhibitors

- Hong Kong
- Italy
- India
- Lebanon
- UAE
UAE 50 Collection

The show included special, award-winning collections, such as ‘UAE50’ by talented emerging designer Tariq Riaz, which he created to celebrate the 50th year of the UAE. One of the most prominent pieces in the UAE50 collection is the ‘Al Jahili’ ring.

The award-winning ring is inspired by the UAE’s most recognisable building, Al Jahili Fort in Al Ain, which was built upon request from His Excellency Sheikh Zayed bin Khalifa Al Nahyan, Zayed the First, in the 1890s to protect the oasis and its palm groves.

Emirati Design Gallery

The Emirati Gallery provided an unmissable opportunity to explore the evolving story of Emirati jewellery design by exceptional brands and individual artists, while the International Designer Gallery collated premium pieces from artists in 25 countries.

- Arkay Jewellery
- Arqa Jewellery
- Khayal Fine Jewellery
- La Donna Jewellery
- Mas Jewels
- Meher Jewellery (Meher Design FZE)
- Golden Gazelle
- Harf w Nagsh Jewelry
- Marami Jewelry
- Naraya Fine Jewelry
- N. Sefi Jewellery & Piercings
- Yaz Jewels
- Hiba Jaber F2 LLC
- Candide Jewels LLC
- High Street Jewelry
- Zahrah Jewellery_Thekra Jewels

International Design Gallery

The International Designer Gallery at JWS collated premium pieces from artists representing 13 countries.

- Beba Creations Jewelery Designs (Tariq Riaz)
- Crivelli srl
- Currado Di Barbara Currado
- Fullord
- Deepika Creations_Siroya Collections Jewellery LLC
- La Prima Gioielli
- Marina B
- Stenzhorn Juwelen GmbH
- TappariniKohinoor Jewellers
2021 Features

Ebda’a Awards 2021

JWS celebrated the industry's up-and-coming young design talent from the region and around the world. To formally identify and empower the next generation of young talent, the Ebda’a Awards, pioneered by Azza Al Qubaisi – the renowned Emirati design artist, named its winners during JWS 2021. Created as a platform for aspiring designers and encouraging them to enter the world of jewellery via a partnership with JWS, the International Gemological Institute (IGI) and the Ministry of Community Development, the Ebda’a Awards jury selected winners from all four entry categories.

2021 Winners & Categories:

Amna Al Blooshi  
Pearl Design

Sara Al Noori Al Ali  
Emirati Design

Siham Wassouf  
Calligraphy

Reem Al Dhanhani  
People of Determination

What was New in 2021?

JWS Look Book highlighted the featured products of the 2021 exhibitors in a digital look book.
Visitor Insights

Over 5,000 consumers visited the event searching for exceptional wedding jewellery sets, one of a kind pieces, every day designer jewellery or limited collection of watches.

98% Visitors from United Arab Emirates

5,391 Visitors

22 Countries

92% Female

8% Male

Age Group

25 - 34 years old: 34.55%
35 - 44 years old: 26.20%
18 - 24 years old: 16.01%
45 - 54 years old: 4.52%

Visitors’ Product of Interest

Branded Jewellery: 22.89%
Jewellery for Everyday Wear: 22.17%
Bridal Jewellery: 17.48%
Designer Jewellery: 17.07%
Watches: 12.20%
Jewellery Related Services: 6.01%
Others: 2.18%
Digital and PR Campaign Highlights & Influencer Engagement

**Media Attendance**

- WAM Emirates
- The National
- Gulf News
- Emirates Al Youm
- What’s On
- Al Ittihad
- Al Bayan

**Clippings**

- **The National**
  - The Jewellery and Watch Show returns to Abu Dhabi in October

- **Al Bayan**
  - بطاقة التقييم الخاصة بالمعارك.

- **Emarat Al Youm**
  - معرض العروض والسيارات، ويأتي مكمل البيع والإعلانات.

- **Khaleej Times**
  - Rings that can adjust to 7 finger sizes

- **Vogue Arabia**
  - معرض: خواتم يمكن أن تكون عاملاً بالدقة.

- **What’s On**
  - ما الذي يمكن أن يكون للمستمعين؟

- **L’Officiel**
  - Open Now: Jewelry and Watch Show 2021, Hosted Under The Patronage of H.E. Sheikh Nabil

**Influencer Marketing**

Paid and free collaboration with Lifestyle, Emirati and Cultural Influencers brought a total reach to their combined followers equivalent to 724,123.

- Al Anoud Al Shehi @silvrow
- Anas El Hemairy @anas_el_hemairy
- Reema Birdette @reem.birdette
- Saleh Al Ansari @saleh_al_ansari
- Ali Al Balushi @balulali
- Dana Ahmed @deena4dana
- Fatma Jasim @fatmajasim
- Al Anoud Al Shehi @silvrow
- Anas El Hemairy @anas_el_hemairy
- Reema Birdette @reem.birdette
- Saleh Al Ansari @saleh_al_ansari
- Ali Al Balushi @balulali
- Dana Ahmed @deena4dana
- Fatma Jasim @fatmajasim
Thank you to our Sponsors & Partners

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Save the Date

25 — 29 October 2022

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