



The Arab world is emerging as a vibrant hub for luxury jewellery, with brands like HASHI, Charmaleena, The bleu Concept and ELURA making waves on the international stage. Each of these brands brings a unique perspective to fine jewellery, combining cultural heritage with modern design and innovation.

While Dubai-based HASHI, founded by Emirati designer Hamda Al Mansoori, is known for its meticulous craftsmanship and sophisticated elegance, Charmaleena, led by Saudi sisters Leena and Hala ElKhereiji, blends Saudi traditions with contemporary artistry, creating pieces that tell personal stories. ELURA, hailing from Kuwait and founded by Layal AlSultan, fuses modernity with timeless beauty, offering jewellery that empowers and inspires and finally, The Bleu Concept jewelry beautifully combines innovation and cultural influences, offering meticulously crafted pieces that empower women through bold self-expression. These four brands are setting new standards in the world of luxury jewellery, making them ones to watch in the global market. JDEED dives deeper into their universes.

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HASHI

Founded by Hamda Al Mansoori, HASHI is more than a jewellery brand—it's a design house that values client collaboration, crafting pieces that serve as a bridge to luxury. With an in-house jewellery manufacturing facility and a focus on sourcing exceptional diamonds and gemstones, HASHI is committed to making fine jewellery both accessible and extraordinary.

Since its establishment in 2013, HASHI has become synonymous with luxury and exceptional craftsmanship in the fine jewellery industry. HASHI's philosophy, «Bridge to Luxury,» embodies its mission to design exquisite jewellery for those who appreciate elegance. The brand focuses on transforming personal stories and passions into unique, memorable pieces, offering a bespoke experience that goes beyond simple decoration.

Craftsmanship and Signature Collections is also a main focus in HASHI's renowned collections, including 'Essence of Life,' 'Nature's Wonders,' and 'Royal Treasures,' which all showcase the brand's dedication to precision and quality. Each collection appeals to international tastes while drawing inspiration from Middle Eastern aesthetics, featuring the finest diamonds and gemstones.

From the minimalist elegance of the 'Essence of Life' collection, which celebrates simplicity, to the intricate luxury of 'Royal Treasures', inspired by royal heritage, HASHI's designs cater to all genders and age groups. Every creation reflects the brand's commitment to innovation and timeless beauty.



HASHI, 'Bloom' necklaces left, 'Adagio' right

