

Jawhara leads the way, collaborates with Natural Diamond Council to champion transparency

~ The two organizations come together to strengthen confidence and engage in knowledge-sharing about the world of natural diamonds ~

Mumbai, 9th October 2024: UAE's leading natural diamond jewellery brand Jawhara has been an industry pioneer with all their initiatives. Their two-year-long partnership with Natural Diamond Council (NDC) has helped establish their authority amongst discerning consumers in the region, and their latest venture furthers their vision towards transparency, by educating and empowering the Jawhara sales team with tools to upsell, upskill, and increase their natural diamond sales.

In collaboration with the NDC, the world's authoritative resource on natural diamonds, Jawhara has celebrated special moments of their consumer's lives via brand campaigns both in-store and outside, disseminated facts and dispelled myths to offer the right information to consumers and showcased design quality and exquisite craftsmanship for key occasions. The two brands have leveraged their combined strengths to meet the common goal of creating transparency, building desire and ensuring that consumers are aware about the values of inherent qualities of natural diamonds.

The NDC team is well versed to pass on the right tools, and knowledge, around this miracle of nature to strengthen Jawhara's relationship with their customers. This month's initiative is a special session where NDC will train key sales staff from Jawhara about what truly sets a diamond apart and makes it real, rare and responsible.

Speaking on this initiative, Mr. Tawhid Abdullah, CEO Jawhara Jewellery said "At Jawhara Jewellery, we understand the idea that goes beyond simply offering exceptional service, it is the foundation upon which we build meaningful connections with our customers. By deeply understanding the diverse preferences, cultural differences, and evolving trends in the jewellery industry, we empower our team to deliver a truly personalized and memorable experience, ensuring every client finds a piece that resonates with their unique style and story."

NDC is a not-for-profit industry body that works to build consumer desire for natural diamonds, while focusing on easy access to the right knowledge and educational tools for both consumers and the trade. NDC has recently launched a free e-learning platform for everyone in the natural diamond industry. The organization has already conducted multiple sessions, with key retailers across various regions of India and at larger industry forums, to help retailers build consumer confidence in rare and real natural diamonds.

All Jawhara diamond jewellery is 100% natural, and they continue to support NDC in all their initiatives. Both organizations have worked closely to promote transparency, and enhance consumer confidence in this luxury product. This curated session is the first ever initiative in

the UAE, and Jawhara is leading the way to ensure that their staff transfers the same ethics, integrity and values of the modern diamond industry that resonate with today's consumers.

About the Natural Diamond Council:

The Natural Diamond Council (NDC) is a global organisation whose members' operation span four continents and ten countries including Canada, South Africa, and Botswana. Their operations support the livelihood of 10 million industry employees and their families around the world. The NDC supports the integrity of the natural diamond industry by providing transparency and insight on the progress of this sector and its commitments to further betterment.

Operating in the US, China, India and Europe, NDC inspires and informs consumers about the incredible world of natural diamonds through its Only Natural Diamonds platform. The platform is the authoritative publisher on all things natural diamonds including celebrities and pop culture, epic diamonds and jewellery trends, engagements and weddings, and diamond buying guides.

About Jawhara Jewellery

Jawhara Jewellery is a leading luxury jewellery brand renowned for its rich heritage and craftsmanship in the Middle East. With a commitment to quality and innovation, Jawhara offers a wide range of exquisite designs, from traditional to contemporary styles, to suit every occasion. We pride ourselves on delivering exceptional customer service and ensuring that each piece tells a story of elegance and beauty.

With 300 branches across 10 countries, Jawhara continues to expand its global presence, bringing our signature blend of luxury and heritage to discerning customers worldwide.

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