



JEWELLERY  
SALON



POST SHOW REPORT

APRIL 2019





## JEWELLERY SALON

CHALLENGES AND PERSISTENCE

Organized by Sunaid Expo and Conferences, Jewellery Salon has been a staple in the Saudi luxury calendar for a decade. Every year, the show gathers the most luxurious names in fine jewellery from all over the world, the most talented up and coming local designers and jewellery lovers and collectors from around the Kingdom on a single platform.



### PATRONAGE

HRH Princess Latifa Bint Saad Bin Abdulaziz Al Saud

### DATE & TIME

8-11 April 2019, 4-11 PM

### VENUE

Hilton Hall -Hilton Hotel

### EDITION

10<sup>th</sup> Edition

### PATRONAGE

HH Prince Faisal Bin Saad Bin Saud Bin Mohammad Bin Abdulaziz Al Saud

### DATE & TIME

15-18 April 2019, 4-11 PM

### VENUE

Prince Sultan Grand Hall -Faisaliah Hotel

### EDITION

8<sup>th</sup> Edition





# JEDDAH

10TH ANNIVERSARY

Jewellery Salon 2019 was all about celebrating young powerful Saudi women on its 10<sup>th</sup> anniversary in Jeddah. From the founder, Haya AlSunaidi to Her Royal Highness Princess Latifa Bint Saad Bin Abdulaziz Al Saud and its new Creative Director, Samar AlHarthi and all the incredibly talented designers and beautiful ladies that graced the show with their presence from the 8<sup>th</sup> to the 11<sup>th</sup> of April 2019. Jewellery Salon is proud to be a platform that gathers strong Saudi women to celebrate their achievements for many more years to come.



# RIYADH

8TH ANNIVERSARY

The glamour continued in Riyadh and Jewellery Salon had the honor of His Highness Prince Faisal Bin Saad Bin Saud Bin Mohammad Bin Abdulaziz Al Saud opening the show on the 15<sup>th</sup> of April 2019 among the presence of the elite of Saudi society and renowned press. The show sparkled in some of the world's finest jewellery until the 18<sup>th</sup> of April 2019.

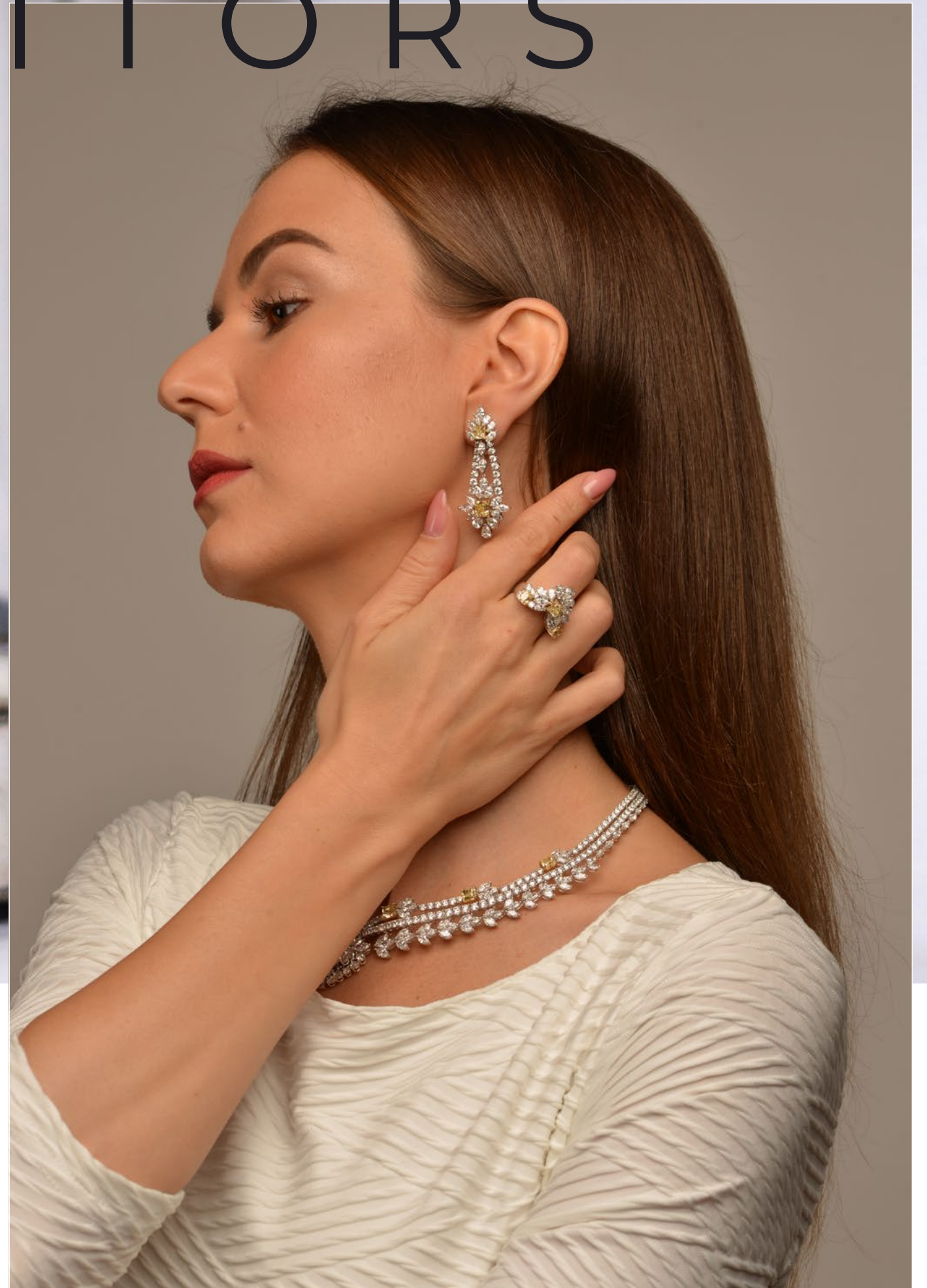




# EXHIBITORS



This year's edition welcomed some new international brands that made a first time appearance in Saudi Arabia such as Butani, Busatti Milano and Hans D. kreiger. Jewellery Salon was very proud to have our very own Saudi designer Nadine Attar showcasing her finest work for the first time as well.







# EXHIBITOR LIST

ALFARES	GEORGES HAKIM	RENEE JEWELLERS
KUWAIT	LEBANON	INDIA
AJ JEWELLERY	HANNA JEWELLERY	ROZANA
KSA	LEBANON	KSA
AMINAH	HANS D.KREIGER	SANTOSH
KSA	GERMANY	INDIA
ALNAHAR	JAHAN	SCAVIA
INDIA	GENEVA	ITALY
ARPAS	JOORY DIAMONDS	SOLITAIRE JEWELS
TURKEY	KSA	USA
BOGHOSSIAN	LAPIS	SAUDI SPIRIT
GENEVA	KSA	KSA
BUSATTI	LAVALLIERE	UNIALMAZ
ITALY	LEBANON	INDIA
BUTANI	M.FITAIHI	VESCHETTI
HONG KONG	KSA	ITALY
CHARMALEENA	MOUSSAIEFF	YATAGHAN
KSA	UK	UAE
CHARLES OUDIN	NADINE JEWELLERY	YESSAYAN
FRANCE	KSA	LEBANON
	NSOULI	
	LEBANON	



2019

مرحباً بكم

## VISITOR INFORMATION

TOTAL VISITORS

8,528

LADIES

4,892

GENTLEMEN

2,326

Visitors Information

## TESTIMONIALS



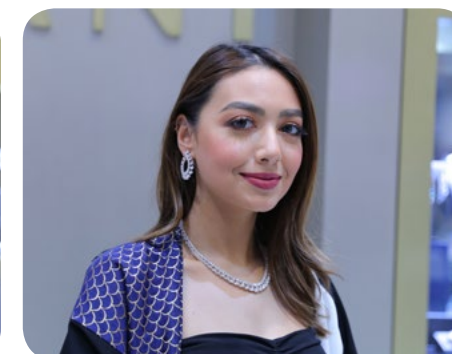
**NOHA SINDI**  
STYLIST AND FASHION SPECIALIST

The show is very impressive, what makes it special is the presence of local and international brands and I am proud to be here today.



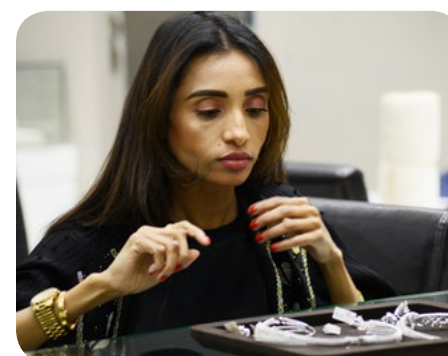
**HALA ALHARTHY**  
FASHION BLOGGER

I love jewellery and I came today for jewellery salon in its 10th year. The exhibition is very special, the organization is excellent as usual and I am proud of them.



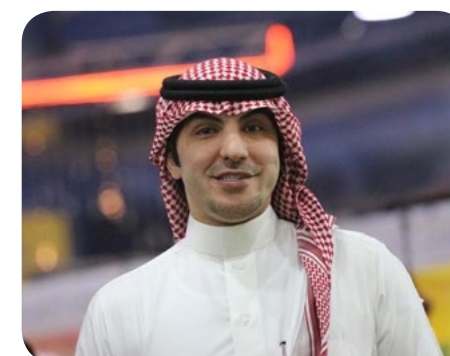
**GHALIA MAHMOUDI**  
BLOGGER

I was very excited because I discovered the brands coming from Italy, France, Lebanon and all over the world. I found many amazing pieces.



**FAWZYA ALSAED**  
FASHION BLOGGER

It is my first visit to Jewellery Salon, the stunning jewellery show from all over the world. If you are looking for a specific jewellery piece, the exhibition will help you find what you are looking for.



**WASEEM ALFAYIZ**  
JOURNALIST

Jewellery Salon is very amazing I visit it every year but this time is better than every year because of the unique variation of terms of local and international companies. What by the presence of distinctive companies for watches and jewellery.



**HEBA MOJADDIDI**  
FASHION DESIGNER / HOST

My love and passion in fashion has taken me to a very advanced place and I am happy to be in Jewellery Salon because I was introduced to some incredible brands for the first time.

Feedback



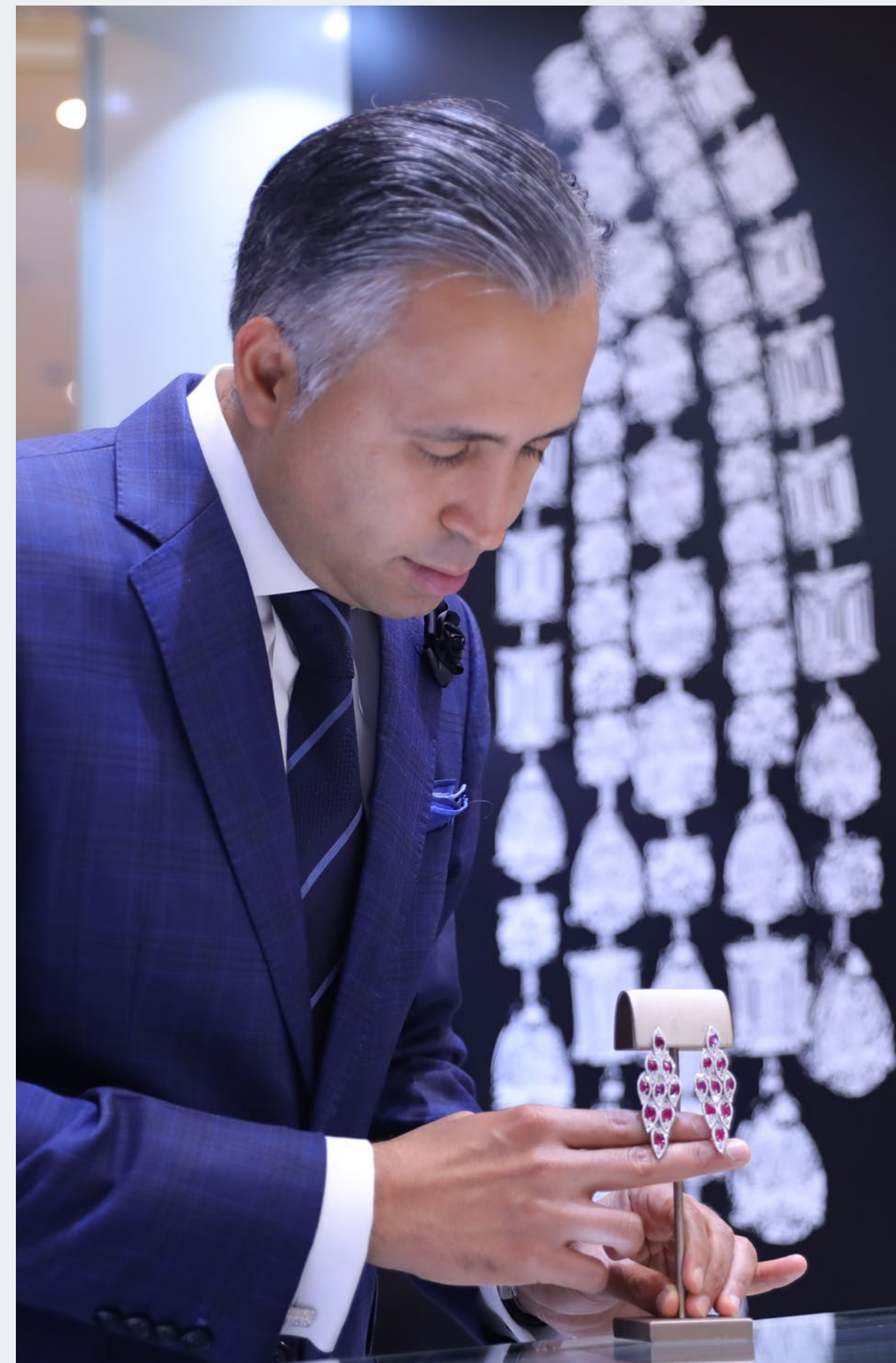


## HIGHLIGHTS DURING THE EXHIBITION

WWW.SOLITAIRE-LABS.COM

SGL is one of the leading gemological laboratories in the world that provides professional gemstone identification and grading services backed with the latest technology.

SGL provided their services to Jewellery Salon's esteemed visitors and presented educational lectures on Diamond Grading and Identification.



WWW.JEWELLERYSALON.COM



Jewellery Salon takes pride in the annual participation of Saudi Jewellers who continue to fascinate us with their creations and innovative modern concepts inspired by our unique cultural and natural heritage. With each year, it becomes clearer that these young ladies will become the leaders of the Saudi jewellery industry in the future.



# SAUDI JEWELLERS



# MARKETING CAMPAIGN AND PR

## PRINTED ADVERTISING

- Okaz Newspaper
- Al-Riyadh Newspaper
- Alam Arrajol Magazine
- Laha Magazine
- Nawam Magazine
- MPP Middle East Magazine

## MEDIA COVERAGE

- A total of Five broadcasts on local, national and regional TV chanel ( Iqraa, Saudi Arabia TV1and Al-Thakafiyah.
- Press releases before and during the exhibition
- A total of 56 advertisments and on-site coverage on our official Radio Sponsor Mix FM.

## BRANDING

- Bannars
- Billboards
- Display Screens
- Jewellery Salon Cataluge

## SPECIAL INVITATIONS

- Special invitation cards printed for VIPs in Jeddah and Riyadh
- Electronic invitation cards to Jewellery Salon's client database.

## E-MARKETING

- E-Newsletters to Jewellery Salon database
- Paid ads on Social Media (Facebook, Instagram, Snapchat, Twitter)
- Paid coverage by Social Media Influencers (Hassan Ghoneim, Aram Qabbani, Hala Al Harthy)



## MARKETING CAMPAIGN IN FACEBOOK AND INSTAGRAM

### Traffic Campaign

IMPRESSIONS	CLICKS
1,052,472	5,746

### Engagement Campaign

IMPRESSIONS	ENGAGEMENT
293,444	14,955

## FEMALE PORTALS CAMPAIGN

### Lahamag

IMPRESSIONS	CLICKS
205,231	736

### Nawa3em

IMPRESSIONS	CLICKS
203,229	701





# OFFICIAL SPONSORS & PARTNERS

JEDDAH CAR  
SPONSOR



RIYADH CAR  
SPONSOR



STRATEGIC  
PARTNER

MARKETING  
PARTNER

SALON des GRANDES  
COMPLICATIONS 2019



RADIO  
SPONSOR



SECURITY  
PARTNER





