

# Standing the test of time...



■ His Royal Highness Prime Minister Prince Khalifa bin Salman Al Khalifa with BJC managing director Dr Abdul Qassim Shirazi at the Bahrain Jewellery Centre stand at Jewellery Arabia Exhibition 2017

Bahrain Jewellery Centre (BJC) is one of the most recognised jewellery houses in Bahrain and organisers of the prestigious Jewellery Arabia exhibition.

As Jewellery Arabia 2017 gets underway, Bahrain Jewellery Centre general manager Iqbal Dhase, recalls the company's rich history in the industry and the array of brands under its umbrella.

"The Kingdom of Bahrain continues to have a rich and long history of being masters of excellence in the jewellery industry," said Mr Dhase.

"For generations, Bahrain has been home to prized industries of the GCC and key players in the jewellery and watch industry.

"Among the players stands one of the kingdom's most recognised jewellery house, Bahrain Jewellery Centre (BJC)."

BJC started its humble beginnings in the heart of Manama Suq as a stand-alone shop and was spearheaded by the Shirazi family.

It was founded by the late Abdul Razzak Shirazi, Abdul Majeed Shirazi and Dr Abul Qassim Shirazi and was a good fit for the market's niche of luxury goods, including jewellery and watches.

From the onset, the Shirazi family set in motion solid core values for their business: high quality, exceptional customer service and a passion for excellence.

It is these core values that have propelled BJC to where it is today.

Over the past 38 years, BJC has expanded to 20 shops and boutiques.

BJC has many locations across Bahrain, including Moda Mall, City Centre Bahrain, Four Seasons Hotel, Bahrain Bay and The Ritz Carlton, Bahrain.

Its valued customers can choose from renowned watch brands, such as Patek Philippe, Vacheron Constantin, A. Lange and Sohne, Moser, Jaeger le Coultre, Harry Winston, Bvlgari, Groubel Forsey, Piaget, Hublot, Charles Oudin, Omega, Chopard, Tiffany & Co, Tag Heuer and more.

Its fine Jewellery collections highlight the designs of Maria Gaspari, RCM SRL, Schreiner, Boghossian, Yoko London, Saboo Fine Jewellers, Sutra, Di Go, Moraglione, Staurino Fratelli, Schreiner, and many more.

At BJC, customers always receive a little extra panache.

BJC also has a vintage collection of high-end watches that never go out of fashion and its Baby Collection offers sophisticated gifts to inspire the next generation.

"Our dedicated team travels yearly to the Salon International de la Haute Horlogerie (SIHH) watch fair in Geneva and Basel to handpick the best brands for its customers," added Mr Dhase.

BJC, which is a family business with family values, also offers unique crystal objects from Kosta Boda in addition to gift items for young children and babies at its BJC Baby store.

Currently, the BJC legacy continues to grow under the leadership of the second generation of young businessmen and women led by Dina Shirazi, Abbas Shirazi, Mohammed Shirazi and



■ Mr Dhase

Ahmed Shirazi.

Its two founding members, Abdul Majeed Shirazi and Dr Abul Qassim Shirazi continue to play a critical role in guiding the overall vision and the company's business strategy.

"BJC has just reopened enhanced and expanded the Patek Philippe Boutique at Moda Mall for its watch aficionados," said Mr Dhase.

"The design of Patek Philippe's boutique reflects the rich heritage of the brand through several iconic elements which reinforces the corporate architectural quality.

"BJC's long-standing history of delivering excellence and quality goes hand-in-hand with Bahrain's rich jewel-laden past and is a symbol that BJC is an important and prestigious part of the Kingdom's identity.

"In addition to assisting the clientele, we offer exceptional expertise behind the scenes with

watch and Jewellery care and repair.

"Watch technicians are trained on a regular basis in Switzerland to stay abreast of the latest technological innovations in watch making and watch repairs.

"We have opened an independent service centre in Moda Mall for watches. "Workshops are equipped with state-of-the-art machinery for the service and repair of timepieces.

"Before the timepiece is sent back, it is tested to ensure optimal function.

"Whether front and centre at its boutiques and shops or behind the scenes, BJC is committed to maintaining the beauty and value of your jewellery or timepiece."

Since 1992, Bahrain has been the centre of the region's largest and most prestigious jewellery exhibitions – Jewellery Arabia, greatly inspired by BJC.

High-profile designers, jewellery houses and watch manufacturers showcase their exclusive pieces and new collections at these exhibitions.

"BJC hosts these exhibitions and welcomes all participants," said Mr Dhase.

"The Jewellery Arabia Exhibition 2017 is held under the patronage of His Royal Highness Prime Minister Prince Khalifa bin Salman Al Khalifa and features 600 exhibitors from 30 nations."

BJC's amazing collection on display includes new product launches, exclusive collector items, antiques, plus an incredible range of finished jewellery, luxury watches and precious gems from across the globe.

This year, new jewellery and

watch brands are accommodated under the BJC umbrella.

"In addition to being proud to showcase quality brands, the BJC is extremely grateful to the support provided by the Government of Bahrain and His Majesty King Hamad, His Royal Highness Prime Minister Prince Khalifa bin Salman Al Khalifa, and His Royal Highness Prince Salman bin Hamad Al Khalifa Crown Prince, Deputy Supreme Commander and First Deputy Premier," added Mr Dhase.

"Together, their strong leadership and creative vision ensures the Jewellery Arabia Exhibition is an extravaganza of success.

"While the company's rich history, loyal customer base and high quality have propelled it to its position as leaders in the jewellery and watch market, BJC recognises its duty to be at the forefront of development within the industry.

"It plans to continue its relationships and partnerships with reputed and renowned companies.

"It is this collaboration that will keep BJC on the world stage as a prestigious regional business centre.

"At the same time, BJC remains committed to its core values of high quality, exceptional customer service and a passion for excellence.

"Without a doubt, BJC has a world-wide excellent reputation and will continue to maintain a stronghold in the jewellery and watch industry for many years to come.

"It's a company with all the right hallmarks, which will propel it into the future."



■ An exquisite timepiece featuring a classic fusion chronograph Berluti watch.

## A fusion of genius and artistry

Hublot and Berluti have unveiled the Classic Fusion Chronograph Berluti.

The new Classic Fusion Chronograph Berluti fuses Hublot's creative watchmaking genius with the innovative – and inimitable – patina of Berluti leathers.

"Over the generations, Berluti has developed its exceptional expertise to perfect the patina of its leathers," said Hublot chief executive officer Ricardo Guadalupe.

"Combining traditional craftsmanship with our technical expertise has enabled us to marry this natural material with the mechanical refinement of Hublot.

"With a co-ordinated style from wrist to toe, the modern gentleman is the epitome of elegance."

Founded in France in 1895 by Italian Alessandro Berluti, the Paris brand is now known for manufacturing men's footwear, accessories and fashion collections.

The most elegant men choose Berluti for their footwear, captivated by its bold and inventive patented leathers.

In 2016, Hublot released its first innovation: the Classic Fusion Berluti line.

In honour of Berluti's 120th anniversary these pieces encapsulated the inimitable style of the famous shoemaker in a watch for the first time.

This model employed Berluti's famous Venezia leather for both its strap and its dial.

Developed by Olga Berluti, a proud descendent of Alessandro, this exclusive tanning technique needed to be developed into a delicate and complex process before it could be used to craft a watch.

For example, all of the moisture had to be removed from the leather before it could be enclosed within the sapphire crystal.

One year on, Hublot decided to take its use of Berluti's signature leather even further, combining this prestigious, natural material with its Classic Fusion Chronograph.

Evidently a more complex task, as the dial features two counters at three o'clock and nine o'clock, craftsmen had to go back to the drawing board and develop new practices to ensure the leather could be made stable despite these new additions.

The result; the new Classic Fusion Chronograph Berluti, available with a 45 mm case in a choice of two finishes, Scritto King Gold and Scritto All Black.

Limited to 250 pieces of each, both models feature hand-crafted straps, presented in a Berluti bespoke box containing a complete

## Chartered accountants to host major forum

The Bahrain Chapter of the Institute of Chartered Accountants of India (BCICAI), the largest organised professional body of Indians in Bahrain (affiliated to Bahrain Accountants Association) will host its annual international conference on December 1 and 2, at the Diplomat Radisson Blu Hotel and Spa.

It will be held under the patronage of Industry, Commerce and Tourism Minister Zayed Al Zayani under the theme 'Transforming Opportunities into Reality'.

Seventeen speakers and panellists will address more than 400 delegates from Bahrain, the GCC and India on matters of corporate excellence such as Information Security, Fintech, riding the digital economy, entrepreneurial success and personal brand creation.

Also on the agenda are lessons on important aspects of personal financial health such as wealth creation and succession planning and expert lifestyle

lessons on happiness creation.

"The conference is our annual milestone event and is meticulously planned to represent the professional updates in the careers of chartered accountants and also personal finance and happiness hacks from a fascinating array of speakers," said BCICAI chairperson Uday Shanbhag.

"On the professional front, ICAI central council member and chartered accountant Prafulla Chhajed, KPMG managing partner Jamal Fakhro and Bahrain Accountants Association chairman Abbas Al Radhi, shall speak at the inauguration."

Attendance at the conference counts as part of the recognised continued professional education credits recognised by the ICAI – it carries 12 plus hours CPE training credits for chartered accountants (CA).

It is open to non-CAs too who will find it very interesting as a gateway to under-



■ Mr Shanbhag

standing corporate trends.

Delegate fees are BD50 per person and include the two days of lunch and networking opportunities as well.

"Over the years, the conference has grown into a platform that updates delegates on new trends in the sector and has expanded to include personal advice

from motivational speakers and experts," said BCICAI vice chairperson Sridhar S.

Diyar Al Muharraq is the title sponsor of the conference and event sponsors include Ahli United Bank, BDO, KPMG, Grant Thornton, Protiviti, Fame Technologies, Bahrain Commercial Facilities, Arab Financial Services, SBI Mutual Fund and the UAQ Free Trade Zone.

"We are grateful to our sponsors for supporting the event," added Mr Shanbhag. "Chartered accountants are the backbone of the corporate world and the contribution of the BCICAI members to the Kingdom's progress over the years has been commendable and significant."

"The conference shall be a great way to explore how CAs and finance professionals are facing the current economic scenario and how they transform possible progressive ideas into reality."

For information and bookings call 39624908 or e-mail on sridhar@trafo.com.