



Mouawad recently unveiled their revamped boutique in Starhill Gallery and showcased the Guinness Book of World Records-awarded L'Incomparable diamond necklace at Starhill Gallery's *A Journey Through Time VII*. With the Geneva, Switzerland-based company, everything is exceptional. The company was founded in Beirut in 1890 by Lebanese watchmaker, goldsmith and jeweller David Mouawad. Run today by fourth-generation co-guardians Alain, Fred and Pascal Mouawad, the company remains a family business built on the strong values of trust, family bonds, craftsmanship and creativity. Each co-guardian offers a different contribution to the business, ensuring that their greatest strengths are used to the benefit of the brand. Fred's entrepreneurial spirit has led him to start various businesses that have worked together with the Mouawad brand as successful synergies; Alain, who discovered a passion for horology at a young age, spearheads the luxury watch division; and Pascal heads Mouawad's diamond division, keeping and innovating the tradition his grandfather began as the jeweller to royalty around the world.

Today, driving the Mouawad brand from strength to strength is their outlook on customer service, which

Mouawad

FOURTH GENERATION

emphasises lifelong relationships with their customers and making them feel part of the family. Mouawad also prioritises publicity and celebrity associations. According to Managing Director Antoine Bakhache, nephew

of third-generation Robert Mouawad and cousins to co-guardians Alain, Fred and Pascal: "My cousins think it is very important to have records to showcase the strength and success of the company, and publicity is one of the great tools that has gotten the brand to where it is today."

When asked about what it's like working with family, Antoine answers, "I used to work with my visionary uncle Robert Mouawad who did tremendous things for the brand. He loved, believed in and had a great passion for many things, especially technology. However, it was a one-man show so it was difficult to bring a different approach to the table. The newer generation is much more open to ideas."

2015 marks Mouawad's 125 years and preparations for the celebrations have already begun, with word of the Mouawad brothers attending the event. Passionate about creating works of art and connecting with their customers, Mouawad is a family business with a unique outlook and many exciting things on the horizon. **17**

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