

A Z S A

COMPANY PROFILE

RETAIL

PIERCING

CONSULTING

Established 15 years ago, Azza Jewelry has built a reputation for being a leader in the curation of fine jewellery trends, international brands and events.

The company carries out a number of activities which include the following:

1. Azza Showroom
2. Azza Fine Jewelry
3. Pierced Studio
4. Consulting Services
5. Repair Centre



RETAIL

MULTI BRAND READY JEWELLERY
IN STORE & ONLINE



PIERCING

THE FIRST PIERCING STUDIO IN
BAHRAIN



1. Azza Showroom

Azza Showroom was established in 2008 by designer and tastemaker Azza AlHujairi, being the first independent multi-brand fine jewellery boutique launched and run by a female targeting Bahrain, the Eastern Province, Riyadh, Kuwait, Dubai and Abu Dhabi.

Azza's vision for the showroom was to curate jewelry shows and pop-ups for the fashion forward Jewellery collectors. Over the years Azza has built a loyal clientele in the Gulf countries and launched 3 retail boutiques in Bahrain since then.



Azza Showroom is a very popular concept and introduces many award winning international brands and grows them in the region. This popularity grew from our shows in the region starting with Jewelry Arabia in 2010.

Azza operates here 3 retail outlets in Bahrain at La Fontaine centre of contemporary arts (2010), Bahrain International Airport – Departures terminal (2021), and the new flagship store at Ala'ali Mall (2022). The boutiques attract walk-ins through the exclusive experiences offered in each.

The Showroom thrives in being a leader in offering trends to all jewelry lovers and attracts all age groups by offering something for everyone by offering a wide range of price points and styles to celebrate and mark life's moments.




azza

2. Azza Fine Jewelry

The fine jewelry brand designs sophisticated, edgy, fashion forward pieces for women leading their lives. The collection is designed and manufactured locally in Bahrain and made of 18k and 21k gold as well as natural pearls, gemstones, and diamonds.

The brand is inspired by stories the designer creates to connect mythology and history and modern life. Azza Fine Jewelry which is extremely popular amongst trendsetters in the region and has been worn by a number of international and regional celebrities and influencers including Rita Ora, Ameera Mohammed, Shaima Rahimi, and Nada Baeshen.

The brand has been showcased and stocked globally in USA, Paris, and the GCC. The brand has a strategic plan for expansion with new stock it's in the next 18 months and will be working with a top international PR firm in its growth plan.



The jewelry brand is very big on staying in alignment with its vision to be worn by trendsetters, it has expanded to include luxury piercing jewelry and forever chain services which have really grown to be popular and competes with international brands and has clients traveling to Bahrain for these experiences.



3. Pierced Studio



Azza proudly launched the first GCC born luxury piercing studio and jewelry brand in the Ala'ali mall Flagship Store, the piercing studio managed to offer over 500 piercings for clients in the first 5 days from when it opened making it a greater success than anticipated.

The studio is extremely popular and is open to franchise opportunities and partnerships in the region. Many clients travel from the UAE, Kuwait, and Riyadh to our studio for our services in the short time that we have been open, regardless of having international franchises for luxury piercing studios available locally.



4. Consulting

The founder, Azza Al Hujairi, shares expert knowledge and experience of over 15 years in the local Jewelry industry since entering the field as a student and understudy in 2007 guiding International brands and regional brands on sales growth and brand presence.

These services also extend to creating private labels, as well as collaborations with Azza AlHujairi as a designer and influencer to cross promote luxury brands, all with the intention of increasing visibility, outreach, and sales through Azza Showroom events and retail outlets.

About Azza

Azza Al Hujairi has built a jewellery showroom that continuously disrupts the industry in the Gulf in how they present jewellery to collectors through experiences like no other. Azza has grown extremely popular in the Gulf for her presenting and growing unique brands that are sought after by fashion forward women as well as HNWI and regional Collectors. Azza has a loyal following of clients who look forward to shop at her annual curation since 2008.

Azza has been working in this industry since 2008 and holds a degree in Politics and Law from the University of Kent, and continued her education at the Gemological Institute of America in Jewellery Design, Graduate Diamond and Colored Stone Grading. Azza also is a certified Piercer, who works closely with her team to develop interesting piercing jewelry. Azza also sits on the board of Bahrain Pearls & Gold Association. Azza manages both the showroom and a fine jewellery brand designed and manufactured in Bahrain. Azza has also been name one of the “Top Female led Brands in the Middle East “ by Forbes Middle East,as well as a recent “ Woman of the Year Award” nominees for 2023.





Azza Flagship Store Ala'ali Mall

The first fine jewellery experience store of its kind in the region. The space is designed for events and pop-ups as well as the first Gulf born luxury piercing brand and studio.

Located on the ground floor of Ala'ali mall in the new extension (Gate 5).

Open since 22 February 2022.





Bahrain International Airport branch

This branch only carries Azza Fine Jewelry, our Bahraini brand highlighting giftable items in 18k and 21k gold and natural pearls.

Located inside the Souq AlQaysariya Area, within the Departure Area, next to the Pearl Lounge.

Open since 28 January 2021.



La Fontaine centre of contemporary art branch

This brand is the first branch the company operated from Located in the heart of Manama and within a historical monument this was where the inspiration to

Open since 5 October 2008 as La Boutique 92, rebranded to Azza Showroom in 2012.