

MOUAWAD



COMPANY PROFILE



MOUAWAD

MORE THAN
A CENTURY OF EXCELLENCE

Mouawad is dedicated to the pursuit of artistic excellence and technical perfection, creating jewelry of unsurpassed beauty. Steeped in rich traditions with a family history of masterful jewelry design and Swiss watchmaking excellence, the Mouawad brand is synonymous with luxury and refinement. Around the world, Mouawad collections are worn by royalty, celebrities, and connoisseurs of exquisite jewelry.

Mission

To delight and serve customers throughout their lifetime by offering them a range of extraordinary jewels.





ABOUT US

For more than a century, Mouawad has carved a name of renown in the world of jewelry and timepieces based on its artistic excellence, outstanding expertise, trusted relationships and deep passion for crafting the extraordinary.

Over the decades, royalty, high society, celebrities and esteemed clients have continued to be enchanted by Mouawad’s unique offering, thus earning the company its elite status and powering its growth across continents. Now, more than a hundred years since it began, this family business is today led by fourth generation Co-Guardians and brothers Fred, Alain, and Pascal Mouawad, joined by fifth generation Co-Guardians Jimmy and Anastasia Mouawad, who each perpetuate a heritage of excellence and bring a lifetime of passion to their respective roles.

Many accolades pay testament to this family’s extraordinary passion for gemmology over time. The Mouawad diamond collection, one of the finest in the world, contains some of the largest and rarest diamonds known to man, including legendary, historic gems, many of which carry Mouawad as part of their designated name. The family’s never-ceasing

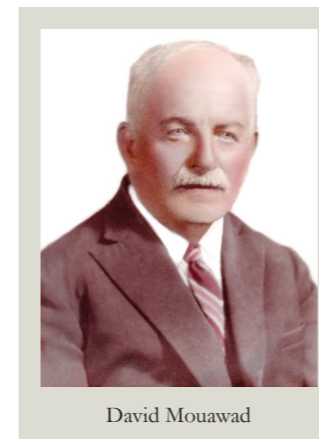
commitment to excellence and vast contribution to the industry are immortalized in the Lifetime Achievement Award from the Gemological Institute of America (GIA) bestowed upon third-generation Robert Mouawad and the naming of the GIA campus in his honor.

Today, as a Diamond Trading Company (DTC) Sightholder, Mouawad’s pursuit of the finest gems in existence is facilitated with direct and unique access to conflict-free rough diamonds and gemstones, sourced and purchased in countries that are full participants in the Kimberley Process Certification Scheme. In the hands of Mouawad artisans these outstanding gems are handcrafted, using meticulous expertise, to become unique, artistic statements, whether as stunning haute joaillerie, magnificent bespoke masterpieces, objects of art or breathtaking timepieces.

The company’s commitment to ‘crafting the extraordinary’ has been rewarded with an unprecedented five Guinness World Records, the most recent of which being for the Mouawad Flower of Eternity Jewellery Coffin — the most valuable jewelry box in the world (US \$3.5M).

THE MOUAWAD HERITAGE

Guided by the endeavors and visions of four generations, Mouawad’s heritage spans more than a century of creations and traditions in masterful jewelry design and watchmaking. Since its inception in Lebanon in 1890, the revered values of the brand have been revived over the years to offer true luxury and refinement to a discerning clientele, penetrating continents across the world.



David Mouawad

First Generation: The Birth of a Tradition David Mouawad (1865-1951)

As a child, David Mouawad would look out to sea from his home in the mountains of Lebanon. Although surrounded by the picturesque pine-studded forests of this Mediterranean country, he always felt that there was a destiny calling him beyond its shores. By the time he reached adulthood, he knew he could ignore the calling no more. Filled with the spirit of a pioneer, in 1883 David Mouawad set out from his homeland. Boarding a passenger sailboat, he said goodbye to his family and prepared himself for the long journey ahead. He was leaving behind a country in the first stages of a cultural awakening yet also simmering with political discontent. Ahead of him lay an arduous journey of several weeks, sometimes in high seas, but one that would carry him to a vibrant new world full of promise. Upon reaching the United States, he started immersing himself in acquiring the craft of a watchmaker, goldsmith, and jeweler.

Days turned to months and then to years as he learned from the masters of the trade, spending hours absorbed in watching, acquiring, and breathing a profession that beguiled him. More than two decades passed, yet thoughts of Lebanon never left his mind. It was 1908 when he finally decided the time was right to bring his craft back home. Once safely returned to Lebanon’s capital, Beirut, David soon held the keys to his new workshop in his hand. From here, he combined his day-to-day trade of watch and jewelry repairs with his deeper passion — creating magnificent and intricate clocks as well as fashioning one-of-a-kind pieces commissioned by wealthy clients.



Fayeze Mouawad

Second Generation: Jewelers to Kings Fayeze Mouawad (1917-1990)

Growing up, Fayeze Mouawad would watch his father Daoud at work, painstakingly creating watches and jewelry that emerged as among the finest of their kind. As the young boy became a grown man, he felt at home in the family workshop and jewelry store, passing every waking hour indulging in his fascination for the craft. Like his father before him, Fayeze demonstrated an innate talent for producing works that caught the eye of the country’s elite. Innovation also ran deep in his veins — Fayeze was one of the earliest jewelers to embellish watches with precious stones.

The marriage between the Mouawad family’s two great loves — timepieces and jewels — earned him wide renown as a master in the field. Yet in his heart, there burned an ambition to carry the

Mouawad fortunes to greater heights. This ambition would lead him almost a thousand miles away to the Kingdom of Saudi Arabia. In 1950 Fayez boarded a boat from the port of Beirut and set sail for new horizons. Ahead lay a country in the throes of an economic boom, a thought that filled Fayez with anticipation of what the future may hold. What he found on arrival was auspicious: he was the only fine jeweler in the Kingdom and one of the first to bring prestigious Western watches such as Piaget, Baume & Mercier, Longines, Patek Philippe, and Rolex to its shores.

His exceptional work soon caught the eye and earned the patronage of the upper echelons of society, helping Fayez to build a strong network of connections and clientele. As jeweler to kings and the aristocracy, Fayez fashioned outstanding pieces and unique creations, often commemorating exceptional state events. Subsequently, the name Mouawad became synonymous with exceptional craftsmanship bearing the finest jewels and precision skills.



Robert Mouawad

Third Generation: Forging Success in New Markets
Robert Mouawad

Of Fayez’s four sons, Robert was not the eldest, nor did he initially follow his brothers into the family firm. What he shared with his father, though, was passionate ambition. This took him to medical school in Paris, pursuing his dream to become a doctor. Yet, after two years, his father urged him to rejoin him in Saudi Arabia. Robert’s deep family ties guided him in his decision to swap academia for working alongside his father and brothers. He began in the role of salesman, determined to learn the business from the ground up.

As time progressed, and with Robert’s other brothers having since married and left the country, he agreed on a deal with his father to take over the business as sole president. Robert had inherited the same extraordinary affinity for jewelry and watches as his father and grandfather before him, along with an innate pioneering, entrepreneurial spirit. From Saudi Arabia, Robert looked to new horizons, expanding the business in the early 1970s far beyond the original jewelry salon in Jeddah, Saudi Arabia and selecting Geneva as the company’s new base.

Just as Robert’s geographical ambitions took the business to new heights, so did his love of precious gems. In this respect, he was a visionary, taking risks at times when others were afraid to buy. His presence was instantly felt in any auction room, as he went on to acquire some of the world’s largest diamonds at fantastic prices. In an industry that places the highest emphasis on trust, Robert Mouawad was able to earn respect for his word and secured his place in the history books as one of the diamond industry’s biggest players.

Robert built the Mouawad brand in myriad ways. He broadened his knowledge through exhaustive research into art, craftsmanship, and state-of-the-art technology. His tenure as CEO was characterized by company growth, expansion, and the family’s permanent quest for perfection. Under his leadership, the Mouawad brand established a presence in Europe, Asia, and North America. Through his dynamism and commitment to the jewelry industry, Robert Mouawad led the family business to international acclaim.

FOURTH GENERATION



Fourth Generation:
 Embracing innovation and vertical integration.

Fred Mouawad
Co-Guardian

As a fourth-generation member of the Mouawad family, Fred Mouawad inherited his father’s and forefathers’ entrepreneurial spirit. Raised in Geneva, Switzerland, Fred attended boarding school at College du Leman. He was fascinated by management from an early age and studied business throughout his career. He has a Business Administration degree from Pepperdine University, and is an alumnus of the Harvard Business School (MBA) and the Stanford Graduate School of Business (Executive Program). Fred is also a Graduate Gemologist from the Gemological Institute of America (GIA).

In 1995, Fred founded a still-growing portfolio of companies under the umbrella of Synergia One, of which he is founder and chairman. Beyond the family business, his group operates across several industries including food manufacturing, IT consulting, publishing, and Software as a Service.

His personal passion for gemstones led him to co-author articles in the field of gemology, and to trade colored stones from 1990 to 2010; in 2012 he spearheaded the family business into rough diamond manufacturing. As a result, Mouawad has joined the list of elite diamantaires that are De Beers Sightholders.

Fred continues to pursue his passion for procuring and manufacturing exceptional rough diamonds to then assemble them into unique and bespoke Mouawad jewels.



FOURTH GENERATION



Fourth Generation:
Embracing innovation and vertical integration.

Alain Mouawad Co-Guardian

Alain Mouawad, fourth-generation member of the Mouawad family, found a passion early on for horology and the luxury watch business. This passion, coupled with his marketing expertise, has driven Alain to make his mark in the timepiece industry, including his involvement in running luxury Swiss watch brand Robergé, launching his own collection of chronometers under the Blacksand brand, and now heading the Mouawad Watches Division.

Like brothers Fred and Pascal, Alain grew up in Geneva, Switzerland, and later pursued his education in the United States at Pepperdine University. In 1991, he returned to Geneva to further his education by pursuing a double major in Marketing Communications and Sociology at Webster University.

Alain began his career at the award-winning Zurich Advertising Agency Heinz Heimann DMB&B before launching his own Pro-Mond SA Communication Agency to manage the marketing and communications for the Mouawad Watches Division.

As a lifelong, avid collector of watches, Alain has a deep knowledge of horology that inspired him to develop a number of highly sophisticated watch mechanisms such as those found in the Blacksand collection. The in-house developed chrono mono pusher (Blacksand Calibre 2002) offers a blend of tradition and modernity. The mechanism highlights the traditional column wheel, along with an unconventional approach to the global movement aesthetic with its personalized components.

In creating the Blacksand collection, Alain wished to pay tribute to the know-how and tradition of Swiss watchmaking while offering a decidedly different product. The timepieces are created for a clientele of free-spirited connoisseurs — personalities for whom luxury symbolizes time that is chosen but never dictated by market-driven, status-enhancing conventions.

Today, Alain is the Guardian of the Mouawad Watch Division and is responsible for the entire Manufacturing Division in Geneva and at Les Breuleux in the Swiss Alps, including after-sales service and the marketing of timepieces worldwide.



FOURTH GENERATION

Fourth Generation:
Embracing innovation and vertical integration.

Pascal Mouawad Co-Guardian

Born into a family that has owned a number of the world's most significant diamonds, Pascal was immersed in the world of fine jewelry from a young age. Raised in Geneva, Switzerland, Pascal followed his graduation from high school with a move to Los Angeles to further his education. He has a Business Administration degree from Pepperdine University, a Graduate Gemologist degree from the Gemological Institute of America, a Master of Business Administration degree from the Anderson Graduate School of Management at UCLA and is a Harvard Business School alumnus.

The U.S., and specifically Hollywood, remained at the heart of Pascal's vision for his role in the family-owned Mouawad company. Inspired by his father, who earned prestige as a choice jeweler for royalty across the world, Pascal brought an innovative twist to this family tradition by courting the glamorous "royalty" of the modern day—iconic celebrities—with Mouawad's renowned European traditions and craftsmanship. His creative vision came to fruition in 2000, when he partnered with Victoria's Secret to design and build the most luxurious and expensive lingerie ever made, the multi-million-dollar Fantasy Bra collection, covering some of the world's sexiest supermodels in Mouawad diamonds for a record-setting five straight years.

The year 2006 saw the move of the company's U.S. office from New York to Los Angeles. The relocation helped nurture Mouawad's burgeoning relationship with Hollywood's A-list. Under Pascal's guidance, Mouawad's USA division emerged as a creative haven for artists and celebrities looking to design jewelry backed by the tradition, quality and heritage of the Mouawad brand. Supermodel Heidi Klum was the first celebrity to put her individual stamp on the Mouawad name. The collection was met with incredible success, leading Heidi to be named "Fashion Influencer of the Year" by The Accessories Council for her contributions as a designer.

A new era for the Mouawad Group dawned on January 1st, 2010. This symbolic date was chosen for the handing over of the company reins from third-generation leader Robert to his fourth-generation sons: Pascal, Fred, and Alain. Each brother assumed a role as co-guardian, with Pascal naturally leveraging his vast experience as Co-Guardian of the retail division. Since then, Pascal has joined his brothers in continuing to raise the bar in creating ultra-exceptional and rare jewels, as well as outstanding timepiece collections, garnering several Guinness World Records along the way. All this has taken place while vigorously pursuing the vision of their father Robert by achieving a complete vertical integration as a diamond manufacturer through the DTC Sightholder designation and the establishment of the Mouawad Diamond Factory.



FIFTH GENERATION



Fifth Generation:

Increasing relevance and making the world better.

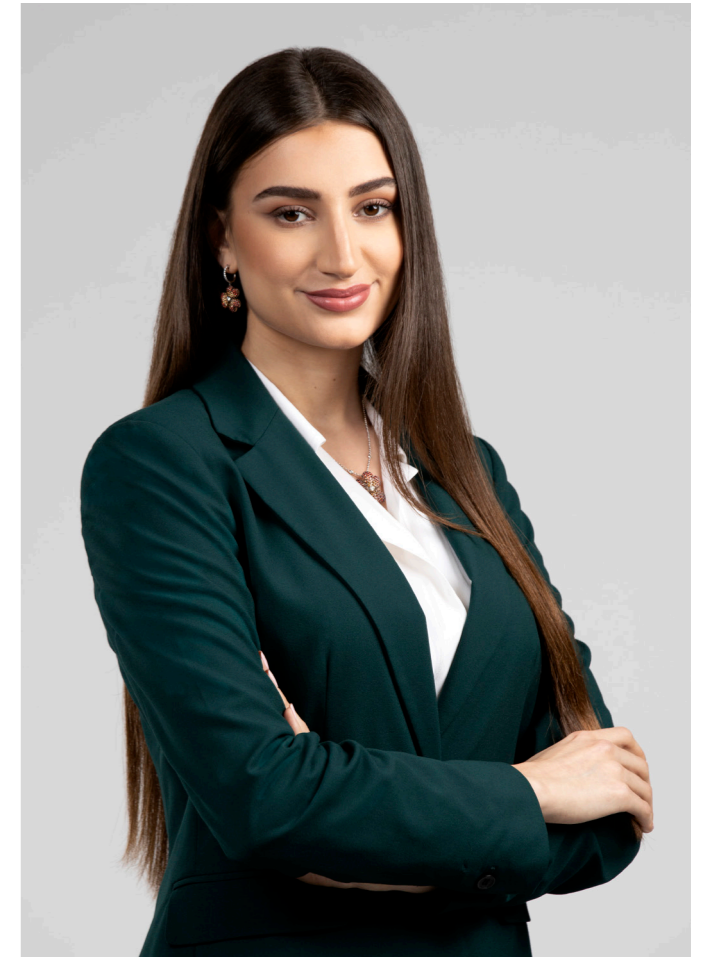
Jimmy Mouawad
Co-Guardian

Jimmy Mouawad is a 5th generation Mouawad, and the son of 4th generation Mouawad Co-Guardian Fred Mouawad. Jimmy is the Founder and Co-Guardian spearheading the Mouawad Diamond Impact Fund, a division of Mouawad whose goal is to create value by improving the lives of underprivileged communities in diamond producing countries to honor the journey of billions of years it takes to form and discover a diamond.

Jimmy attended an international school in Bangkok and in 2012 went to high school at College du Lemans in Switzerland. He graduated from Hult International Business School (2019), where he majored in entrepreneurship. He spent the first three years at Hult's campus in London and completed his Senior year at the San Francisco campus. He is currently pursuing his gemological degree at the Gemological Institute of America in New York.

Jimmy is fluent in English, French, and Thai languages, and his multicultural background enables him to respect, adapt, and champion diversity and inclusion in the projects he leads. He is part of YNG (Young Next Generation), which is a group under YPO - the premier leadership organization of Chief Executives in the world with the mission of "better leaders through lifelong learning and idea exchange." Design has always been one of his passions, and he has designed several jewelry pieces for Mouawad. Jimmy is also an environmentalist and was active in multiple projects throughout his studies.

FIFTH GENERATION



Fifth Generation:

Increasing relevance and making the world better.

Anastasia Mouawad
Co-Guardian

Anastasia Mouawad is a 5th generation Mouawad, and the daughter of 4th generation Mouawad Co-Guardian Alain Mouawad. She is the first woman in the Mouawad family to officially play a role in the family business.

Anastasia was born in 1999 in Geneva, Switzerland. She attended the Institut Florimont school in Geneva and then pursued her academic studies at Regent's University London, UK, from where she graduated in May 2020 with a BA (Hons) degree in Global Management (Leadership & Management).

Her interest in jewelry and watches began from a very early age, as she would sit and watch her grandfather design beautiful and unique pieces. In later years, her passion for watchmaking grew, as she worked alongside her father, designing watches by his side, when he launched his own Blacksand line of watches. She is equally passionate about gemstones and in 2021 will complete her graduate gemologist course at the Gemological Institute of America on the Robert Mouawad Campus.

Anastasia's interest in jewelry and watches led to her learning more about the family business from design through to craftsmanship and customer relations. Alongside her academic studies, Anastasia has undertaken diverse internships both in her native Switzerland and in international locations, including at Synergia One and Mouawad.

Anastasia is fluent in French, English, Arabic and Croatian. She is part of YNG (Young Next Generation), which is a group under YPO - the premier leadership organization of Chief Executives in the world with the mission of "better leaders through lifelong learning and idea exchange."

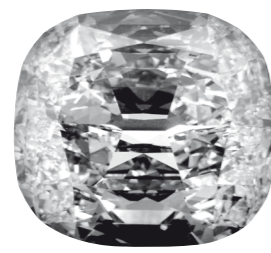
HIGHLIGHTS FROM THE MOUAWAD DIAMOND COLLECTION

Diamonds and gemology have always been a passion for the Mouawads, and besides crafting fine jewelry, over the years the Mouawad family has not only acquired some of the largest and rarest diamonds in the world, but has also been a major influence in the worldwide diamond market — often present at the most exclusive and significant auctions. Many of the historic gems that the Mouawad family has acquired now carry Mouawad as part of their designated name.



Jubilée

245.35 Carat
Cushion Antique Shape
E-VVS2



**The Star of Stanley Ho
Grand Lisboa, Macau**

218.08 Carat
Cushion Modified Shape
D-IF



Queen of Holland

135.92 Carat
Cushion Shape
D-IF



Mouawad Splendor

101.84 Carat
11-Sided Pear Shape
D-IF



Premier Rose

137.02 Carat
Pear Shape
D-FL



Mouawad Magic

108.81 Carat
Emerald Cut
D-IF



Ahmedabad

78.86 Carat
Pear Shape
D-VS1



Indore Pears

46.39 and 44.14 Carat
Pear Shape
I-H, VS2
Respectively Graded



Mouawad Lilac

24.44 Carat
Emerald cut
Fancy Pink



Mouawad Kimberley Star

111.11 carat
Fancy Vivid Yellow
Modified Pear Brilliant



Mouawad Star of Viluysk

80.59 carat
Round Brilliant Cut
J-VS2



Mouawad Dynasty

51.03 carat
Round Brilliant Cut
D Flawless



Mouawad Dragon

54.21 carat
Fancy Vivid Yellow
Round Brilliant Cut

DIAMOND EXPERTISE

From Concept to Reality: Marvels Unfold

Mouawad diamonds adhere to the highest standards of quality and excellence. By focusing on bringing out the inner beauty of each and every stone, Mouawad takes great pride in providing customers with the promise of perfection that has been honed over generations of creating some of the world's finest jewelry.

FINDING THE TREASURES OF EARTH



The journey of creating unique works of art starts by sourcing extraordinary diamonds and gemstones. To secure the ethical and environmentally responsible sources of diamonds, Mouawad operates as an authorized De Beers DTC Sightholder. This exclusive privilege bestows Mouawad a direct and unique access to conflict-free rough diamonds. The assurance of authenticity and integrity goes beyond the

usual ethical standards to promise protecting the lasting value of diamonds, benefitting the mining communities, and enriching the diamond industry through expertise, quality, reliability, tradition, and heritage.

THE MOUAWAD DIAMOND FACTORY

One of Mouawad's core competencies is the intersection of its heritage in craftsmanship and its diamond manufacturing capabilities. To ensure that all diamonds are thoroughly cared for at every step of manufacturing, Mouawad has established its own Diamond Cutting Factory.

The facility manages the complexities of the diamond trade through a highly skilled team of specialists and sophisticated technology that elevates cutting and polishing processes to an unmatched level of precision. Mouawad guarantees the diamond's journey is lavished with dedication, passion, and expertise, bringing only the finest specimens of this odyssey to the forefront.





UPHOLDING THE INDUSTRY

The Mouawad family's association with the gem and jewelry industry goes beyond creating fine jewelry to supporting the industry as a whole. This support has been demonstrated through diverse initiatives and was formally recognized by the Gemological Institute of America (GIA).

Established in 1931, the GIA is an independent nonprofit organization recognized as the world's foremost authority in gemology. Through research, education, gemological laboratory services, and instrument development, the Institute is dedicated to ensuring the public trust in gems and jewelry by safeguarding the highest standards of integrity, academics, science, and professionalism.

In 1997, the GIA moved to a new state-of-art facility in Carlsbad, California. Prior to its opening, the Mouawad brothers Fred, Alain, and Pascal, made a donation in the name of their father to fund the new world headquarters, as a contribution to advance gemology research and education worldwide. As a result, the campus was named in honor of Robert Mouawad, representing a crowning moment in the family's career. To this day, all Mouawad diamonds are GIA certified. By providing a professional, independent evaluation and giving added confidence to the customer, this certification (grading report) is considered a hallmark of integrity throughout the diamond world.

www.gia.edu



THE MOUAWAD CRAFTED DIAMOND PROMISE

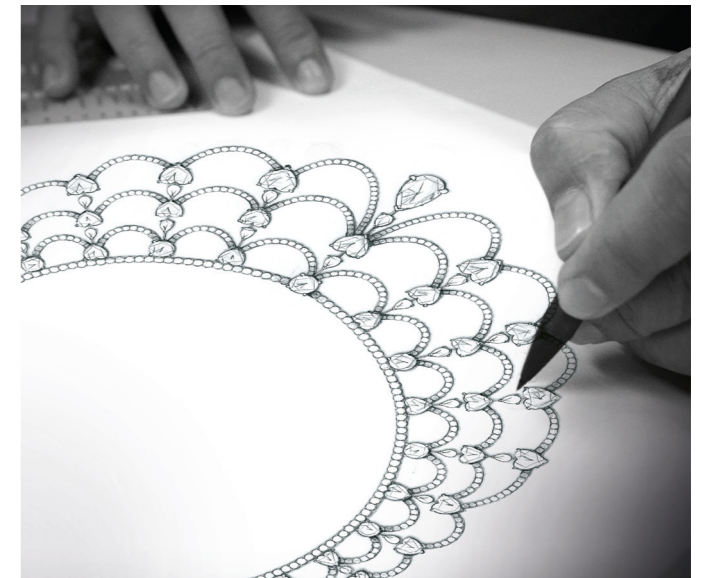
For over a century, the Mouawad House has been dedicated to offering the finest gems, jewels, and timepieces. For the diamonds we craft within our House, we have decided to trace the process from rough to polished and provide our customers with a special report, the Mouawad Crafted Diamond Report.

We pledge that all our diamonds are responsibly sourced, masterfully crafted to maximize beauty and value, and handled with utmost passion and love throughout the entire crafting process; and ensure that every diamond is accompanied by a grading report from an internationally reputed laboratory. We firmly stand behind our promise for every single diamond we offer under our House.



INSPIRATION AND DESIGN

Around the world, Mouawad designs are known for expressing the aesthetic embellishment and unparalleled savoir-faire sought by exceptional clientele. The creative design team at Mouawad develops original unique styles around inspired themes of universal beauty while bearing in mind that each design should adhere to the principles of innovation, harmony, simplicity, elegance, balance, timelessness, emotion, and universality. With the minimal use of metal, the intent is to always bring out the diamond's natural beauty and brilliance in timeless designs that speak of pure elegance and stunning singularity.





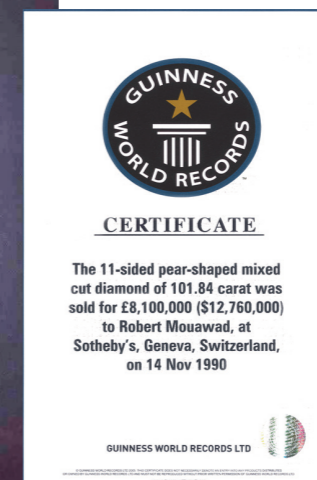
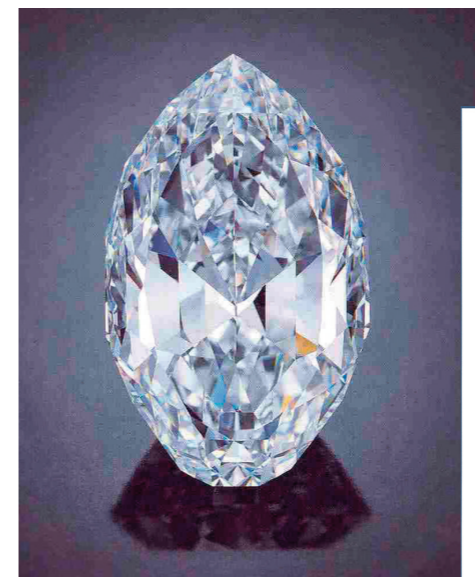
MOUAWAD & GUINNESS

THE L'INCOMPARABLE DIAMOND NECKLACE

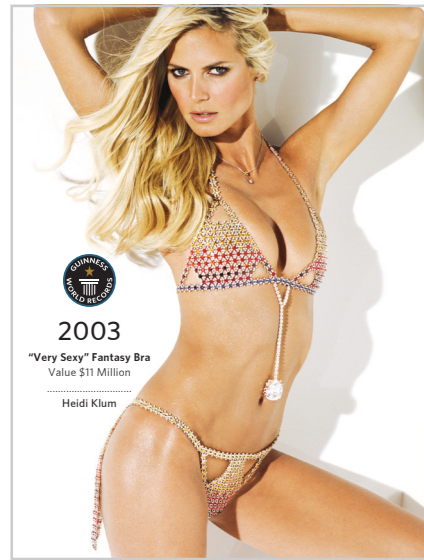
In January 2013, the Mouawad L'Incomparable Diamond Necklace was awarded the Guinness World Record for most valuable necklace in the world (US \$55 million). It features the flawless 407.48-carat yellow Incomparable Diamond, suspended gracefully from a 229.52-carat white diamond necklace intertwined by 18-karat rose gold branchlets.



THE MOUAWAD SPLENDOR



Mouawad's first Guinness award went to the Mouawad Splendor — the most expensive single pear-shaped diamond in the world (weighing 101.84 carat, D-Internally Flawless, and worth US \$12.76 million), purchased by Robert Mouawad. The diamond was awarded the Guinness World Record in 1990.



THE VERY SEXY FANTASY BRA

The most expensive bra in the world, The Very Sexy Fantasy Bra (US \$11 million), was first unveiled in the Victoria's Secret Fashion Show by model Heidi Klum in October 2003 in New York, USA. The bra was certified by the Guinness World Records in 2003 as the most expensive bra ever made. Featuring 2,809 exquisitely cut white diamonds, yellow-orange sapphires, rhodolites, and amethysts, the dazzling bra has a total weight of 2,200 carat. This stunning lingerie piece is completed by a matching panty that glitters with 3,236 diamonds and colored stones, with a total weight of 200 carat.

MOUAWAD 1001 NIGHTS DIAMOND PURSE

With a value of US \$3.8 million, the Mouawad 1001 Nights Diamond Purse was named as the most valuable handbag in the world by the Guinness World Records in 2011. The heart-shaped purse, handcrafted from 18-karat gold, incorporates 4,517 diamonds (105 yellow, 56 pink, and 4,356 colorless diamonds) with a total weight of 381.92 carat.



THE FLOWER OF ETERNITY JEWELLERY COFFER



With a value of US \$3.5 million, the Mouawad Flower of Eternity Jewellery Coffe was named as the most valuable jewellery box in the world by the Guinness World Records in 2016. Inspired by Mouawad's signature Flower of Eternity™ motif, which consists of three heart-shaped petals symbolizing the past, present, and future, the coffer was crafted using 18-karat gold and sterling silver, and features 542.39 carat of white and yellow diamonds, 293.24 carat of white and pink sapphires, 20.06 carat of rubies, and 1,799.75 carat of lapis lazuli.

CELEBRITY SPARKLE

Besides the celebrity collaborations such as those with Heidi Klum, Seal, Nicole Kidman, Kim Kardashian, and Jessica Simpson, Mouawad jewelry is also worn by many well-known artists, revealing the exquisite presence of the brand amongst A-list celebrities.

Here are just a few of the renowned admirers of the Mouawad collections.



Kendall Jenner



Ashley Olsen



Elizabeth Taylor



Seal



Adriana Lima



Celine Dion



Gigi Hadid



Amy Adams



Nicole Kidman



Mary J. Blige



Naomi Campbell



Zhang Ziyi



Uma Thurman



Gisele Bündchen



Christina Aguilera



Kate Winslet



Britney Spears



Jane Fonda



Demi Lovato



Kim Kardashian



Heidi Klum



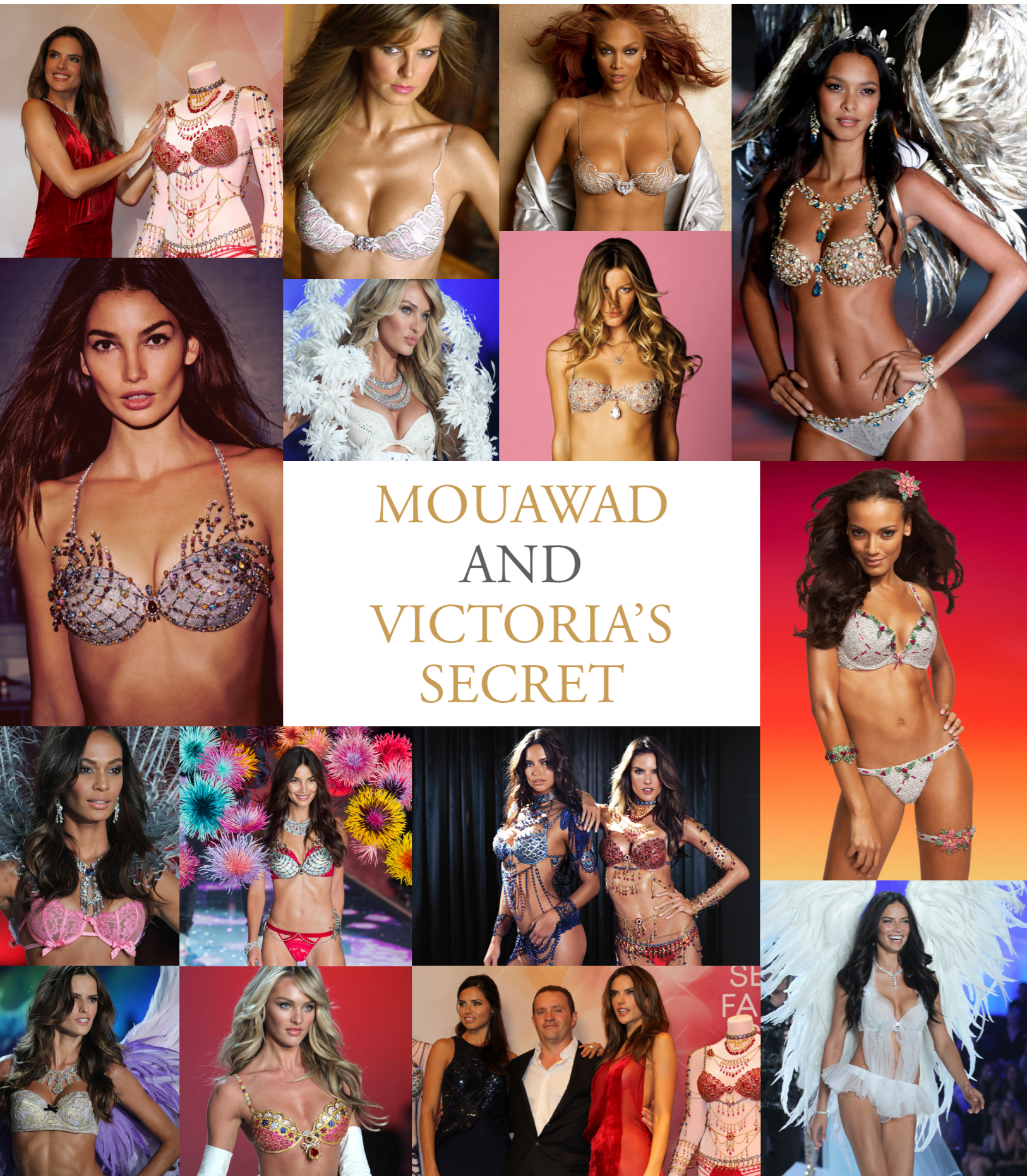
Pascal Mouawad with Paris Hilton



Tina Fey



Elizabeth Hurley

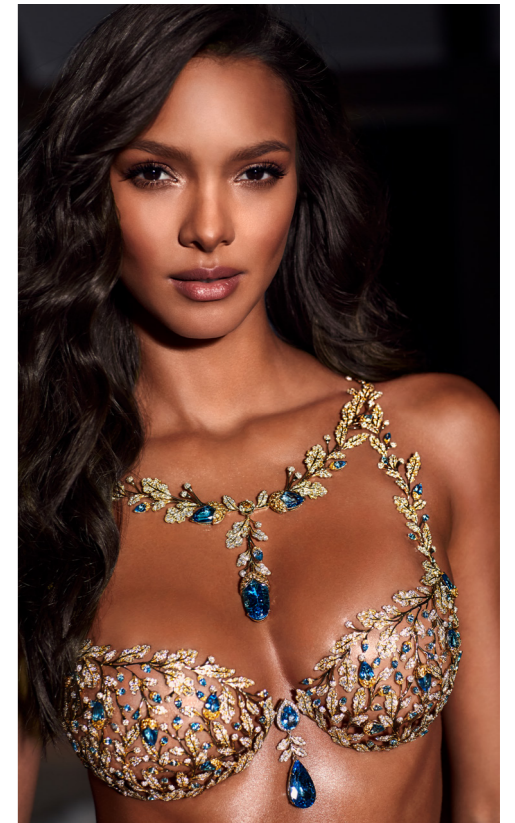


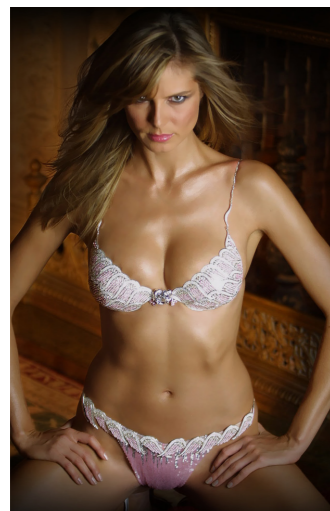
MOUAWAD & VICTORIA'S SECRET

Since 2001, Mouawad has forged a solid collaboration with Victoria's Secret, the renowned American lingerie retailer famed for hosting some of the world's most celebrated supermodels and over-the-top runway shows. The creative collaboration that marked Mouawad's first thriving forays into the fashion industry has been translated over the years into a triumphant statement of award-winning bejeweled creations.

The Fantasy Bras designed by Mouawad are known as some of the most show-stopping creations in history and the ornate lingerie designs that have served as the glittering finale of Victoria's Secret hotly-anticipated fashion shows. Since the very first US \$12.5 million Fantasy Bra, the partnership between these two leaders in their respective fields has revolved around daring excellence and beauty.

Today, Mouawad is the only jeweler to hold the accolade of designing the Victoria's Secret Fantasy Bra for five consecutive years — an honor that has been reciprocated with Mouawad constantly raising the bar with passionately crafted one-of-a-kind creations.





2001

The Heavenly Star Bra

Model: Heidi Klum

Value: US \$12.5 million

One of the most expensive Fantasy Bras ever designed, this lingerie set was decorated with more than 1,200 pink sapphires and over 2,300 round and marquise white diamonds. The centerpiece is a staggering D-Internally Flawless emerald-cut diamond of 90 carat.



2002

The Star of Victoria Fantasy Bra

Model: Karolina Kurkova

Value: US \$10 million

Painstakingly handcrafted in 18-karat gold, this embellished floral design features 1,150 rubies (150 carat) and 1,600 emeralds (110 carat). At the center of the bra shimmers the 60.19-carat D-Internally Flawless pear-shaped Mouawad Mondera Diamond. With its alluring design, the bra has a total weight of 320 carat. As for the matching panty, it is embellished with 2,420 rubies, emeralds, and diamonds, totaling 168 carat.



2003

The Very Sexy Fantasy Bra

Model: Heidi Klum

Value: US \$11 million

This colorful lingerie set boasts the Mouawad Excelsior Diamond — a 69.68-carat diamond cut from the second largest diamond in the world — and was named by the Guinness World Records as the most valuable lingerie ever made. Inspired by the bright lights of Broadway, the dazzling bra features 2,809 exquisitely cut white diamonds, yellow-orange sapphires, rhodolites, and amethysts, totaling 2,200 carat. The matching panty glitters with 3,236 diamonds and colored gemstones, with a total weight of 200 carat.



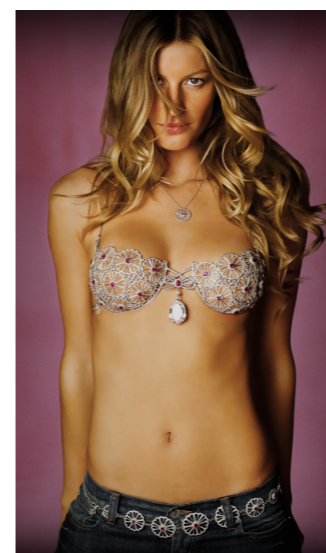
2004

The Heavenly '70' Fantasy Bra

Model: Tyra Banks

Value: US \$10 million

The bejeweled bra consumed over 275 hours of labor to be set in 18-karat white gold and embellished with 2,900 pavé-set diamonds, with a total weight of 112 carat. This wondrous bejeweled creation by Mouawad embraces a 70-carat pear-shaped flawless diamond at its heart that shimmers with heavenly sheen.



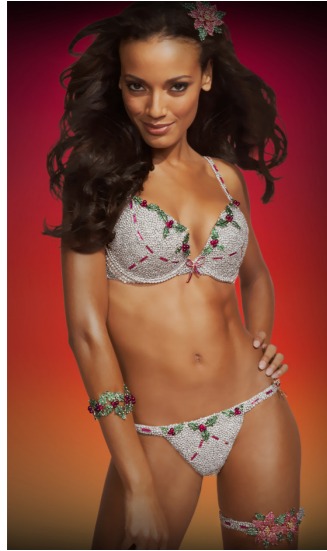
2005

The Sexy Splendor Fantasy Bra

Model: Gisele Bündchen

Value: US \$12.5 million

The Sexy Splendor Fantasy Bra features a delicate floral design made out of 18-karat white gold with over 2,900 pavé-set diamonds weighing 108.37 carat and 22 rubies weighing 38.25 carat. The focal point is the Mouawad Splendor Diamond, an extraordinary 101.84-carat D-Internally Flawless eleven sided pear-shape mix-cut diamond.



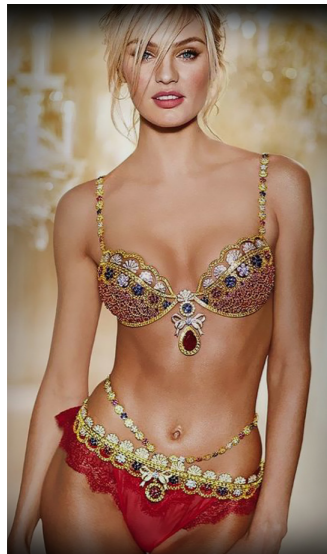
2007

The Holiday Fantasy Bra Set

Model: Selita Ebanks

Value: US \$4.5 million

Meticulously crafted with 18-karat white gold, the festive design comprises a bejeweled thong, garter, cuff bracelet, and matching barrette, with a holly and poinsettia theme, featuring 584.76 carat of diamonds, 797.40 carat of emeralds, 276.93 carat of rubies, and 3.42 carat of yellow sapphires — totaling 1,662.51 carat.



2013

The Royal Fantasy Bra

Model: Candice Swanepoel

Value: US \$10 million

The Royal Fantasy Bra and matching belt feature more than 5,400 precious gems weighing over 1,540 carat combined, including diamonds (234.04 carat), rubies (471.22 carat), and yellow and blue sapphires (weighing respectively 717.89 and 116.86 carat). Handset in 18-karat yellow gold, the bra is completed with a magnificent 52-carat pear-shaped center ruby.



2014

The Dream Angels Fantasy Bras

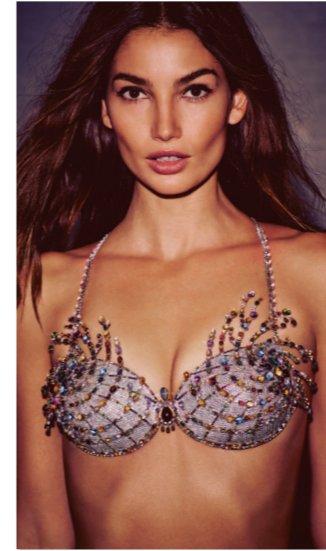
Model: Adriana Lima and Alessandra Ambrosio

Value: US \$2 million each

The Dream Angels Fantasy Bras consumed 1,380 hours of artisanship to be thoroughly handset with a gleaming array of diamonds, rubies, sapphires, and multi-colored gemstones, strung together with 18-karat gold.

The blue bra and matching body chain, weighing 6,634 carat in total, are adorned with 164 carat of diamonds and 229 carat of blue sapphires, in addition to wonderful amethysts, blue topazes, and blue agates.

As for the red set, it features 55 carat of diamonds, 63 carat of light blue sapphires, as well as hundreds of colored stones including red garnets, blue topazes, yellow quartzes, and red and blue agates — with a total stone weight of 2,688 carat.



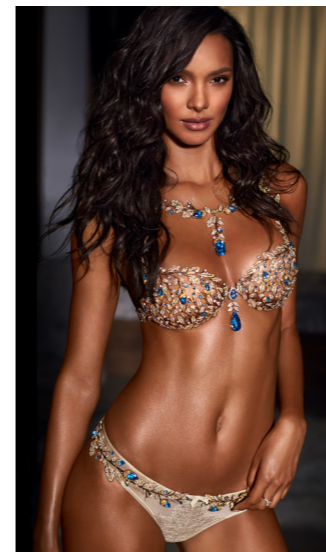
2015

The Fireworks Fantasy Bra

Model: Lily Aldridge

Value: US \$2 million

The jewel-encrusted bra and matching belt consumed more than 685 hours of labor to be handset with 6,808 precious gemstones totaling 1,364.93 carat. In a wonderful play of color, the Fireworks Fantasy Bra and Belt are meticulously set with white diamonds (378.03 carat), yellow, blue, pink, and purple sapphires (36.55 carat), in addition to a stunning array of colored stones — all set in 18-karat yellow gold.



2017

The Champagne Nights Fantasy Bra

Model: Lais Ribeiro

Value: US \$2 million

Handcrafted in 18-karat yellow gold, the Champagne Nights Fantasy Bra and Belt are ornamented with 137.29 carat of white diamonds, 77.01 carat of yellow sapphires, and 427.68 carat of blue topaz. Completing the ensemble is a set of matching bracelet and earrings, studded with similar diamonds and colored gemstones totaling 75.75 carat.

MOUAWAD AND MISS UNIVERSE
 MOUAWAD AND MISS UNIVERSE A PARTNERSHIP
 OF CROWNING MOMENTS IN CRAFTING THE EXTRAORDINARY



In 2019, Mouawad entered into a partnership with The Miss Universe Organization, which will see winners of its prestigious pageants honored with crowns crafted by Mouawad. The creative partnership draws on Mouawad's strong heritage of designing jewelry for royalty and its reputation for 'crafting the extraordinary' to craft exceptional, one-of-a-kind pieces befitting modern-day royalty.



Miss South Africa Zozibini Tunzi is crowned with the Mouawad "Power Of Unity" crown, a symbol of strength in diversity and of the power of women.

POWER OF UNITY

Radiant and resplendent, the Mouawad Miss Universe Power of Unity Crown is a unique, bespoke work of extraordinary craftsmanship that carries with it a powerful message to the world. Symbolizing the community of women from around the world whose bonds unite them, 1,728 white diamonds and three golden canary diamonds are set in harmonious interplays of petals, leaves and vines - reminding us we are stronger together than apart. Three central golden canary colored diamonds symbolize the new golden age of women, where she is celebrated for being complex, diverse, unapologetically ambitious and strong. The crown's centerpiece, a magnificent modified shield-cut golden canary diamond weighing 62.83 carat signifies a women's inner strength and reminds us that in unity, lies power.



BEHIND THE DESIGN

The sun-like warmth of these three diamonds represents the new golden age of women.

For this unique creation, Mouawad designers drew inspiration from values associated with The Miss Universe Organization, such as strength, women's empowerment and the bonds that unite communities. Thus, Mouawad's expert designers envisaged a crown that would not only reflect the beauty and nobility of its wearer but also send a powerful and uplifting message to the world. Motifs of interwoven petals, leaves and vines, crafted in 18-karat gold and set with white diamonds, symbolize community bonds. The central magnificent shield-cut golden canary diamond weighing 62.83 carat denotes power, while two golden canary diamonds either side create a sense of harmony.



MOUAWAD AND MISS UNIVERSE THAILAND

ANOTHER CROWNING ACHIEVEMENT FOR MOUAWAD
AND MISS UNIVERSE



Titled the "Power of Authenticity", the Mouawad Miss Universe Thailand Crown was inspired by the theme of the 2020 Miss Universe Thailand pageant - 'Real U, Real Universe', carrying the message that we should adhere to our core values, be unique while being helpful to others, and not try to conform to external pressures but find happiness by shining from within and being our true selves.



Miss Universe Thailand 2020 Amanda Obdam is crowned with The Mouawad "Power of Authenticity" crown. A celebration of powerful women, intelligence, talent and beauty all in one.

POWER OF AUTHENTICITY

Radiant and resplendent, the Mouawad Miss Universe Thailand Power of Authenticity Crown is a unique, bespoke work of extraordinary craftsmanship that boldly reflects the key theme of the Miss Universe Thailand 2020 pageant - "Real U, Real Universe" - and amplifies its message through the choice of motifs and gemstones.

In an age when we are constantly surrounded by the pressure of social media and influence of others to conform, the message to be true to yourself and celebrate what makes you unique has never been more relevant. The Power of Authenticity crown is a sparkling tribute to this message, and an expertly crafted work of art reminding us that beauty comes from within, from recognizing our true selves and that we each have a unique contribution to offer to the world.



BEHIND THE DESIGN

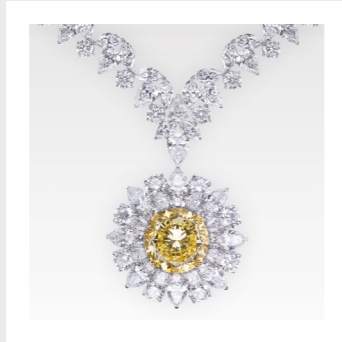
The Power of Authenticity Crown incorporates authentic motifs that celebrate Thailand's noble heritage, with the crown's base recalling the traditional headwear of the Ayutthaya nobility and the upper motifs inspired by the intricate patterns of Thai temples. Such motifs are emblematic of how values of craft and skill are entwined with beauty in Thai culture and how intelligence and talent have long been considered as the essence of nobility.

Crafted from 18k gold, the Power of Authenticity Crown is set with precious gemstones that reflect the colors of the Thai national flag while also carrying a deeper symbolism: white to symbolize the purity that is inherent in authenticity, sincerity and inner wisdom, the boldness of red for the power that is unleashed when being true to ourselves, and blue to evoke the nobility associated with speaking the truth and living a life of purpose.



MASTERPIECES *OF A* DYNASTY

For more than a century, Mouawad has been creating spectacular jewelry destined for its exclusive clientele of royalty, the wealthy elite and celebrities. Each creation begins life with the hand selection of the most exquisite, rare diamonds and colored gemstones. From here, the artistic journey begins, as masterful design gives way to intricate craftsmanship, culminating in a unique artistic statement that could only bear the name Mouawad.



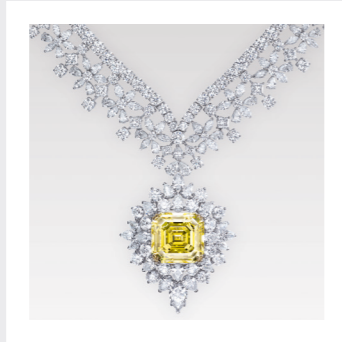
DRAGON

Yellow and White Diamond Suite

Shimmering with an intense and fiery allure, five brilliant fancy yellow diamonds take center stage among a scintillating backdrop of hundreds of brilliant white diamonds in the extraordinary Dragon suite. The pinnacle of these exceptional gems lies at the heart of the Dragon necklace, an extraordinary polished 54.21 carat round brilliant cut, fancy vivid yellow, known as the Mouawad Dragon and revered as the largest diamond of its type graded to date by the Gemological Institute of America. Taking its place among 56 marquise, 45 pear and 44 round brilliant white diamonds, the Mouawad Dragon emits a fiery glow and fixes the gaze, elevating the necklace to an unparalleled work of art.

The matching pieces evoke equally powerful emotions, echoing the unforgettable impression of seeing stunning fancy yellow diamonds surrounded by shimmering white: a 51.25 carat cushion modified brilliant fancy vivid yellow diamond in the bracelet, a 8.58 carat and 9.09 carat round brilliant fancy vivid yellow diamond in the earrings, and a 30.21 carat oval brilliant fancy deep yellow diamond in the ring mesmerize and beguile with a fascinating ferocity.





LE SOLEIL

Yellow and White Diamond Suite

Just like the rising morning sun, Le Soleil suite shimmers with a mesmerizing glow, blinding every gaze of admiration that turns to it. In the necklace, an emerald-cut fancy intense yellow diamond weighing 62.34 carat radiates with the warmth of a million stars, nestled amongst white diamonds hanging gracefully from a fiery white diamond collar. The bracelet artistically mirrors this effect with a 54.79-carat cut-cornered rectangular fancy intense yellow diamond surrounded by intricate white diamond motifs.

As for the earrings, they blossom like daisies in springtime with two central radiant fancy intense yellow diamonds of 20.72 and 20.10 carat. A stunning final touch, the ring foregrounds a 60.84-carat cushion-shaped fancy intense yellow diamond embraced by white diamonds. With an unequalled total diamond weight of 429.82 carat, this wondrous masterpiece is truly a unique, inspirational reference of beauty and masterful design.





CINDERELLA
Yellow and White Diamond Suite

Shimmering with the warmth of a thousand splendid suns, five fancy intense yellow diamonds enliven a stunning backdrop of icy white diamonds in the magnificent Cinderella suite. In the necklace, an exceptionally rare cushion-shaped yellow jewel of 57.13 carat radiates at the heart of a colorless diamond halo with sheer poise.

The matching pieces mirror this ethereal effect, with a one-of-a-kind assortment of cushion-shaped fancy intense yellow diamonds: a 33.1 carat diamond in the bracelet, a 16.01 carat and a 16.02 carat diamond in the earrings, and a 25.33 carat diamond in the ring. Just like its name, this mesmerizing suite is one that will make all your fairytales come true.



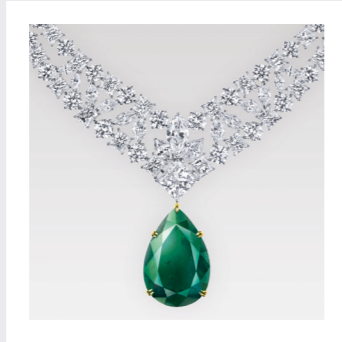


MAJESTIC
Diamond Suite

Reminiscent of legendary love stories that stood the test of time, the Majestic diamond suite beams with a spectacular brilliance emanating from a wondrous selection of D-F, FL-VS2 diamonds, totaling no less than 274 carat. In the necklace, multi-shaped diamonds are interwoven together in 18-karat white gold, effortlessly leading the eye to an exquisite D-FL pear of 15.23 carat.

The matching bracelet, earrings, and ring mirror this stunning effect, with gleaming diamonds proposing a similar delicacy, and with each piece culminating in an exceptional central D-FL pear. With its classic, elegant stance, the Majestic masterpiece expresses the pursuit of a precious dream of passion, happiness, and regal splendor.



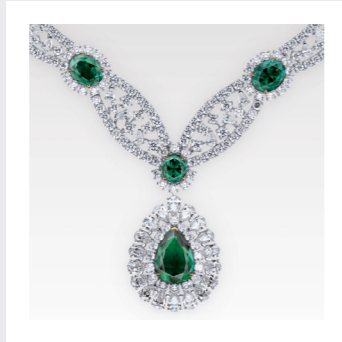


DIVINE MUZO PEARS

Diamond and Emerald Suite

The mesmerizing power of lush, verdant emeralds has excited imaginations throughout time with many of history's iconic queens falling under their spell. The Divine Muzo Pears suite dazzles the eye with an intense green glow emanating from five breathtaking pear-shaped emeralds. The set is composed of a necklace, bracelet, earrings and ring, each so alluring as to inspire regal flights of fancy. The necklace is a poetic contrast between entirely pure white diamonds that circle the neck and a 72.40-carat emerald that reigns supremely as if suspended in air. The earrings pay tribute to the necklace with two emeralds weighing a total of 80.55 carat set in 18-karat white and rose gold clasps and suspended from diamonds. A bracelet with a 54.38-carat emerald at its heart, and a 53.11-carat emerald statement ring complete this masterpiece of unforgettable majesty.





THE EYE OF MUZO

Diamond and Emerald Suite

The epitome of all that is green, the emerald has been a source of fascination and reverence across many cultures, with innumerable legends being drawn upon it. In The Eye of Muzo suite, the regal allure of Colombian emeralds is unleashed in magnificent splendor as 48.09 carat of lush green emeralds from Muzo mines take center stage, forming intricate flower motifs as they surrender to the gentle embrace of round and pear-shaped white diamonds weighing 76.02 carat. Exceptionally beautiful, this exquisite work of art bedecks its wearer and bedazzles its viewers in stunning brilliance.





LOVE IN MIST
Diamond and Sapphire Suite

The awe-inspiring beauty of nature is forever immortalized in the Love in Mist diamond and sapphire suite. Reminiscent of the airy foliage that surrounds the gentle, blue blooms of springtime, stunning cushion-shaped blue Burmese and Sri Lankan sapphires of 92.74 carat, so captivating in their intensity, so vibrant with life, are intricately set at the heart of round, marquise, pear-shaped, and baguette diamonds totaling 187.65 carat. Designed with impossible intricacy and remarkable savoir-faire, this outstanding work of art leaves one mesmerized by its unworldly charm.



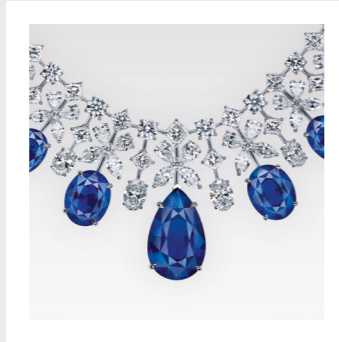


CEYLON BLUE AZURE

Diamond and Sapphire Suite

The boundless beauty of nature is immortalized in the Ceylon Blue Azure diamond and sapphire suite. Recalling the mesmerizing grandeur of the infinite cosmos, stunning cushion-shaped blue Ceylonese sapphires of 187.58 carat, so captivating in their intensity, so vibrant with life, are intricately set amongst round and pear-shaped white diamonds totaling 116.21 carat. Gleaming with romance and royalty, this outstanding work of art is destined to beguile endlessly.





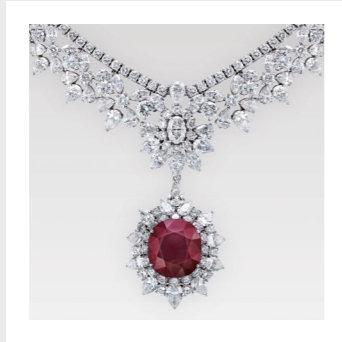
OCEANA

Diamond and Sapphire Suite

The deep blue hues of the ocean are marvelously epitomized in the Oceana diamond and sapphire suite. Setting an unassailable standard of masterful craftsmanship, the necklace is designed with intricate diamond florets, from which diamonds and sapphires hang gracefully, paving the way for the ultimate wonder - a stunning pear-shaped blue Sri Lankan sapphire of 40.23 carat.

A similar effect is mirrored in the earrings, while the bracelet and ring respectively bring forth a cushion of 53.55 carat and a heart shape of 20.16 carat of blue sapphires embraced by fiery white diamonds. Featuring no less than 241.54 carat of sapphires and 156.61 carat of diamonds in total, this one-of-a-kind masterpiece paints a sight so astounding it will take your breath away.





IMPERIAL DESIRE
Diamond and Ruby Suite

Recalling the historical intrigue of days gone by, the Imperial Desire suite's stunning composition of gems renders it befitting of a royal romance or noble love affair. Intense passion is captured for eternity through the symbolic presence of rubies, representing a total of 57.69 carat, while hundreds of white diamonds form a lavish backdrop to this most majestic expression of desire.



HIGH JEWELRY

In creating exquisite High Jewelry, Mouawad combines its unmistakable innovative aesthetic with over-a-century-old savoir-faire. Handcrafted with the finest and most unique diamonds and colored stones, the subtle but essential finishes of each design are created using extraordinary, meticulous expertise. This pursuit of perfection goes beyond simple decoration, to give each piece a unique identity and a value that is impossible to reckon.

With a firm commitment to the authentic traditions of jewelry making, Mouawad explores new frontiers of artistry. Every piece of high jewelry created is destined to associate the beholder with a bond of admiration and passion. It has to be more beautiful, more brilliant, and more scintillating than any other — all the while offering rarity and timelessness. In the most elegant host of choices, Mouawad High Jewelry is a statement of precise craftsmanship, relentless refinement, and an uncompromising pursuit of perfection.

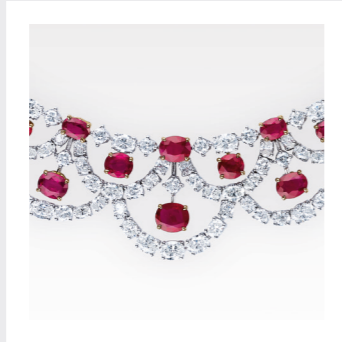


PRISTINE TREASURE

Diamond Suite

It is the purity of heavenly white diamonds and the intricate, masterful design conceived by Mouawad's skilled artisans that grant the Pristine Treasure suite its regal appeal. With 142.76 carat of diamonds of various shapes hanging in radiant strands, the necklace, bracelet, and earrings shimmer with a heavenly sheen. Exuding a similar charm, the ring foregrounds a 4.02-carat pear-shaped diamond surrounded by fiery white jewels — making for a stunning finishing touch.





VENUS
Diamond and Ruby Suite

The epitome of beauty and love, the mesmerizing Venus suite is a marvellous statement of refined craftsmanship and modern jewelry design. Featuring beautiful cabochon red rubies masterfully set amongst round and oval white diamonds in 18-karat white and rose gold, this rare creation is a brilliant emblem of surreal splendour.





TWILIGHT GARDEN Diamond and Emerald Suite

A magnificent array of pure white diamonds is enlivened by the intense green glow of stunning emeralds in the Twilight Garden suite. The necklace is a poetic contrast between 48.80 carat of baguette, marquise, and round brilliant-cut diamonds and 38.29 carat of oval emeralds. The matching bracelet, earrings, and ring are all adorned with diamonds and emeralds of similar cuts and motifs, creating an enchanting ensemble of unworldly beauty.





BLUE IRIS

Diamond and Sapphire Suite

Hewn from nature and crafted by Mouawad master artisans, the Blue Iris suite entrances the eye with the blissful blossoms of springtime. With utmost meticulousness, stunning blue sapphires are joined by diamonds in intricate floral motifs crafted in 18-karat white gold, forming a suite of regal splendor.

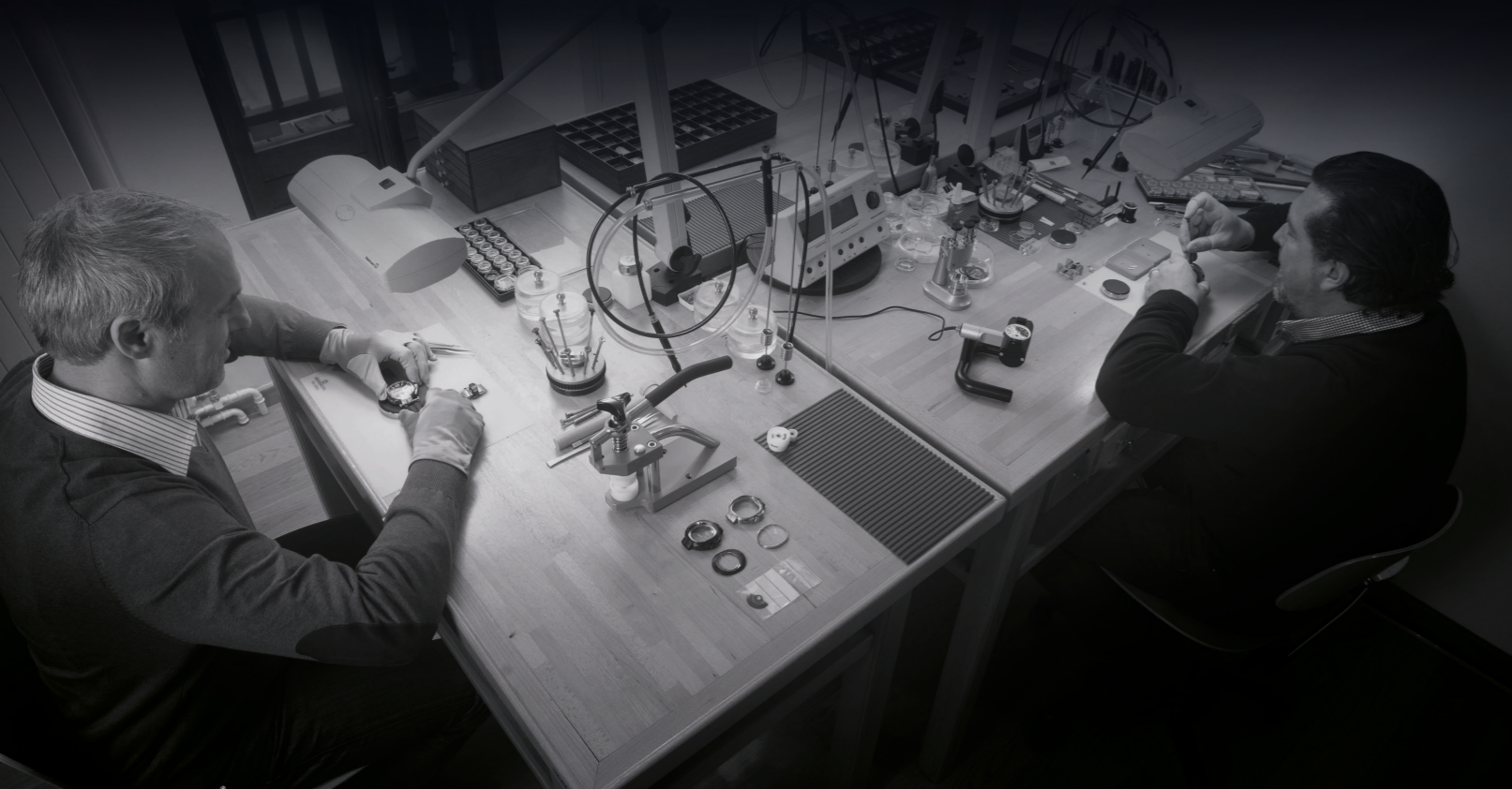




MOUAWAD GENÈVE SWISS WATCH MANUFACTURING

To produce fine examples of Swiss watches requires precise skills, exceptional artistry, and the highest levels of technological innovation, nurtured by the right surroundings. Since the 1970s, Mouawad has been producing fine timepieces with the savoir-faire innate to the region. In the late 1990s, Robert Mouawad acquired a watchcase production facility in Les Breuleux in the Franches-Montagnes, famed for its watchmaking traditions. Today, Mouawad cases continue to be manufactured and assembled in our workshops in Les Breuleux — each bearing the hallmark “Manufacturé en Suisse”, certifying their controlled origin.

The superior quality and attention to detail of all Mouawad products is equally central to the timepieces. Handcrafted watches of the finest materials and exclusive movements, produced in only limited numbers each year, embody the highest levels of technological innovation, style, and precision expected of fine Swiss watches. The true instincts of our designers and master craftsmen are ever-present in these daring masterpieces that bear the Mouawad Genève name.



GRANDE ELLIPSE UNIQUELY DISTINCT™

Elegant, robust, and steeped in Swiss watchmaking traditions, the Grande Ellipse chronographs mark the birth of Mouawad's Genève watch collections. For over 40 years, Mouawad has been creating fine wristwatches for both men and women through their Robergé collections at their Swiss factory. For the first time, the Grande Ellipse ushers in a new line of luxury timepieces carrying the distinct Mouawad signature.

These luxury wristwatches, whose DNA is an evolution of the renowned elliptical-shaped Robergé Andromède series, bring forth new contemporary styles taking design and functionality to new heights. Each elegantly curve-tailored case features anti-reflection treated sapphire crystals on the face and caseback allowing full view of the exceptional, beautiful movements. To complete the recherché design, the easy-wind crown is stamped with the signature Mouawad 'M' and delicately nestled on the case-face is the engraved Mouawad nameplate.

Uniquely distinct timepieces combining clean, sophisticated lines with sporty looks, the finest, most durable materials, and audacious construction, the Grande Ellipse have been realized and forged to be the choice of the world's most discerning luxury timepiece customers.

GRANDE ELLIPSE MINUTE REPEATER TOURBILLON

The Grande Ellipse Minute Repeater Tourbillon is an exclusive unique piece that commemorates the 125th Anniversary of the House of Mouawad. A chef d'œuvre par excellence, this exceptional timepiece features a Swiss hand-wound mechanical movement, a tourbillon, and a minute repeater — a complicated mechanism that tells the time on demand by means of sounds. With its intricate complications and aesthetic allure, this unique piece gives full expression to the timeless charm of Swiss watchmaking at its very finest.





GRANDE ELLIPSE CHRONO MONO-PUSHER TOURBILLON

Featuring an in-house developed and manufactured chrono mono-pusher flying tourbillon movement with a column wheel and date indicator, and studded with diamonds



GRANDE ELLIPSE RÉVEIL

Featuring a Swiss self-winding mechanical alarm function with a date indicator, and studded with diamonds



GRANDE ELLIPSE ROYALE

Featuring a Swiss self-winding chronograph movement with a date indicator, and studded with diamonds



LA GRANDE ELLIPSE LADY

Ladies' watch featuring a self-winding, Swiss-made movement with a date indicator and a 42-hour power reserve



LA BIJOU DIVINE

Making its debut with four distinctly elegant models, the La Bijou Divine Collection provides a tempting choice between a bezel breathtakingly set with 161 diamonds or inset with swirls of 57 diamonds, and between an 18k rose gold bracelet with folding clasp or genuine white alligator leather strap with rose gold buckle. In La Bijou Divine, the essence of traditional Swiss watchmaking is truly given a luxurious incarnation where precious gems and impeccable timekeeping blend in one: the result is a designer jewelry watch destined for the wrists of truly stylish diamond-lovers.

HOUSE OF ROBERGÉ

Robergé began life in 1972 in Geneva and embodies more than a century of watchmaking heritage of the Mouawad family. The name Robergé was inspired by the first name of its founder, Robert Mouawad, amalgamated with Geneva, the city that symbolizes fine jewelry and watchmaking across the world.

Over decades, Robert Mouawad built an international reputation as a fine jeweler and collector of diamonds. The launch of Robergé allowed him to combine his passion for gemstones and the traditions of fine watchmaking through outstanding creations.

The first Robergé model was the now legendary Andromède I, a timepiece that is emblematic of the brand's boldness in design and use of technology. Since then, Robergé has continued to craft fine watches in exclusive numbers incorporating exceptional technical prowess, thus perpetuating a long tradition of Swiss watchmaking while contributing to its constant renewal. The new Galaxy timepiece from Robergé, like all creations that carry the Robergé name, alludes to the brand's eminent heritage through the distinctive elliptical shape that was first born in the Andromède series and is now part of the Robergé DNA.

ANDROMÈDE GALAXY

Leveraging decades of Robergé's Swiss watchmaking heritage, the limited-edition Galaxy is the new, blazingly brilliant addition to Robergé's ever growing collection of outstanding timepieces. Designed for gentlemen of distinction, this unique watch features a double barrel tourbillon movement, hand-wound with a retrograde date indicator and a 120-hour power reserve. Crafted in 18-karat white gold, the Andromède Galaxy is fully studded with diamonds and rubies - giving the essence of traditional Swiss watchmaking a luxurious incarnation where precious gems and impeccable timekeeping blend in one.



MOUAWAD
DIAMOND IMPACT FUND

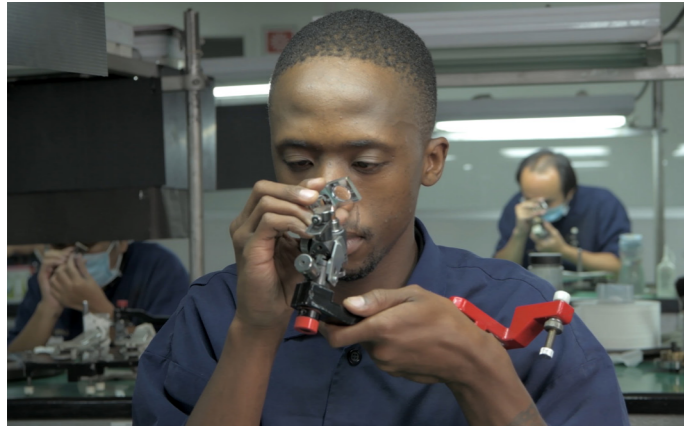
MOUAWAD DIAMOND IMPACT FUND

A new philanthropic initiative that supports communities to add value to the journey of diamonds

The Mouawad Diamond Impact Fund is a new, permanent non-profit, philanthropic initiative. It was founded by the 4th and 5th generation of the Mouawad family, and spearheaded by Jimmy Mouawad who is the 5th generation, son of 4th generation Mouawad Co-guardian Fred Mouawad. The Mouawad Diamond Impact Fund focuses its activities on the communities, regions and countries from which Mouawad sources its diamonds. Through supporting underprivileged community members in these territories, it adds value to the journey of diamonds from rough to jewelry. The MDIF's vision is: To create a world where individuals have better opportunities to thrive and prosper regardless of their race, gender, or socio-economic status.

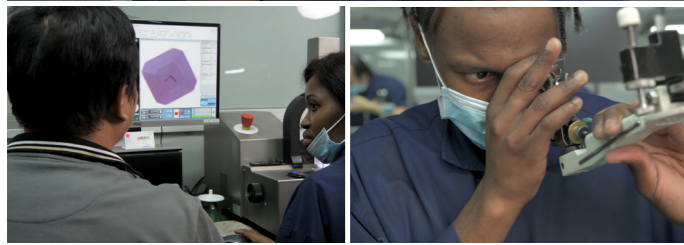
Commenting on the MDIF, Jimmy Mouawad said, "As a family business we're committed to adding value to our industry by providing opportunities for people to learn new skills they can deploy back to thrive in their communities. The Mouawad Diamond Impact Fund will be supporting communities through training and skill-sharing, creating futures for upcoming generations."

The first initiative by the Mouawad Diamond Impact Fund saw five South African nationals selected in collaboration with the South African State Diamond Trader to receive full training in Mouawad's Bangkok diamond manufacturing facility. All five successfully completed their training, earning certification in a variety of diamond-cutting skills.



MISSION

Creating value by bettering lives of underprivileged communities across the world through education and skills development.



VISION

To create a world where individuals have better opportunities to thrive and prosper regardless of their race, gender, or socioeconomic status.



