



Damas Jewellery appoints Asil Attar as its first female CEO

Damas Jewellery, the leading jewellery brand in the GCC, appointed Asil Attar as its new CEO. Attar assumed her position on February 3rd ushering the company into a new era.

With 25 years of experience in the industry working in some of the world's most renowned brands such as Harrods, Coach, The Giorgio Armani Group, and as the CEO of Majid Al Futtaim and Al Yasra Fashion, Attar's authority and expertise will continue to build on the great legacy of Damas.

Speaking of the announcement, Hamdi Chatti, Executive Chairman of Damas Jewellery, said "We are delighted to have our very first female Chief Executive Officer on board. Attar is known for her transformational work and proficiency in implementing visionary strategies while having a keen eye for fashion. All of that makes Attar an invaluable asset for our business."

The Middle East's leading jewellery brand was founded in 1907 as a goldsmith. It opened its first store in Dubai's Gold Souq in 1959 and is still operating the store to this day. Today Damas possesses an extensive portfolio of over 40 international luxury brands and in-house brands. With 230 stores spread across GCC, it has secured a global trademark. Damas continues to be a highly trusted jewellery brand in the region and is set apart for quality, craftsmanship, fashion and customer service.

-The End-

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