

Damas unveils its strategic women empowerment campaign and launches 25 new store openings and renovations

(Dubai, United Arab Emirates - 2nd September, 2019) Damas jewellery, the leading luxury brand and retailer in the GCC, born in 1907, revealed the “City of Gold” marketing campaign, lighting up the Burj Khalifa with a breath-taking 3-minute Arabian sea and treasure themed underwater extravaganza. The spectacular event was hosted by Damas Chairman, Hamdi Chatti and CEO Asil Attar, attended by Government officials, Media representatives, industry partners and VIP’s.

The event was held at The Galliard, The Address Downtown, to celebrate the launch and investment in 25 new store openings and renovations showcasing Damas’s new store concepts throughout the GCC through a pan arab live feed to all regions, securing Damas’s position as No.1

“Damas will continue to invest in the region, we sit on an impressive portfolio that we want to enhance whilst simultaneously identifying new opportunities in key markets. International expansion is also on the agenda, as we continue to maintain and gain market share.” said Attar.

The event further premiered the Brands Television commercial and Video advertisement campaign, paying tribute to the region’s history of trade and Damas’s heritage as goldsmiths and jewellers. The theme was focused on Women Empowerment and becoming part of the Damas world.

Attar, known as “The Hybrid” for her unique commercial and creative acumen and strategic vision, led the entire creative direction of the campaign. “I wanted to create the start of a new journey for our stakeholders and customers, honouring our heritage, inspiring the imagination and crafting tomorrows dreams. We are a regional brand with a global outlook, sophisticated, empowered cultured and modern.

As an ambassador for women empowerment for over two decades, I want to empower our audience and create a community where women of all ages can come together and share unique experiences, a place to belong, hence our taglines “BeEmpowered, BeDamas.”

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Damas is a house of brands, with over 200 stores in the GCC. It is one of the largest standalone multi brand jewellers in the world, offering exclusive collections from some of the world’s most unique brands, Pasquale Bruni, Fope, Magerit, Leo Pizzo to name a few.

Damas is also a strategic partner to coveted global brands such as Graff, Roberto Coin, Faberge and Mikimoto, that sit perfectly alongside the equally luxurious in-house brands created by Damas such as Farfasha, One-Six-Eight, Legacy and Rangoli.

SARA TENAWI
MARKETING & COMMUNICATION MANAGER
SARAT@DAMASJEWELLERY.COM
+96560010616

HANAAN AL KHAMIS
PR AND MARKETING EXECUTIVE
HANAANK@DAMASJEWELLERY.COM
+971564128899

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