



“THE MAKING OF THE VICTORIA'S SECRET FANTASY BRA 2017 BY: MOUAWAD JEWELRY HOUSE”

“A STUDY OF THE RELATIONSHIP BETWEEN FASHION AND JEWELRY DESIGN, AND THE MAKING OF THE MOST EXPENSIVE BRA IN HISTORY, AND REACHING FIVE GUINNESS'S WORLD RECORDS”

Fashion Design

Dr. Sana Mahmoud Abbasi Dar Al Hekma University, Jeddah, Saudi Arabia Chair of the Fashion Design Department (College of Design & Architecture)

ABSTRACT

Mouwad jewelry House has a proven record that emphasize the strong relationship between Fashion and Jewelry Design. Since 2011, Mouwad Jewelry has collaborated with Victoria's Secret to create the final high jewelry- meets-lingerie pieces. The *maison* has produced 10 different Fantasy Bras since the start of the collaboration, and the dynamic between the two brands is clearly very strong and innovative. The 2003 Very sexy Fantasy Bra made the Guinness World Record as the most expensive bra ever at US \$ 11 Million Dollars. This is five times the jewelry house has sent a world record by producing the most expensive jewelry box, named “The Eternity Jewelry Coffe” for the amount US \$ 3.5 million Dollars. The price tag on the 2017 Champagne Nights bra comes in at US \$ 2 million Dollars. This study will look into the history of the jewelry house Mouwad and the collaboration between the *maison* and Victoria's Secret High Fashionable Bras made out of precious stones and diamonds. The company has collaborated on jewelry designs with celebrities including the fashion model *Heidi Klum* and has accessorized actresses including *Nicole Kidman* and *Angelina Jolie*.

KEYWORDS

Jewelry, Precious stones, Diamonds, Mouwad, Victoria's secret, Greek Goddess, Guinness's world record

Introduction:

Mouawad is a privately held Swiss and Emirati luxury company that makes fashion accessories, jewelry, and a retail company that resources diamonds and gemstones, designs, manufacturers, and sells jewelry collections, objects of art, and luxury watches. The firm has headquarters in Geneva, Switzerland, with a Middle East headquarters at Jumeirah Lakes Towers in Dubai. Founded in 1891 in Beirut, Lebanon by David Mouwad. The firm is now led by 4th generation-guardians Fred Mouawad, Alain Mouawad, and Pascal Mouawad. The Firm's jewelry and watch design and manufacturing divisions are located in Switzerland and Asia Pacific. Mouawad jewelry house has collaborated with many Fashion houses like Victoria's Secret by designing the Fantasy Bras, and with many celebrities, like the Super Model **Heidi Klum** by producing her line of jewelry.

First Generation “The Birth of a Tradition”

Mouawad's extraordinary journey began when David Mouawad (1865–1951) set out from his homeland, Lebanon in 1890 to spend more than two decades in New York and Mexico learning the craft of watchmaker, goldsmith, and jeweler. Filled with the spirit of a pioneer, David returned to Beirut in and opened Mouawad's first workshop in 1908. 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.

Second Generation “Jewelers of Kings”

Fayez Mouawad (1917-1990) demonstrated an innate talent for producing works that caught the eye of the country's elite. Innovation also ran deep in his veins, as he was one of the earliest jewelers to embellish watches with precious stones. This ambition led Fayez almost a thousand miles away to the Kingdom of Saudi Arabia. What he found on arrival was auspicious: he was one of the first jewelers in the Kingdom to bring luxury watch brands to its shores. His exceptional work soon earned the patronage of the upper echelons of society, helping Fayez to build a strong network of connections and clientele.

Third Generation “Forging Success in New Markets”

Robert Mouawad carried the family's legacy with an extraordinary affinity for magnificent jewels and intricate watches. In the 1970s, he moved the brand's headquarters to Geneva and started producing watches under the label of Robergé — an amalgamation of Robert and Geneva.

Under his visionary tenure, Robert established an eminent presence in Europe, Asia, and North America. He acquired some of the world's largest diamonds and secured his place in the history books as one of the diamond industry's biggest players. Through his dynamism, strength, and commitment to the jewelry industry, Robert Mouawad led the family business to international acclaim.

Fourth Generation “A Future of Innovation”

January 1st, 2010 marked a new year, but also the dawn of a new era for Mouawad. This symbolic date was chosen for the handing over of the company reins to the fourth generation of Mouawads, Robert Mouawad's three sons: Fred, Alain, and Pascal. The visions and endeavors of the Mouawad brothers led the brand's reputation for excellence to touch new heights with new Guinness World Records and tight connections with A-list celebrities.

Mouawad Locations World Wide:

Geneva, Switzerland / Beirut, Lebanon / Dubai, UAE / Doha, Qatar / Al Khobar, Riyadh, Saudi Arabia / Singapore / Kuala Lumpur, Malaysia / Los Angeles, California, USA

Mouawad Dazzling the Middle East:

Mouawad, the jewelry company behind the world's most expensive handbag, has planned to expand rapidly in the Middle East, with stores opening in Abu Dhabi, Kuwait and Doha in 2011. The company has 14 stores worldwide, including in Los Angeles, Beirut and Geneva, and aims to more than double this number to 30 in the next five years since 2011. Pascal Mouawad, one of the fourth-generation owners of the jeweler, said: The Company was searching for a store location in Abu Dhabi to open in 2012. "We have a strong customer base and strong presence in this part of the world," Mr. Mouawad said. "We are looking to open several stores a year for the next few years. "Naturally, we want to be in every key city where there are the influential taste makers, and in each capital [of the Middle East] we want a top location," he said. He added that the Middle East already provided the largest portion of the company's revenue. Funding for the expansion would come from cash flow, he said. In February 2011, the company unveiled the world's most expensive handbag, the 1001 Nights Diamond Purse, worth US\$3.8 million (Dh13.9m). The bag was launched in Los Angeles, then started a world tour in Qatar, moving on to Riyadh, Dubai and Beirut. It is currently at the Formula One racing event in Kuala Lumpur. "The purse is making a lot of noise and is a big coup for us," Mr. Mouawad said. The handbag was designed to be sold and not to break records, and a number of clients had shown an interest in buying it, Mr. Mouawad said. "The purse will sell, it's something that a very special person will purchase. It's a functional bag," he said. In 2006, Mr. Mouawad moved the company's US offices from New York to Los Angeles to develop relationships with Hollywood celebrities. The company has collaborated on jewelry designs with celebrities including the fashion model *Heidi Klum* and has accessorized actresses including *Nicole Kidman* and *Angelina Jolie*. In 2000, Mouawad was a sponsor of the Cannes Film Festival, hoping to break into the celebrity market. The company threw an after-show party with Victoria's Secret. "The beauty of collaborating with celebs is that it gets a lot of editorial coverage, you get more bang for your dollar," Mr. Mouawad said. The company has no plans to collaborate with celebrities or royalty in the Middle East. Mr. Mouawad and his brother Fred are the fourth generation of Mouawads to run the jeweler, after

their great-grandfather established the business in Beirut in 1908. The two brothers took the reins of the company in January last year and aim to expand the brand globally. "In the luxury sector you are selling luxury, and so for people to buy your product you need to be notorious and make your name available," Pascal Mouawad said. Fred Mouawad is based in Thailand, and beyond the jewelry business, he runs retail outlets.

The World Richest Diamond Owners:

Robert Fayez Mouawad: Net worth: \$1 billion

On the CNBC top 10 list of the world's richest diamond owners is *Robert Mouawad*, who bought a 101.84 carat diamond at auction house Sotheby's for \$12.76 million in 1990. The 11-sided mixed cut diamond known as "the Mouawad Splendor" made it into the Guinness Book of World Records as the world's most expensive single pear-shaped diamond at that time. Robert Mouawad is a third generation member of the Lebanese Mouawad family, who has been involved in the jewelry business since the 1890s. The family owns the Geneva, Switzerland-based jewelry company Mouawad. When Robert was the firm's president, he expanded the business from Saudi Arabia to Europe, Asia and North America and set up Geneva as the jeweler's new base in the early 1970s. Robert Mouawad's other famous diamond purchases include the 135.92 carat Queen of Holland diamond in 1978, which was once the largest cut diamond in the world and the 68.09 carat Taylor Burton diamond, made famous by actor Richard Burton when he purchased it for his actress wife Elizabeth Taylor in 1969. Mouawad bought the diamond in 1979 after it was sold to New York jeweler Henry Lambert for \$5 million.

Fred Mouawad, 44: Net worth: \$1.1 billion

Fred Mouawad is one of the three current co-guardians of the Geneva-based family jewelry business Mouawad. Mouawad is a fourth-generation member of the Lebanese family, which have been involved in the jewelry business since the 1890s. He heads the diamond division of the company and has also founded the Syneria One group of companies, which is involved in industries from jewelry retailing to food outlets. Mouawad garnered attention last November when he was the last person to bid for a 76.02 carat diamond, which once belonged to Archduke Joseph August of Austria, before it sold for a record \$21.48 million in a Christie's auction to an anonymous buyer, Reuters reported

Jewelry and the Oscar red carpet:

What many might see as the finishing touch to a look on the Oscars red carpet, actually represents a complicated world of styling negotiations, reputation-building, and competitions between the brands that want to provide the sparkle. For any actress in attendance, getting the outfit right is as much about the incidental things as it is the dress, and for the jewelry industry, the Oscars has become the biggest night of the year on the business calendar. Once the celebrity stylists have been in touch and the diamonds have been dispatched (usually with a hefty bodyguard in tow), the brands must hold their breath to see if their pieces have actually made it into a star's final look, or been abandoned in a hotel room. Indeed, if Emma Watson's stylist decides that the double-strand diamond necklace is a tad too much with her embellished dress and blown-out hair, she may well take heed from Coco Chanel and remove the last accessory she put on before walking out the door. Unfortunately for the jewelry brands, that's usually a bracelet or two. "You're rarely committed to be worn," explains Valerie Messika, designer of Messika Paris, of the agonizing game that jewelry designers can play, as they wait to see if their pieces have made it onto the red carpet. "If it's a big star, a nominee or presenter, a lot of brands will be falling over themselves to put their jewels in the spotlight," says Annabel Davidson, jewelry editor at *Country & Town House* magazine. "But equally, some stylists will be looking for something really specific to go with the gown they've chosen. It works both ways." Being on those 'best dressed' lists isn't just a compliment, or confirmation that, 'hey, you looked really nice tonight'. For the fashion brands involved, there is mass exposure to play for, as images of the stars wearing those clothes and accessories will be beamed around the world, offering the kind of good publicity that even the biggest advertising budgets can't buy.

Heidi Klum (Her Jewelry Line designed by: Mouawad)

Supermodel and TV host Heidi Klum started her jewelry line in 2003. The line (which she produces with jewelers **Mouawad**) has grown to include three collections, all based on the same clover motif. "I'm

constantly sketching and jotting ideas down. I'm lucky in that there are countless variations and beautiful takeoffs of the clover I can still design," Klum says. "The new pieces are not just exquisite but really unique, and versatile—it's always important for me to put out jewelry that a woman can incorporate into her everyday wardrobe and life." So what piece does the host of Project Runway wear most often? "My favorite piece is my gold clover thumb ring with diamonds," the busy mom says. "I never take it off—it brings me good luck."

Mouawad and Victoria's Secret: A Collaboration Towards Daring Excellence and Beauty

Since 2001, Mouawad has forged a solid collaboration with renowned American lingerie retailer Victoria's Secret. The creative partnership 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 bedazzling Fantasy Bras; in addition to stunning Mouawad Masterpieces adorning VS Angels on the runway.

The Making of the Victoria's Secret Fantasy Bra

The 2017 Victoria's Secret Fashion Show was hosted in Shanghai this year, the pink glitter seems to virtually circle the earth. *Vogue* Arabia's guest reporter Jessica Kahaway went backstage to interview the winged angels ahead of the show, including Lais Ribeiro, who is a longstanding VS model and was honored with the task of wearing this year's Fantasy Bra. Since 2001, Mouawad Jewelry has collaborated with Victoria's Secret to create the finale high jewelry-meets-lingerie pieces. The *maison* has produced 10 different Fantasy Bras since the start of the collaboration and the dynamic between the two brands is clearly strong and innovative. Its 2003 Very Sexy Fantasy Bra made the *Guinness World Records* as the most expensive bra ever, valued at US \$11 million. This is one of five times the jewelry house has set a world record. From producing the most expensive jewelry box, the Eternity Jewelry Coffin (US \$3.5 million), to the 101 Diamond Nights Purse (US \$3.8 million), this fourth-generation family business has been leading its field since 1890, using conflict-free diamonds to boot. The price tag on 2017's Champagne Nights bra comes in at US \$2 million. Mouawad designed the Champagne Nights bra and matching belt that took more than 350 hours to be handset. There are 6,000 white diamonds, yellow sapphires, and blue topazes. That's 640ct. In addition to the bra, Mouawad created a matching bracelet and earrings set with 75ct of the same stones. One needs to keep in mind that the technological advances during the 1990s made diamond manufacturing vastly more efficient, created new retail avenues that greatly affected the way diamonds were sold, and yielded new treatments and synthetics that challenged gemologists' skills. Mouawad jewelry house managed to keep the high quality and craftsmanship in order to face all the challenges and grew world wide

The Inspiration

Mouawad took inspiration from the legend of the Greek goddesses and reflected their elegance with contrasting of gemstones.

The Models

In the years it's been producing Fantasy Bras for Victoria's Secret, Mouawad has seen Gisele Bündchen, Tyra Banks, Heidi Klum, Karolina Kurkova, Alessandra Ambrosio, Adriana Lima, Lily Aldridge, Selita Ebanks, and Candice Swanepoel wear its creations on the runway. Now Brazilian model Lais Ribeiro can be added to the list.

Conclusion:

The making of Victoria's Secret Fantasy Bras by the Jewelry House Mouawad are a solid proof that there is a very strong relationship between Fashion and jewelry Design. The Jewelry house fourth generation of High quality diamond and Luxury Jewelry, have decided to create timeless pieces and create the unusual, most daring projects: The Fantasy Bra for the most exotic Models on the Victoria's Secret runway shows including: Tyra Banks, Heidi Klum, Karolina Kurkova, Alessandra Ambrosio, Adriana Lima, Lily Aldridge, Selita Ebanks, and Candice Swanepoel, and finally the Brazilian Lais Ribeiro. Mouawad Jewelry house had 5 Guinness's world records. He created the most expensive bra ever in history that was worth \$11 million dollars. Heidi Klum designed her jewelry line that was made by the Jewelry house Mouawad. This collaboration between the Lingerie Fashion House "Victoria's secret, and the luxury jewelry house "Mouawad is unique, and has brought a very exciting innovation to the Luxury market and proved that Fashion and jewelry can team together

to achieve the impossible!

Appendix



Mouawad the Fourth Generation



The Brazilian Model Lais Ribeiro



The Champagne Fantasy Bra 2017 By: Mouawad

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