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Passion
Jewellers

"Customizing Your Dreams"





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Desirable . . .

Our Company

Passion Jewellers formed its company in the year 2006 in Dubai in the United Arab Emirates. With a combined experience of over 50 years in the diamond industry (Retail & Manufacturing), Passion Jewellers has carved a niche for itself with an ever expanding portfolio.

Passion Jewellers deal's in diamond jewelry, gem stones and pearls. We are a free zone company, so we are independently setup this has enabled us to keep costs to a minimum. We manufacture our own jewelry so we can offer more exclusivity to our clients. We are currently supplying other diamond jewelers with our unique design and quality diamonds in the UAE.



Location

The company currently operates from one of the most prestigious center Gold & Diamond Park, Dubai, for strategic and marketing purposes. Passion has seen the Gold & Diamond Park grow into a more competitive market as it now houses 90 jewelry shops, this is due to the strong support from His Highness General Sheikh Mohammed Bin Rashid Al Maktoum, Ruler of Dubai and Vice President of the UAE, the Government of Dubai, the Department of Tourism and Commerce Marketing, the Gold and Jewelry Group and the world Gold Council. This support and advertising from the government has enabled Passion to expand its business into a new untouched and exclusive market.



Contemporary . . .

Keys to Success

Some of the key factors that will help *Passion Jewellers* to expand its operations includes:

- Extending its network of jewellers across the UAE.
- Setting up additional retail outlets to meet the customer's needs.
- Repositioning the looks as per the current trends.
- Setting up alliances with supporting media to promote the idea of purchasing custom made jewels.
- Adding more product categories into the existing category like Certified Diamonds, LooseDiamonds, DiamondSolitaires, Weddings Bands, Engagement Rings, Diamond Pendants, Diamond Earrings, Diamond Bangles, Diamond Bracelets, aimed at younger audience.



Sophisticated . . .

Company Summary

Passion is different from other Jewelry retailers. Most of them are resellers which mean that they have go to the Jewelry wholesalers on consignment and update their inventory. Passion has the capability to manufacture its jewelry in-house which gives us greater control over the pricing and the flexibility as local jewelers. Passion uses a combination of modern and traditional methods for its business model. The purpose is to leverage a "high touch" perception, which is the main "show" in the jewelry business. Passion also applies a slightly different approach from other companies, by using its chain of retail stores across Dubai as its "front-end" to its customers. The business model is appealing for local jewelers who are aware of the importance of e-commerce but are unsure how to use it to expand their business. This model benefits both Jewelry and local jewelers participating by using the strengths of each. Passion customers are from different geographical areas, and have widened their customer base, while generating more revenue



Products

Passion Jewellers offers a wide range of certified & Loose diamonds GIA's,HRD's,IGI's, 18k Gold , White gold and Platinum jewelry, diamond solitaires, engagement rings, wedding bands, Cocktail rings, Loose color stones and Tahitian pearls .Passion Jewelers do customize Jewelry as per the customer's requirement and designs in the desired time frame. Passion also offers their clients worldwide delivery.



Dynamic . . .

Target Market Segment Strategy

Passion has been focusing on the "Future trends" since 2006. The main reason behind the selection of this target segment is that this market has been the largest segment in jewels & diamond purchasing in the UAE for the last decade, besides traditional jewelers. As the UAE is the world does capital for "DIAMONDS" the tourist market is still growing at a phenomenal rate, with more and more people want to be wowed with their piece of heaven!



Imaginative . . .

Market Needs

Security Trust is the key to achieve customer's assurance in purchasing Jewels from Passion. The relationship between the group and its clients begins when they make initial contact and explore the website and find out about the company. It is as fundamental as traditional jewelers when they say, "Look around and take your time." Clients have the re-assurance that all the diamonds are sourced from reputable merchants such as GIA, HRD & IGI.



Innovative . . .

Core of Passion

The idea behind Passion's strategy is to make diamond jewelry affordable to buy. It is essential to motivate customers with high buying power in getting the best for their money, without compromising on the quality of the merchandise. So, how are we going to sell a high quality jewels at the best price offered (wholesale price), and at the same time not de-value the image of our company? The answer is exclusivity. As we know, clients who are in the market of buying jewels are concerned with appearances. No one wants to buy jewels from a wholesaler, warehouse or a multiple outlet. So, upper echelon retailer is the answer. This is where Passion comes in, presenting themselves as the higher- end retailers, instead of wholesalers, with first class service.



Inspirational . . .

Future Vision of Passion

Passion Jewellers financial plan is based on a new market strategy, and to make Passion more accessible in prime locations across the UAE. We will cut our margins to increase our appeal to a wider audience. With lower prices, we rely on marketing efforts to maintain and enhance the prestige of Passion.



Traditional . . .

Ethics

Passion Jewellers prides itself on its quality, personal service and aftercare. It believes in retaining clients by building up a long-term relationship. Our Sales team at Passion are qualified, trained & have a vast experience of diamonds and jewelry designing. With cliental from all over the word, Passion offers efficiency, professionalism and a fabulous one to one service, with great aftercare to all our clients. Our Sales Team speaks about 10 different languages; this enables better understanding with our clients and a greater personal care. House managers are always on hand to offer extra care and detail to its clients to ensure the experiance is world class. We aim to offer the Souk Madinat the same top quality jewelry and service to its guests and uphold their reputation



Workshops

Our In house workshops are one of the best in the industry, also based in the Gold & Diamond Park. This central location makes our workshops accessible to all major hotels and landmarks in Dubai. The workshops are fully equipped with hi-tech manufacturing units to ensure the best finish and quality. The craftsmen at Passion have a vast experience from generations and are handpicked by "Passion" for "Passion", to maintain high standards and traditional jewelry making.



Timeless . . .

Credibility

Passion offers a unique blend of technology and old tradition in jewelry buying. This brand messaging suggests the company's seriousness in increasing its portfolio and wanting it to grow more in and across the UAE. Passion wants to capture untouched markets bringing success and exclusivity to all parties involved. Here are some of the characteristics that reflect the sense of Passion:

- *Sophistication*
- *Exclusivity*
- *Globalization*
- *Professionalism*
- *Respect*
- *Fashionable/Contemporary*
- *Youthful*



Practical . . .

Advertising

We have recently merged our brand with Etihad Airlines, American Express Bank, Gulf News and Air France. We are in process of advertising in the local Connector magazine. Emaar have produced a brochure of all the diamond Jewelers based in the Gold & Diamond Park where we have placed ourselves for maximum exposure. Passion Jewellers are currently producing some exclusive brochures and a website for its portfolio. With social networking sites' being the new medium for advertising Passion is currently joining the world of Facebook and Twitter. In the past Passion has used Euro Media for promotional work and advertising.