

## Jewellery sparkles on as the most desired by luxury shoppers at MODA Mall



**Manama, Bahrain (December 2019):** MODA Mall customers can indulge themselves and shop from premier collections designed by some of the world's leading craftsmen including Cartier, Tiffany & Co, Van Cleef & Arpels, Piaget, Chopard, Hublot and De Beers to homegrown brands including Al Mahmood Pearls, Kooheji Jewellers, Asia Jewellers amongst others which are hosted in the dazzling Jewellery Court and down the mall's luxurious halls.

The mall, home to the Kingdom's largest jewellery range of international and local brands, continues to see jewellery high on luxury shoppers' lists in a recent online survey conducted by MODA Mall. For the survey, luxury spenders were segmented by their preference for type of jewellery, frequency and purpose of purchases. Diamonds stood out as the top choice for MODA Mall shoppers with 74%, where gold accounted for 26%. 60% of the respondents also revealed that they love pearls over other gemstones, reiterating Bahrain's history and love of pearl trading.

On their preference for the type of jewellery, necklaces and rings with unique designs enjoy the biggest share in jewellery purchases. Watches also featured amongst jewellery accessories which ranked high on the respondents list, reflecting one of the biggest 2019 trends of wearing a classic timepiece with bracelets.

As for buying jewellery, over 75% of respondents revealed that they like to buy jewellery for themselves while only 23% prefer to receive it as a gift. This reflects the fact that luxury buyers like to buy jewellery based on their individualistic preference for design and brand.

“The survey reflects a positive sentiment revealing jewellery as a priority for our shoppers in their luxury purchase decisions”, said Donald M. Bradley, General Manager for BWTC and MODA Mall. “As we are attuned to customer requirements, we’re pleased to offer an extensive range of jewellery choices for shoppers looking for timeless, traditional pieces to one-of-a-kind designs.”

The mall also offers its shoppers an exciting opportunity to reward them for their spends of BD 30 or more with a chance to enter the raffle draw and win a stunning new BMW 7 series. The campaign is on until the end of this year to the 31<sup>st</sup> of December.

Located within the iconic Bahrain World Trade Center (BWTC), MODA Mall is the place to be to experience the island’s most luxurious selection of fashion, accessories, and jewellery brands complemented with acclaimed fine-dining restaurants and cafes.

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