

AMALIE BELJAFLA



THE COLLABORATION

'The Enlightenment Collection' is a capsule collection created in a collaboration between the Emirati Jewellery Designer HRH Sheikha Mariam bint Khalifa bin Saif Al Nahyan and Emarati Artist Amalie Beljafla.

This collection evolved organically alongside and takes inspiration from Beljafla's current art collection 'Religions United 2018', which will be exhibited in November at the Abu Dhabi Art Fair. Interlinking with the love for heritage and modernity expressed with true sentimental and underlying value that MKS Jewellery stands for.

MKS Jewellery is recognized for embodying the heritage and spirit of the UAE through their contemporary, symbolic and exquisite pieces. Beljafla's artworks are renowned for their use of symbolism, intricacy, spirituality and surrealist approach.



The Fusion between HRH Shaikha Mariam and Beljafla has resulted in the magical and poetic evolution of "The Enlightenment Collection". This collection embodies spirituality, inner peace, positivity, gratitude, love, and enlightenment whilst paying homage to their UAE heritage in a unique, contemporary and fresh way.

The powerful 99 names of Allah 'Asma Allah Husna' have been used throughout this collection, leading the pieces to radiate powerful healing energies.

This collection is rich in symbolism that intertwines with the UAE. Pieces are adorned with UAE gazelles representing beauty, The 'Dhab' symbolizing luck and patience and the Arabian beetle symbolizing transformation.

The vibrant color palette used comprises of reds, greens, blues, yellows and gold reflects our Nation's close connection to nature - desert landscapes, sea, sunsets and ghaff trees.

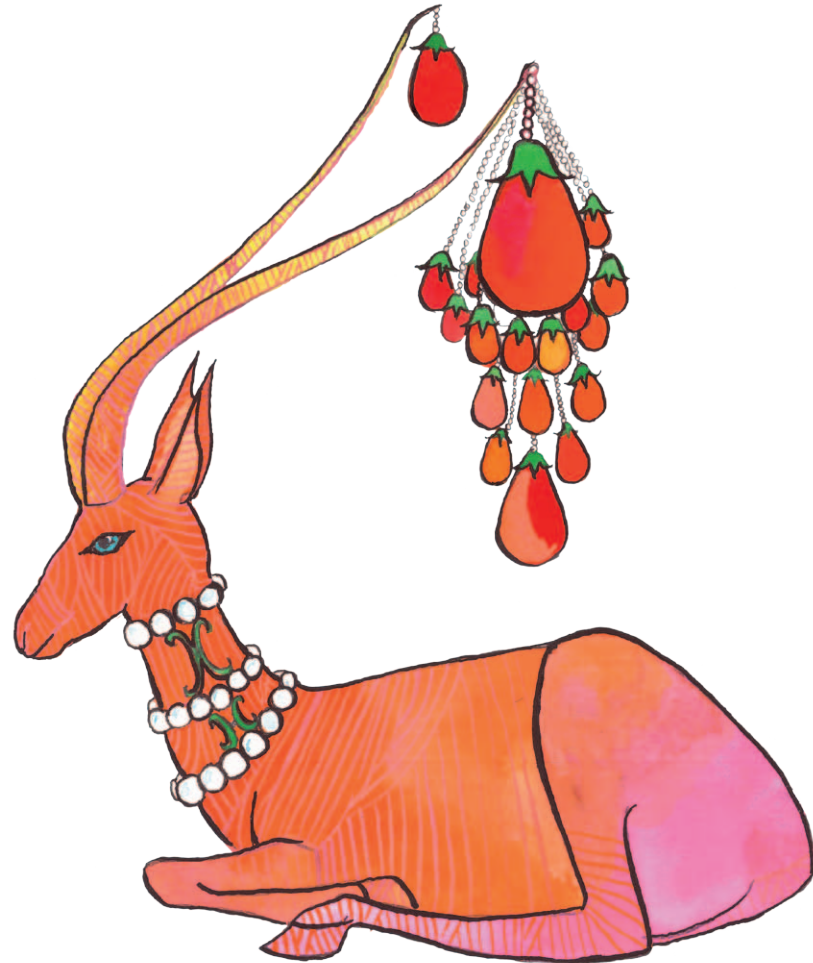
We hope this collection enlightens you and opens your heart.

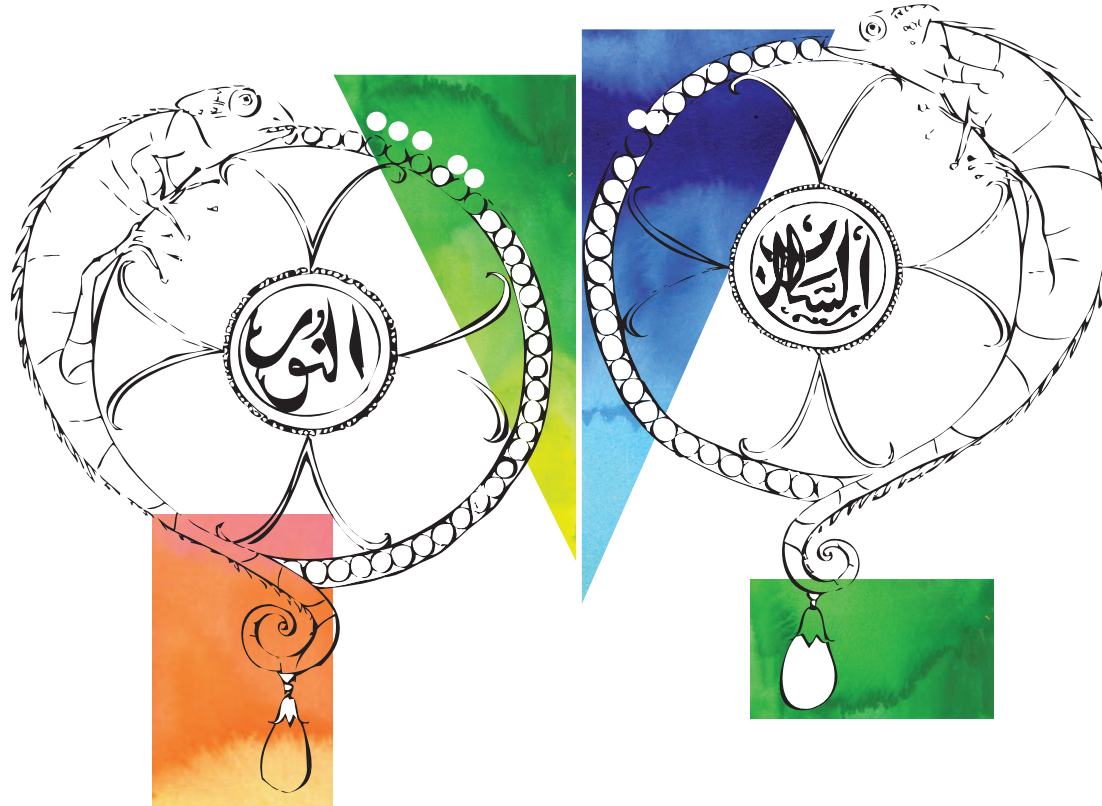
THE ENLIGHTENMENT COLLECTION

Every one of the pieces have a stand alone presence. Together they form a capsule collection of earrings, pendants and bracelets and cuffs.

The launch will present five stand alone creations hand crafted in 18kt gold, precious and semi precious stones. In time the additional creations will gradually join the collection to grown into a larger range.

Each titled masterpiece is numbered, signed, branded and certified by both the Artist and MKS Jewellery.





AL NOOR (left)

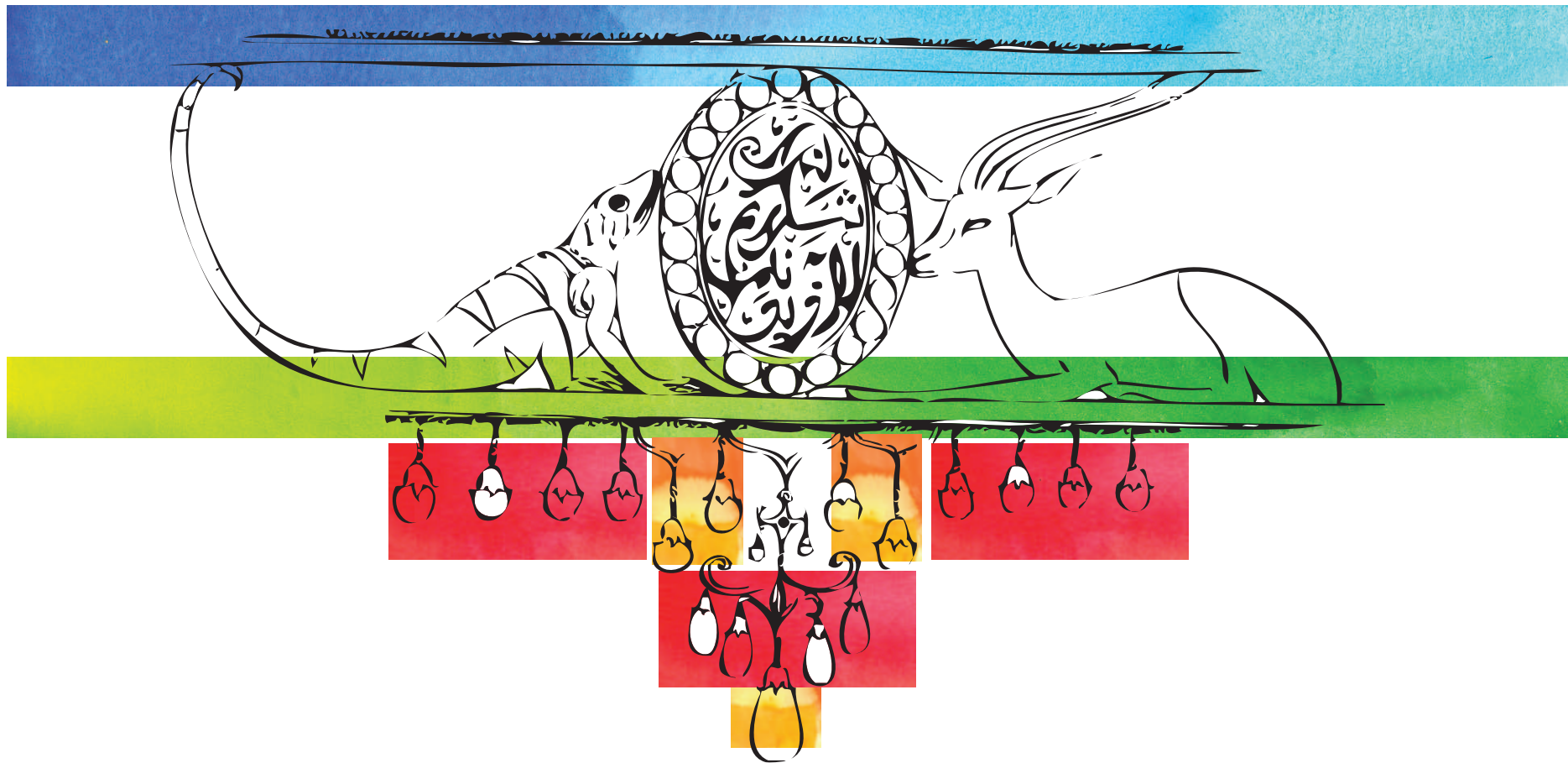
Earring transforms to Pendant

This beautiful earring has a UAE reptile the 'dhab' curved around one side of a surreal universe symbolizing good fortune and patience. At the tip of the reptile's tail hangs an iridescent opal symbolizing the universe. Bordering one side of the earring is a fine line of ombred green to yellow; emeralds to peridot and yellow sapphires stones to yellow stones symbolizing the UAE's deep connection and affinity with nature and respect for our land. At the center of this exquisite earring is engraved the powerful Islamic name of God 'Al Noor' which means the light, leading this piece to radiate out light, positivity, inner peace and healing sensations.

AL SALAM (right)

Earring transforms to Pendant

This surreal earring with its high jewelry craftsmanship has a UAE desert reptile the 'dhab' symbolizing good fortune and strength, wrapped around one side of a gold halo representing the universe. At the tip of the reptile's tail hangs an emerald drop with its rich green symbolizing our Nation's deep affinity and connection to nature. Along the side of this earring is a fine intricate border of ombred from dark blue to light blue; sapphires, aquamarine and topaz. Which represent our Nation's deep connection to the sea. At the center of the earring is engraved the powerful name of God - 'Al Salam' which means peace and radiates out healing energies.



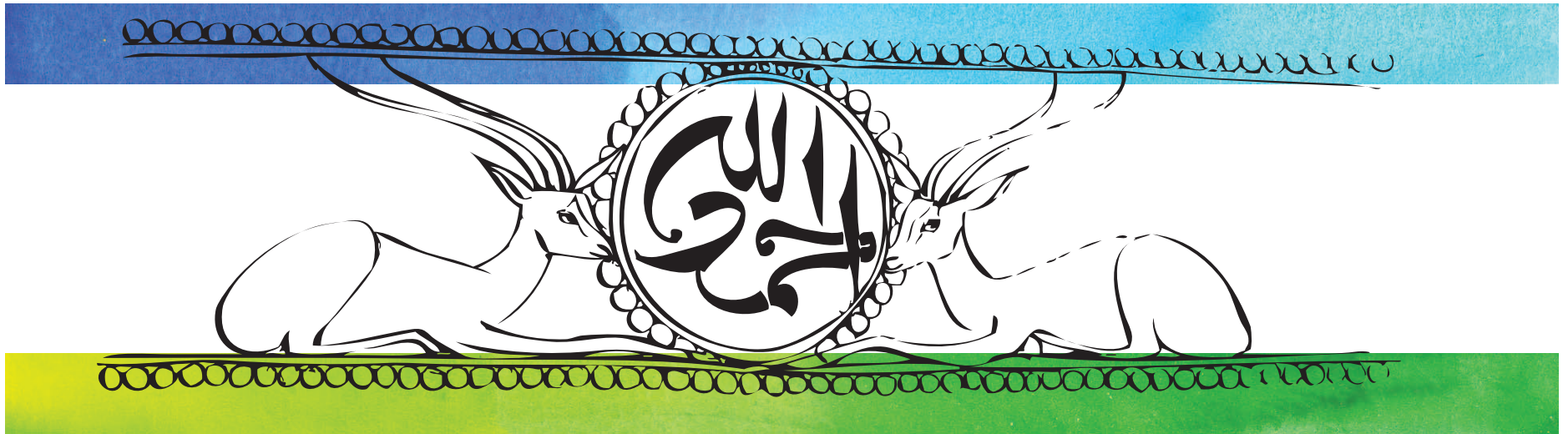
THE AWAKENING

Cuff

This surreal bold statement cuff is adorned with an ethereal UAE gazelle representing beauty and a UAE desert 'dhab' symbolizing luck, patience, and strength. Along the bottom of this piece hangs an array of rubies, emeralds and opals, which symbolize the universe, loyalty and love.

Cascading around the top of the cuff is a fine border of ombred blue sapphires, aquamarines and topaz paying homage to the importance the sea has played within our Nation's growth. Along the bottom of the cuff is an intricate border of ombred emeralds to yellow sapphires reflecting the deep affinity our Nation has to nature.

Centrally positioned between the gazelle and 'dhab' is a Quranic verse which when translated means 'The more grateful you are the more God will give you.' This exquisite unique piece serves as a daily reminder of the importance of gratitude and reminds us to cherish every blessing.

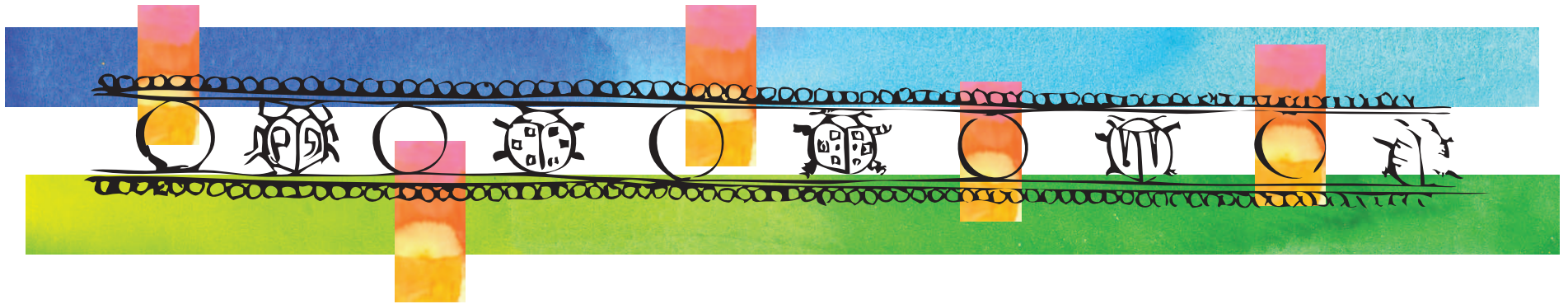


GRATITUDE

Cuff

This beautiful refined cuff has two elegantly positioned UAE gazelles representing beauty, placed either side of the engraved word 'Alhamdulillah' - which means thank you God. This is a powerful reminder of how one should live in gratitude and be grateful for every blessing and every second of life.

Cascading around the top of this exquisite piece is an ombred border of emerald to yellow sapphires reflecting the UAE's deep connection to nature, and running along the bottom is a fine intricate border of dark blues of sapphires, tourmalines, topaz and aquamarine, representing paying homage to our Nation's deep connection to the sea. This bracelet with its fine craftsmanship radiates a spiritual healing, positivity and sense of pure gratitude and love.



TRANSFORMATION

Bangle

This elegant bracelet has a row of Arabian beetles cascading around it, with iridescent opals interspersed between them. The opals symbolize the universe and the bugs symbolize transformation. Cascading around the top of this bracelet is a border of ombred emeralds to yellow sapphires paying homage to our Nation's deep connection and respect for nature and our land.

Along the bottom of the cuff is a fine border of ombred blues of sapphires, tourmalines, topaz and aquamarine, representing our Nation's deep connection with the sea. This stunning bracelet serves as a daily reminder to be in gratitude for all the miracles that occur around us.

Amalie Beljafla
Artist

Amalie Beljafla was born to an Emirati Father and Norwegian Mother, with her mixed cultural heritage playing a major role in her artwork, combined with her ideas on life and spirituality. Beljafla's acclaimed bold surrealist style is highly sought after and known for its strong use of symbolism, vibrant palette, strong linear lines and distinctive patterning. Her exquisite art pieces radiate light and convey positive messages.

Beljafla was raised in Dubai where she graduated, before moving to London to pursue her degree at the prestigious Central Saint Martins College of Arts and Design in 2009. Having completed a foundation degree in Art and Design, she continued her BA in Graphic Design, finishing with an honours degree in June 2013. In June 2015 she graduated with a masters in Communication and Design also from Central Saint Martins College of Arts and Design.

Beljafla has collaborated with various artists as well as fashion designers, and in 2012 ventured out to start her own fashion house, Trésors Sauvages, and won the award for the best upcoming middle eastern designer. In 2014 Amalie published her first book called 'For You', with Hay House to implement positive thinking for children and adults alike, and to serve as a reminder to everyone of all you can be.

www.amaliebeljefla.com
www.tresorssauvages.com

HRH Sheikha Mariam bint Khalifa bin Saif Al Nahyan
Creative Director - MKS Jewellery

HRH Sheikha Mariam bint Khalifa bin Saif Al Nahyan is the inspirational designer and driving force behind the label MKS Jewellery. A graduate of Zayed University in Abu Dhabi, she holds bachelor degree in International Studies. As the grand-daughter of UAE President,

HRH Sheikha Mariam stands as an ambassador for the Emirati women and her homeland. Be it in the modernised and innovative manner her deeply entrenched values and heritage is expressed or the incorporation of raw materials exclusively found in her surroundings, MKS takes pride in marrying the humanistic artisanal influence and locally sourced fine materials to multigenerational everyday creations.

MKS launched its first debut jewellery collection in January 2013. Since then her brand grows to house fine fragrances and leather accessories. In 2015, she receives the 'Young Designer of the Year' Arab Woman Award.

HRH Sheikha Mariam is an avid activist and continues to support various causes, foundations and charities. Notably the ADMC Group marine charity conservation project, the 'Artist for Change' initiative with the FBMI in 2016 and Architectural Digest 'One of A Kind' royal charity auction to benefit UNICEF MENA. Through her patronage she also supports local charities and events in the UAE.

www.mksjewellery.com

MKS Jewellery

contact@mksjewellery.com +971 (0) 50 184 5167
7th Floor, Centurion Star Tower B, Diera, Dubai

Communication

Shooq AlShawi | SASC
shooq@sas-c.com +44 (0) 77 2400 9804
13 Radnor Walk, SW3 4BP, London

www.mksjewellery.com