

ALURA DIAMOND & GOLD

*Gift of Love*

Love



*ALURA STORIES BEGINS* ♥♥♥







## *Chairman's Message*

*Qatar has witnessed major and swift developments in every sphere of life over the past several decades. Though recently established, ALUKA has been actively progressed in the realm of Fine Jewellery. Since inception, with the utmost interest to adhere to the special requirements of the beloved people of QATAR, the selection of designs, craftsman ship and customer care are given top consideration.*

*Today, ALUKA, with young and professional management and experienced craftsmen trained to the highest standard, is well-equipped to deliver Quality products.*

*We aim for further development and progress as the future holds good for all in Qatar. Our Executive team consists of visionaries and creative leaders who have had proven track records of Excellence.*

*Sheikh Khalid Bin Jassim Bin Khalid A Al-Thani*







*Allura*



# Alura

ESTABLISHED IN 2018, ALURA DIAMOND & GOLD TRADING DESIGNS, MARKETS AND DISTRIBUTES JEWELLERY COLLECTION AND PREMIUM BRANDS TO OUR CLIENTS WITH FINE JEWELLERY FOR EVERY STYLE. WE HAVE AN EXCLUSIVE STORE LOCATED AT SOUQ NAJADA, IN THE NAME OF AARAA DIAMONDS WITH A WIDE RANGE OF ITALIAN AND ARABIC COLLECTIONS. ALURA, WITH STRONG BASE OF FIRST QATAR BASED MANUFACTURING UNIT, HAVING STATE OF ART MACHINERIES OF INTERNATIONAL STANDARD AND DESIGNERS. AS A MANUFACTURING COMPANY WE DESIGN JEWELLERY THAT EXPRESS LOVE AND THE WOMEN IN YOU. WE CREATE JEWELLERY OF UNSURPASSED BEAUTY OF HIGH STANDARD DAZZLING CRAFTSMANSHIP WITH TECHNICAL PERFECTION TO MEET OUR CLIENTS TASTE. OUR COMPANY BOASTS A VAST ARRAY THAT INCLUDES SOME OF THE MOST NOTABLE AND CREATIVE JEWELLERY DESIGNS SURROUNDING FOUR MAIN CATEGORIES: ARTISTIC, CLASSIC, FASHION AND GIFTS. BASED IN QATAR, ALURA HAD GROWN UP WITH EXTENSIVE SALES AND MARKETING OPERATIONS, FULL- FLEDGED MANUFACTURING FACILITIES AND A LARGE DESIGN TEAM FROM AROUND THE GLOBE.











ALURA HAS STARTED EXPANDING BRANCHES TO NEW CONCEPT OF SHOPPING, A CONCEPT OF HIGH-END KIOSK IN THE NAME OF ALURA. TARGETING THE MID-RANGE CUSTOMERS FOR THE READY TO WEAR JEWELLERY WHO ARE ON THE LOOKOUT FOR SOMETHING UNIQUE THAT TRULY DEFINES WOMEN IN YOU.

ALURA, BEING A QATAR BASED COMPANY HAS ADOPTED THIS CONCEPT AS OUR COMPANY SYMBOL FOR LOVE, TRUST AND COMMITMENT. IT SERVES AS A REMINDER OF OUR LOVE TO OUR CUSTOMER. FROM THE WARM WELCOMING AND FRIENDLY SERVICE THAT OUR CUSTOMER HAS COME TO KNOW WELL, TO GOING THE EXTRA MILES FOR OUR CUSTOMERS AND PAMPERING THEM WITH EXCITING REWARDS. TRUST, THAT OUR CUSTOMER HAS IN US, KNOWING THAT THEY CAN COUNT ON US IN PROVIDING THE DESIGN AND QUALITY PRODUCTS. IT IS ALSO A SYMBOL OF THE COMMITMENT WE HAVE TOWARDS PROVIDING ALL OUR CUSTOMERS WITH THE BEST SERVICES AND AFTER SALES.

STEEPED IN RICH TRADITION OF MASTERFUL JEWELLERY DESIGN, THE ALLURA BRAND IS SYNONYMOUS WITH LUXURY AND REFINEMENT OF QATAR.











## MISSION

ALURA IS FOCUSED ON DELIVERING THE FINEST CRAFTMANSHIP, QUALITY CUSTOMER SERVICE AND ARE COMMITTED TO RETAIN OUR PRESENCE IN THE MARKET.

## VISION

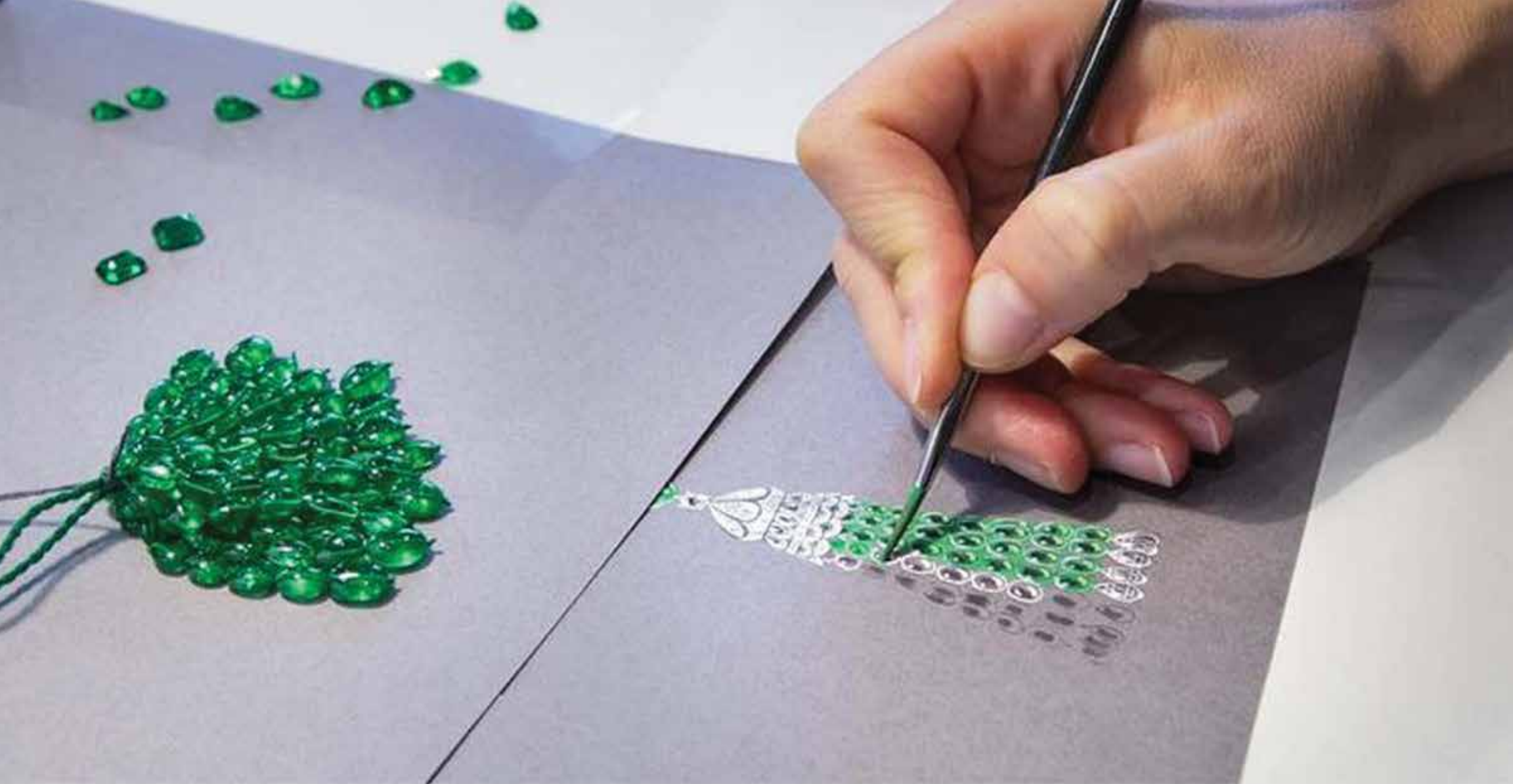
ENHANCE THE VALUE OF THE BRAND, BY ENSURING THAT ALURA DELIVERS THE BEST IN DESIGNS AND QUALITY WITH OUR MOTTO “LUXURY EMBEDDED WITH TRUST”.

## VALUES

ALURA IS PASSIONATE ABOUT OUR COLLECTIONS; QUALITY AND WE BELIEVE IN OUR DESIGN AS MUCH AS WE BELIEVE IN OURSELVES

- CONTINUE TO INTRODUCE FINEST AND FASHIONABLE COLLECTION TO MATCH THE TRENDY MARKET
  - CUSTOMER IS OUR STRENGTH, WE VALUE OUR CUSTOMERS
  - INTEGRITY AND TRUST
  - COMMITTED AND LOYAL EMPLOYEES ARE THE HEART OF OUR COMPANY
- 





# DESIGN

AT ALURA, OUR TEAM OF INTERNATIONAL DESIGNERS CONTINUALLY PURSUE PERFECTION, TO BRING A LITTLE PIECE OF HEAVEN TO OUR DESIGNS. KNOWN FOR OUR UNIQUE CREATIVITY AND PASSION FOR EXQUISITE AN ARTISTIC DESIGN.

OUR TEAM OF DESIGNERS REGULARLY VISIT THE TOP TRADE SHOPS LIKE HONK KONG JEWELLERY STORE AND BASEL WORLD WATCH AND JEWELLERY SHOW RESEARCHING THE LATEST COLORS AND UPCOMING TRENDS IN JEWELLERY. GETTING INSPIRATION FROM ALL THESE SHOWS, THEY WORK CLOSELY WITH OUR RESEARCH AND DEVELOPMENT TEAM ON THE UPCOMING TRENDS FOR THE FUTURE SEASONS. THUS, ALWAYS KEEPING ABREAST OF HAPPENING TRENDS FOR THE FUTURE AND THE HAPPENING IN THE FASHION AND JEWELLERY INDUSTRY.







# MANUFACTURING

AT ALURA, WE BELIEVE FIRMLY IN THE PURSUIT OF PERFECTION AND BEAUTY. APPLYING LATEST TECHNOLOGIES AND INNOVATIVE APPROACHES IN CRAFTING EACH JEWELLERY PIECE, YET NEVER FORGETTING THE ESSENCE OF THE CRAFTSMANSHIP. WITH THE SUPPORT FROM OUR INTERNATIONAL MANAGEMENT AND PROFESSIONAL SUPPORT STAFF OF HIGHLY SKILLED CRAFTSMEN'S AND WOMEN, EACH JEWELLERY PASSES THROUGH QUALITY CONTROL CHECK TO ENSURE THE HIGH QUALITY AND FINISH TO THE STANDARD.



# *Allura Love*





# Alura Love

*We met. We clicked. We fell in Love*

*That's where the journey of love begins*

*Every day is a new day*

*Every moment is a new moment*

*I want to spend every bit of it with you*

*Caring for you*

*Loving you more and more with each passing day*

*You're the most beautiful thing that ever happened to me*

*The smile in your eyes when I surprise you is priceless*

*I want to relive it for every day to come*

*7 days a week, 365 days a year*

*I present to you, Alura*











## *Alura Collection*

HANDMADE JEWELLERY WITH 18K GOLD AND  
DIAMOND WITH A UNIQUE EXISTING AND BOLD  
DESIGN WITH AN ELEMENT A GIFT THAT MAKES  
YOUR HEART SMILE

### *Women Collection*

BEST CHOICE TO MAKE A WOMEN SPECIAL





THERE IS  
ALWAYS  
A REASON  
TO SMILE







KIDS GO WHERE THERE IS EXCITEMENT,  
THEY STAY WHERE THERE IS LOVE











# The Alura Collection....







## ONE VIEW POINT

LOVE IS LIKE A DHOW SAILING IN THE CREEK, AND JOY AND SURPRISE ARE LIKE THE WIND THAT KEEP IT GOING. LOVE NEEDS SURPRISES TO MAKE EVERY DAY A SPECIAL DAY AND HAPPINESS IS REGULAR DOSES WHAT MAKES THE MOMENTS MEMORABLE TO CHERISH FOR A LIFETIME.

## ONE PROMISES

EXQUISITE QUALITY, STRONG REPUTATION, TRENDY DESIGN, AND REASONABLE PRICE. LET ALURA BE THE SURPRISE NOT JUST ON YOUR BIRTHDAY BUT EVERY DAY LET ALURA BRIGHTEN EVERY SPECIAL DAY, NOT JUST ON YOUR ANNIVERSARY LET ALURA BRING SPARKLING JOY TO EVERY OCCASION, NOT JUST A GET- TOGETHER

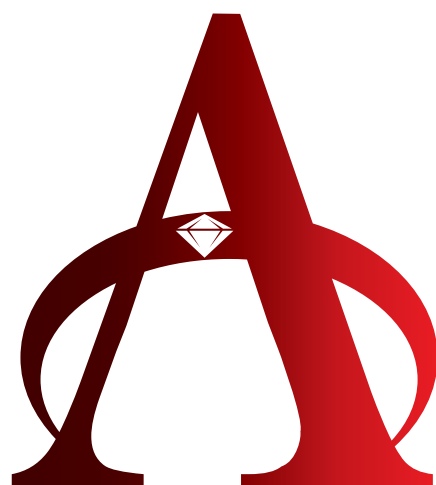
## A COMPETITIVE EDGE

AN BRAND FROM QATAR THAT SELLS READY TO WEAR GIFT JEWELLERY TO YOUNG CONSUMERS WHO ARE ON THE LOOKOUT FOR SOMETHING UNIQUE THAT TRULY DEFINES WOMEN IN YOU

## A FOUNDATION ON INSPIRING KNOWLEDGE AND ENERGY

BEHIND THIS NEW BRAND IS A PASSIONATE AND CREATIVE DESIGN TEAM WITH UNMATCHED KNOWLEDGE AND SHEER PASSION FOR FASHION, LEADING THE JEWELLERY MARKET TRENDS ACROSS THE REGION





ALURA DIAMOND & GOLD

*our stories that never ends ♥♥♥*