

# NEW LOOK, NEW ATTITUDE

## Lebanese jeweler Tabbah introduces pieces that highlight individual style

For the past 155 years, Tabbah has been creating some of the world's most distinguished jewelry pieces. Over the decades, the Lebanese jeweler's necklaces, rings, bracelets and earrings have adorned the likes of Princess Charlene of Monaco and innumerable other stars and celebrities.

While best-loved for the elaborate and luxurious jewelry that's become synonymous with the Tabbah name, the Lebanese jeweler recently introduced simpler, more understated pieces, branded "New Looks" and designed to appeal to a more mainstream clientele. "The signature concept of Tabbah's 'New Looks' is the creation of interchangeable pieces that can be mixed and matched through collections, allowing versatility in the individual style," says owner Nagib Tabbah.

The various collections that come under the "New Looks" heading include "Obsession," inspired by the very Middle Eastern evil eye. "The concept of the evil eye is widespread in Mediterranean countries,"



This page: The "Absolute Glam" look (above) and a piece from the "Hollywood" collection (below)  
Opposite page: The "Modernist" look (top), the "Absolute Glam" choker (middle) and the "Hollywood" look (bottom)



says Tabbah. "Obsession' fuses the ease and nomadic style of this symbol with the sophistication of superbly crafted jewelry."

Another "New Looks" collection, "Modernist," references the pure and highly aesthetic lines of magnificent manmade structures. "The line is characterized by symmetry, clarity and a sense of sophistication. Its inspiration was driven by architecture," says Tabbah. The "Absolute Glam" collection takes an entire metropolis as its inspiration. "It's an alternative look inspired by diverse elements such as people, senses, silhouettes, the play of light, the vibrant city of Beirut and the combination of grace and sensuality that a woman can deliver."



*"EACH ITERATION LIVES TO BECOME TOMORROW'S CLASSIC"*



While most of the "New Looks" pieces mark a significant departure for Tabbah, some of them provide a playful nod to the jeweler's most recognizable creations, like the Beret ring, for example, which inspired the new "Beret" collection. "As a true style icon, the Beret adapts to its time, and each iteration lives to become tomorrow's classic," says Tabbah. "Layering the Beret with the new Love necklace is very exciting. It appeals to a much wider range of styles, while also giving its fans an alternative look and feel." A blissful way of looking to the past to invent a beautiful new future.