

100%
LEBANESE

The Necklace is designed such that the map and the word Lebanon are close to your heart.



Her creativity and love for her country inspired her to create a beautiful piece of jewelry for women. One piece that would become a classic, as it represents perpetual theme. The design is quite simple. A necklace on which is inserted the sentence "keep Lebanon close to your heart", where the word "heart" is replaced with a precious or semi precious stone in the shape of a heart, and a pendant featuring the map of Lebanon. The Necklace is produced in a limited edition of 10 452 pieces, equivalent to the surface area of the Lebanon, each pendant will carry its own serial number, a guarantee and a certificate of authenticity. "Keep Lebanon close to your heart" concept is a very beautiful and simultaneously a very smart one. As the necklace is worn, the map is hanging close to the heart. As much as it is a statement with an impact, it is also a sign of patriotism and love for the Lebanese. "Number 1 and Number 10452 pieces will not be for sale. They will be auctioned and sold to the highest bidder and the final profit amounts will benefit charity", Hala added.

Altruistic

Indeed, on every single piece of Jewelry that she sells, she will donate the profits to Lebanese charity organizations caring for children education at early age. Being the altruistic that she is, especially when children are concerned, she works as a volunteer at "Le Paradis D'enfants" free school for the children in need, located in Jounieh. Started 10 years ago with 30 children, the school now provides free education for more than 1110 child in need at a level equivalent if not equal to that of the famous private schools in Lebanon. Hala works as a PR, a fundraising staff member and a social assistant. "My main target is to convey the message that we need to protect our little ones, we need to provide the future generations with proper education, because they will represent Lebanon in the near future. We need leaders, educated people, ambitious and motivated individuals to take

her project is linked to the children. "My 'Keep Lebanon close to your heart campaign' is just the means for people to convey a message, and to help a child. The Proceeds will not only go to this school, but to other organizations as well."

Ambitious

Hala started painting when she was 10 years old, started designing jewelry 15 years ago, and considered herself a designer when she began to sell her designs to some of the popular Lebanese jewelers. She stopped drawing when the wedding bells went on, travelled abroad, and gave birth to twins. Then, two years back, when her children started school, and her own private and quality time with herself was back in her daily schedule, started again to create some jewelry designs. As her friends and family encouraged her to start her own business, she registered her name and started her own little jewelry collection. Hala became soon popular and famous for her very refined and extremely well finished jewelry pieces, always highlighting the stones, with plenty of elegance. She works with gold, diamonds, precious stones, pearls, and semi-precious stones such as garnets, amethysts, tiger eye, and many others, depending on the budget of the customer.

"I love everything beautiful and creative" she says. For her, anything that reveals beauty and femininity in a woman is THE essence of the woman. "There are no two women alike in the world. Every single one is special in her own way. Every single one has her own aura, her own vibes, her own influence on her surroundings. That's where I get my inspiration from." She added.

"With passion and enthusiasm, one can achieve anything he or she puts his or her mind to." Having started with a personal budget of 1000 Dollars, she is now working on a much larger scale, and has already sold pieces in Paris, London and New York. Ten years from now, she hopes for a shop, an internationally renowned name, worldwide recognition, and being invited to participate in fashion shows.

Her Limited Edition collection for "Keep Lebanon Close to your heart" will be completed with the full set of other jewelry pieces such as bracelets, rings and earrings for women, and money clips and more masculine jewelry for men.

