

Ambition and Dedication

Starting her entrepreneurial journey as a young Bahraini designer at the age of 17, Aysha Abdulmalek launched Aisha Jewels in 2014. The brand grew steadily over time, becoming a GCC-wide provider of custom made, high-end jewelry pieces that are crafted to high standards by top goldsmiths in the region, and winning several awards.

IN WHAT WAY DID TAMKEEN SUPPORT YOUR BUSINESS?

Since early childhood I have always been fascinated by the ability to capture and communicate feelings through art. While I always wanted to remain an artist, I never thought that this could turn into my life passion. This was until I was advised by one of my dear teachers to participate in Tamkeen's Mashro3i competition for young entrepreneurs in its 2013-14 cycle. There, I was intrigued by the structured approach applied through businesses in turning simple aspirations into financially viable ventures. By the end of the Mashro3i program, Aisha Jewels was born. I never looked back since then.

WHAT WERE THE OBJECTIVES YOU HAD IN MIND WHEN YOU FIRST STARTED AISHA JEWELS?

Two things were clear from the beginning: beautiful art alone does not create a successful business but hard work, coupled with a sound and well thought business approach does. Also, surviving in the real world of business is not for the faint hearted. Therefore, I set up Aisha Jewels with high standards of artistic and quality values where my role as the Creative Director of the company is to act as the guardian of these values in the

face of business challenges that force many talented participants in the industry to compromise design and quality in favor of short term success. In parallel, and as the company grew and operational complexities grew with it, we assembled a small but highly effective team of business professionals to ensure that the creation of beauty and quality is not interrupted by the clutter of day to day business challenges.

CAN YOU TELL US A BIT ABOUT THE COLLECTIONS ON OFFER AT AISHA JEWELS?

As of now, we have four collections or families. We have Tala'ed, which is a play of the Arabic words Taleed for deep rooted wealth and Qla'ed for precious necklaces. These are magnificent pieces of 22 karat gold inlaid with different stones in breathtaking designs based on our deep regional heritage. We also have We'haj, which has our products of 18 karat gold and highest quality diamonds. We call it "We'haj" a name from the Arabic word Wahj which is used to describe the brilliance of diamonds and the heat emanating from molten pure solid objects like our gold. The third collection is called Traneem, and it is an explosion of color and happiness in 22 karat gold with carefully selected precious stones.



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Aysha Abdulmalek

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Exquisite creations by Aisha
Jewels



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Taraneem reflect the essence of simple elegance designed for the daily use. The last one is Jawa, which is a word that means love in Arabic. It features a collection of 22 karat gold and natural stones that are full of beauty, happiness, and hope.

HOW WOULD YOU DESCRIBE THE CLIENTELE AT AISHA JEWELS? WHO MAKES A CONNECTION THE MOST WITH YOUR PIECES?

Aisha Jewels prides itself for being able to cater for a broad spectrum of tastes. Since childhood, I have always felt that artwork should be another way to celebrate the wonderment of life. Therefore, my jewelry collections are colorful, vibrant, and modern. The underlying designs endeavor to reflect the happy and daring personalities of the young and the young at heart. At the same time, they dive deep into the rich and versatile history and culture of the region. My designs are made up of collections, what we internally refer to as families, each with its own theme and story. It usually starts with a master design that embodies all what I am trying to communicate. These master designs, or Haute Joaillerie if you want, are all too detailed and valuable to be mass produced so they are reserved for our Aisha Abdulmalik

Studio clients who have very discerning taste. From that masterpiece, and over at least 5 years, a number of design ideas are created, each emphasizing a certain aspect of it. For example, the Wehaj Intense design is the master design for all our Wehaj products since 2018, and it continues to add new ideas to the collection. I expect it to do so for at least the next 5 years.

WHAT ARE YOUR LONG-TERM PLANS FOR AISHA JEWELS?

My aspiration for Aisha Jewels is that, one day, it will be recognized as a leading, Bahraini based, global brand of luxury products. This has been my intention from the beginning and it is why the company is called Aisha Jewels and not Aisha Jewelry. This allows for a multi-pronged product offering strategy extending beyond jewelry. We also aspire to have our own manufacturing workshop where the founder, with a highly competent team of goldsmiths, do what they do best, which is producing breathtaking jewelry pieces. In this regard, one of my most coveted personal aspirations is that, one day, these goldsmiths, or at least some of them, will be local talents trained by me.

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