

## **Kooheji Jewellery Unveils Fajer Collection**

Manama, November 21, 2017

Kooheji Jewellery, a leading fine Jewellery retailer in Bahrain and Saudi Arabia, unveiled its 2017 Fajer Jewellery Collection, featuring a large variety of fine Jewellery pieces incorporating diamonds and precious stones that combine yellow, white and pink gold.

The collection was officially launched at the Kooheji Jewellery Stand at the Jewellery Arabia 2017 Exhibition in Bahrain by Waleed Al Kooheji, chairman, during a press conference attended by local and regional Media.

“As we celebrate our 65<sup>th</sup> anniversary, we are glad to launch our first ever collection under the name of “Fajer” collection.” Said Al Kooheji. He added: “The name “Fajer” which translates into “Dawn” in English reflects on new beginnings with light and happiness. And we wanted to mark this special occasion with the launch of our first Jewellery collection.”

Al Kooheji explained: “The Fajer collection has two distinctive categories: The first one for daily use, where we created elegant Jewellery pieces to wear on daily casual basis while going to work, or meeting friends and family. The second category is for bridal sets, where we introduced several Jewellery sets to make each bride unique on her special day.”

Each piece of Fajer collection has been designed internally, hand crafted and manufactured with the best materials and guaranteed quality of Kooheji Jewellery.

The Fajer collection is available to customers and visitors of Kooheji Jewellery Stand at Jewellery Arabia Exhibition 2017.

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