

Jewel in her Crown

Elegant yet bold, delicate but completely 'un-missable', check out Soheyla Amoudeh's unique collection

Mohana Prabhakar

The only thing that could possibly compete with the exquisite pieces of jewellery that the Iranian born Soheyla Amoudeh creates is the lady herself. Clad in her trademark sarbanise, the elegant Soheyla has a unique way of dealing with everyone who walks in to her store: undivided attention to your needs coupled with suggestions about what would work best round your neck or on your hands. Or simply tell her the colour of your dress and watch the number of options that she offers.

Small wonder that the major portion of her business comprises customised creations for her clients. "For me, this is the best job in the whole world. And as long as people are happy with what I make for them, I need nothing more."

"My father wanted me to become an architect but I wanted to work with my hands," says Soheyla. After completing a three-year course in industrial design from London, Soheyla tried her hand at interior designing but this too was not her cup of tea. "I like to work with delicate things - I concentrate on small details which gives that extra spice." Though she works with a mind-boggling array of Swarovski crystals, beads of a myriad hues and all shapes and sizes, semi-precious stones and of course gold and silver, it's quite clear that Soheyla puts in a lot of thought into the combination of materials and colour in each piece.

Soheyla opened her store here three years ago and now has her daughter, the 17-year old Shazad working alongside her. Bussily putting together a marvellous



concoction of crystals, says Shazad. "I have already started working with my mom as a sort of work experience before I go off to do a

course in jewellery design at Florence, Italy."

Soheyla has something to suit every budget, too. An option she

readily offers is that if you give her your budget, she will then find or design something within that. So if you crave something unusual, both

in design and colour, make sure you give this store a try.

Where: Ground floor, Alafloor Plaza, Qurna. Tel: 561368