

# DESIGNER *Focus*

## FAMILY VALUES

Nestled in Hamala Hills lies the glistening 'Arabesque' jewellery brand SHERIE, a chic boutique created by unanimous mother-daughter duo. We talk all things luxury and reveal why 'SHERIE' is the perfect addition this Ramadan, with Soheyla Amoudeh and Shahrzad (Sherie) Amoudeh-Alireza.



**T**ell us about yourself, including what you do and how you got there.

"Sherie" is a jewellery brand established in 1997 by my mother, Soheyla. We are a mother-daughter team and it works very well as family is at the core of everything that we do. Even though we are both UK-qualified jewellers we draw our inspiration from our Persian heritage, boho-chic travels and love for ancient and contemporary art. This allows us to produce unique pieces made of gold, silver, precious and semi-precious stones. The essence of our collections is 'East meets West' in an eclectic blend of sophistication & youthfulness. Sherie is currently located in the Hamala Hills Mall in Bahrain, and it also has a sister shop in Muscat, Oman which is currently being renovated inside Bareaq Al Shatti, Shatti Al Qurum.



**Tell us about your design style. What makes your collections unique in the industry?**

My taste in design is evidently daring as opposed to my mother's which is more influenced by classical designs with an air of elegance. I prefer more risqué with modern day influence whereas my mother grounds my inspiration to allow for an entirely bespoke artisanal approach. Bespoke jewellery has been at the core of our brand since its founding. The collaboration and synergy between client and designer are valued and nurtured, allowing the creation of such distinctive pieces which can be handed down to future generations. We mix clean, contemporary lines to create modern, every day jewellery that are also perfect to wear during Ramadan and Eid.

**What materials do you use?**

We use a vast array of semi-precious and precious stones, gold and gold-plated silver which are then unpredictably and playfully mixed in the creation of "Sherie's" pieces.

**What kind of person wears your jewellery?**

Our style embraces the epitome of the modern day woman. Someone who celebrates their uniqueness and originality, likes to stand out and be different. It's incredible to see how each line appeals to different personalities. As designers, we can familiarise ourselves with new clients through their

jewellery taste.

It's wonderful to combine our talents to create a brand for the woman who takes pride in both her heritage and her modernity, who is as sophisticated as she is down-to-earth, as bohemian as she is cultured and as confident as she is inquisitive.

The essence of the brand is to create a maximum of two to three pieces per design so the "Sherie" woman always feels that the piece she's wearing is reflective of her idiosyncratic personality.

**As designers, where do you draw your inspiration from?**

Ancient architecture and various platforms of art from around the world during our travels, predominantly being influenced by nature and from our ancestral roots. Most importantly, inspiration from women from all walks of life.

**What's it like to see someone wearing one of your creations?**

Humbled! We love to see people feeling confident and happy when they are wearing our pieces - it is such a gratifying feeling. Our jewellery is highly accessible to everyone as we offer free delivery in Bahrain and Eastern Province of Saudi Arabia to allow for a seamless experience.

**What advice would you give to someone interested in getting into the jewellery design business?**

First of all, follow your dreams and never give up - even if you come across hurdles on the way you can overcome them. Remember to always stay grounded and truly believe in what you can achieve as the sky is the limit. As my favourite poet Rumi once said: "Let the beauty of what you love be what you do."

*Limited edition collections from Sherie are also available at BJC situated in Al Aali Mall.*

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“The Sherie woman is a celebration of all things unique and our jewellery really encapsulates our shared vision.”  
- Sherie

