

Lagoona Mall Announces the Fourth Edition of its Watches & Jewellery Week



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Doha, Qatar – October 26, 2025: Lagoona Mall proudly announces the return of its highly anticipated Watches & Jewellery Week, taking place from October 29 to November 2 on Level 1, facing Fifty One East. Now in its fourth edition, this annual showcase has become a destination of

excellence for watch collectors, jewellery connoisseurs, and luxury enthusiasts, bringing together artistry, heritage, and innovation under one roof.

Curated in collaboration with leading international brands, Lagoon Mall Watches & Jewellery Week 2025 reaffirms the mall's position as a pioneer in Qatar's luxury retail landscape. The event promises an immersive experience featuring exclusive previews, interactive activations, and a journey through the finest expressions of time and adornment.

A Symphony of Elegance and Experience

This year's edition introduces an expanded range of engaging activations and creative experiences designed to captivate visitors and elevate the art of luxury retail.

Commenting on the occasion, Mr. Bader Al-Darwish, Chairman and Managing Director of Fifty One East, said: "Lagoon Mall Watches & Jewellery Week has grown into one of Qatar's most anticipated luxury showcases. Each year, we witness an even greater participation of prestigious brands, reflecting the event's resonance on the country's cultural and retail calendar. This continued growth is a testament to our commitment to celebrating creativity and innovation while enriching the experience for our valued clientele."

“Beyond its prestige, this event also serves as a platform that supports tourism in Qatar, highlighting the local market’s ability to shine on the global stage of watches and jewellery, and will continue to do so in the years to come. Today, we take great pride in bringing together an extraordinary collection of international names and regional talents in one prestigious setting,” he added.

Highlights of the 2025 Edition

Rolex continues to showcase its unrivalled reputation for quality and expertise. Within its exclusive boutique, guests are invited to discover timeless creations and new models that reflect its ever-evolving inventiveness, elevated standards, and unwavering commitment to excellence. These watches represent the culmination of watchmaking achievements that expand the realm of possibilities and chart new horizons.

TUDOR takes center stage with the largest activation space this year, delivering a bold, racing-inspired experience. Guests will explore the new Black Bay 58 with a burgundy dial and bezel, and the new Black Bay Chrono model in steel with a five-link bracelet, alongside other new releases and classics. They will also enjoy dynamic activities, including a pit stop challenge, racing simulators, and arcade stations, all within a vibrant pop-up embodying the brand’s spirit of performance and adventure.

CHANEL will present CHANCE DE CHANEL, its new reversible medals with the smallest details expertly crafted, making each piece an expression of an exceptional savoir-faire, evident on both the front and the back. The latest CHANEL CAMÉLIA jewellery collection will also be displayed, featuring geometric curves that lend themselves to endless styling possibilities. In addition, the French Maison will unveil the latest J12 Caliber 12.2 in yellow gold, the BLUSH WATCH CAPSULE COLLECTION, and the PREMIÈRE GALON.

Aside, CHANEL enchants with elegant bouquet embellishments crafted from wheat, the eternal symbol of regeneration, abundance, luck, prosperity, and creativity.

Boucheron invites clients to discover its latest creations from the Serpent Bohème Vintage collection, 1970s-inspired, with new high-impact, supersized pieces that transform to be worn in various ways. The French Maison will also present stunning creations from Quatre, Animaux de Collection, and Nature Triomphante.

Returning by popular demand, Boucheron's Jardin d'Hiver Tea Café brings the Parisian art de vivre to Doha, offering a bespoke complimentary menu within a recreated French ambiance.

Korloff, the latest addition to Fifty One East's distinguished portfolio, joins the event with a dedicated corner showcasing a curated selection of women's jewellery collections, including

Korlove, Éclat, Je Play, Lance, and Divine Fougue, alongside bold men's pieces and refined timepieces that merge Swiss technology with Parisian flair.

Montegrappa, yet another addition to Fifty One East's portfolio this year, continues the brand's legacy of Italian craftsmanship and artistry. The brand will showcase an exclusive selection of writing instruments, wallets, and cufflinks that celebrate tradition and contemporary design.

L'Âme, Fifty One East's signature brand, presents its debut bridal collection, featuring elegant jewellery sets and live showcases of its newest designs for both daily wear and special occasions.

David Yurman debuts exclusive pieces from the DY Madison®, Pearl Classics, and Sculpted Cable collections, masterful creations that reflect the brand's signature craftsmanship and architectural artistry. A live calligrapher will personalize jewellery cases for guests, transforming each purchase into a memorable keepsake.

Azza Fahmy Jewellery unveils new pieces from the Scarab line and timeless designs from the Shen Family Collection, including the Lotus Choker, a striking piece that captures the essence of rebirth and ancient Egyptian artistry through contemporary design.

Jby JOELLE continues to enchant with a bespoke ear-piercing experience led by designer Joelle Moughalian, offering clients personalized styling in an intimate setting.

Keris showcases its avant-garde innovation, WOW, that transforms a wristwatch into a wall clock, bridging technology and design for the modern collector.

This year's edition also brings together regional and world-renowned labels, including Cammilli Firenze, Falamank by Tarfa Itani, Genesis, Ginette NY, The Little Frog, WOLF, and Yvan Tufenkjian. Complementing these are multi-brand showcases featuring Guy Laroche, Karl Lagerfeld, Morellato, Maserati, and Saint-Honoré Paris, offering an eclectic mix of refined craftsmanship and contemporary design.

A Stage for Creativity and Elegance

The event's ambiance will be elevated by a selection of live entertainment and artistic performances, including a captivating Flying Piano act, live jazz and violin performances, and DJ sets throughout the week. Guests will also enjoy interactive elements such as a paparazzi photo activation and roaming models adorned with fine jewellery, creating a dynamic and glamorous atmosphere. Beads.qa, a local Qatari brand, will offer guests personalized beaded accessories as part of the week's bespoke gifting experiences.

Pierre Hermé joins the celebrations with a unique gourmet experience, offering clients signature canapes and an ice cream cart that brings to life the emblematic flavours of the House.

Guests are invited to discover Lagoona Mall Watches & Jewellery Week 2025 from October 29 to November 2, from 10 am to 10 pm, and from 2 pm to 10 pm on Friday