



Muna Al Haddad

Designer and Founder
Ghenej

Since childhood, UAE-based jewellery designer Muna Al-Haddad has retained a passion for poetry and painting, and this shines through in the beautiful jewellery that is now her hallmark.

Growing up in the Emirates, Al-Haddad, an Emirati, says art was already in her blood at a young age - "I always felt that there was an artist inside me" - and spent hours sketching innovative pieces of art, including large-scale murals to decorate the walls of her school. She also dedicated her spare time to writing poetry, and, as a teenager, was engrossed in studying famous Arabic poems and replicating archaic writings in her own style.

Al-Haddad fashioned her first item of jewellery in her 20s, when she decided to create sporty, simple, art-inspired pieces for her own use, working with yellow and white gold to create a limited collection of 16 ready-to-wear pieces for herself.

Despite holding a Masters in Business Administration and Global Leadership, which led her to forge a successful career at the helm of government, semi-government and private sector companies in the UAE, the allure of combining her two childhood passions from her childhood and creating enduring pieces of bespoke jewellery never left her. It led Al-Haddad to solely concentrate on her artistic ambitions, as she devised and launched her own jewellery business, Ghenej, in 2009.

The collections she showcases today all reflect those twin passions of poetry and painting, incorporating the traditional flowing scripts of Arabic calligraphy, which Al-Haddad believes carry a beauty synonymous with jewellery.