



ISSN: 2617-6548

URL: [www.ijirss.com](http://www.ijirss.com)



## Luxury, heritage, and sustainability: Negotiating identity in the jewelry market

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### Abstract

This paper explores the intersection of luxury, heritage, and sustainability through a case study of L'Atelier Nawbar, a Lebanese jewelry brand that integrates eco-conscious practices without compromising its aura of exclusivity and tradition. While luxury has historically been associated with rarity, permanence, and cultural prestige, contemporary demands for sustainability challenge brands to reconcile these values with ecological responsibility. Drawing on self-congruity theory, Kapferer's Brand Identity Prism, and innovation resistance theory, this study examines how L'Atelier Nawbar communicates sustainability through transparency, cultural storytelling, and heritage-driven narratives. The findings reveal that sustainable practices such as upcycling, lab-grown stones, and Single Mine Origin gold are accepted by consumers when framed as extensions of tradition and identity, rather than as ruptures from them. Emotional storytelling—particularly during cultural and social crises—allows the brand to position sustainability as both culturally relevant and symbolically prestigious. The study concludes that the viability of eco-luxury lies not only in adopting sustainable materials but in aligning them with consumer self-image, cultural values, and brand identity. By embedding sustainability into heritage and identity, luxury brands can overcome consumer resistance and redefine exclusivity in line with contemporary global values.

**Keywords:** Advertising, Campaign, Consumer identity, Cultural resonance, Eco-luxury, Heritage branding, Innovation resistance, Luxury jewelry, Marketing, Storytelling, Sustainability, Sustainable development goals (SDG 12: Responsible consumption and production; SDG 13: Climate Action).

**DOI:** 10.53894/ijirss.v8i8.10585

**Funding:** This study received no specific financial support.

**History:** Received: 8 August 2025 / Revised: 11 September 2025 / Accepted: 15 September 2025 / Published: 9 October 2025

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**Competing Interests:** The author declares that there are no conflicts of interests regarding the publication of this paper.

**Transparency:** The author confirms that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

**Publisher:** Innovative Research Publishing

### 1. Introduction

The luxury jewelry sector has historically been associated with exclusivity, rarity, and heritage. Its symbolic value derives not only from material richness but also from its cultural resonance and the identity it grants to its owners. However, as environmental sustainability becomes an unavoidable expectation across industries, luxury brands must now balance the imperatives of ecological responsibility with their foundational pillars of tradition and prestige. This transformation is not

merely technical—shifting to recycled materials, transparent sourcing, or lab-grown gems—but deeply symbolic, as it redefines what luxury means in the twenty-first century.

The dilemma is pronounced in jewelry, a sector where exclusivity, permanence, and tradition form the essence of consumer appeal. Luxury is traditionally tied to notions of timelessness and irreplaceability, while sustainability often implies renewal, responsibility, and accessibility. Reconciling these seemingly contradictory logics requires brands to innovate without alienating loyal consumers. For brands based in the Middle East, this negotiation is further complicated by cultural contexts: they must address global expectations for sustainability while resonating with local consumer values that remain closely tied to heritage, family, and social prestige.

L'Atelier Nawbar, a Lebanese brand with over 120 years of history, embodies this negotiation. Its global expansion has exposed it to international pressures for transparency and eco-conscious practices, while its Lebanese roots demand alignment with traditions and cultural values of Arab consumers. This study investigates how L'Atelier Nawbar integrates sustainability into its brand identity and consumer communication without eroding its aura of exclusivity and heritage. It asks whether the concept of “green luxury” can be reconciled with cultural expectations of jewelry in the Arab world, and how consumer psychology—shaped by self-image, tradition, and cultural belonging—mediates this reconciliation.

In doing so, this paper moves beyond the question of whether eco-luxury is viable. It instead examines how sustainability is narrated, symbolized, and aligned with identity in a specific cultural context. The case study highlights the strategies, narratives, and design choices through which luxury brands maintain prestige while engaging in sustainability, shedding light on broader tensions in the global luxury industry.

## **2. Literature Review**

The compatibility of luxury and sustainability has generated significant debate in recent years. On one side, scholars argue that luxury's core values of craftsmanship, quality, and durability can align seamlessly with sustainability principles. On the other, critics highlight contradictions: while luxury is linked to exclusivity and rarity, sustainability emphasizes responsibility and, often, accessibility [1, 2].

### *2.1. Consumer Perceptions of Luxury and Sustainability*

Kapferer and Michaut-Denizeau [1] show that consumer definitions of luxury influence their openness to eco-luxury. When luxury is defined through exceptional craftsmanship and quality, sustainability appears complementary; when defined through rarity, price, or ostentation, sustainability appears contradictory. This duality suggests that brands must frame eco-initiatives in ways that emphasize quality, exclusivity, and heritage, while subtly integrating sustainability. Moreover, since some consumers perceive luxury as superficial or socially divisive, authentic communication becomes essential. Narratives that foreground craftsmanship, authenticity, and ethical sourcing help offset perceptions of superficiality and align luxury with values of responsibility and meaning.

### *2.2. Value Frameworks in Sustainable Luxury*

Cervellon and Shammass [3] propose that consumers ascribe value to sustainable luxury across three domains: socio-cultural, ego-centered, and eco-centered. Socio-cultural value positions sustainable luxury as a marker of identity, belonging, and prestige, allowing consumers to signal ethical commitment alongside social status. Ego-centered value emphasizes individual benefits such as guilt-free enjoyment, well-being, and personal pride, enabling consumers to reconcile indulgence with conscience. Eco-centered value focuses on environmental responsibility, appealing to those motivated by ecological impact. This tripartite model underscores the need for brands to craft communication that speaks simultaneously to identity, personal gratification, and ecological responsibility.

### *2.3. Segmentation of sustainable luxury consumers*

Building on these insights, Chang, et al. [4] identify six consumer segments: green operators (prioritizing sustainable production), perfectionists (seeking quality), zero-waste warriors (focusing on sustainable materials), customizers (valuing uniqueness), legacy lovers (emphasizing heritage), and transparency trackers (demanding supply chain clarity). This segmentation highlights that sustainable luxury is not a monolith but a negotiation across multiple consumer motivations. For jewelry brands, aligning sustainability practices with these diverse expectations is critical to maintaining exclusivity while appealing to eco-conscious buyers.

### *2.4. Design innovation and sustainable jewelry*

Recent scholarship emphasizes design as a central site for reconciling sustainability with luxury [5]. Four scenarios—designing sensibly, reshaping waste, modeling nature, and making in lab—illustrate how jewelry can merge scientific innovation with aesthetic value. From modular designs and 3D printing to upcycled materials and lab-grown diamonds, these approaches expand the symbolic repertoire of luxury. Crucially, such innovations demonstrate that sustainability need not diminish exclusivity but can be reframed as a form of cultural and aesthetic innovation. Cross-fertilization with disciplines such as art, architecture, and biomimicry further enhances creativity, enabling jewelry to embody both ecological responsibility and cultural richness.

### *2.5. Brand heritage and consumer attachment*

Yet, as Hemonnet-Goujot, et al. [2] stress, brand heritage plays a decisive role in how consumers interpret sustainability. Sustainable initiatives that align with a brand's identity and history reinforce consumer trust and attachment, while initiatives perceived as alien to the brand's DNA risk rejection. This is particularly salient in markets where cultural identity and tradition play a significant role in consumer behavior. In such contexts, sustainability must be positioned not as a rupture but as an extension of heritage and values.

### *2.6. Narratives and communication strategies*

Effective communication emerges as a decisive factor in reconciling sustainability with luxury. Transparency, when combined with authentic storytelling, fosters trust without eroding exclusivity [1]. Subtle storytelling—such as nature-inspired designs, emotional narratives during crises, or cultural symbolism—allows brands to integrate sustainability without overexposing it. This balance is essential, as overt “green marketing” may dilute the aura of rarity that sustains luxury. Instead, sustainability must be presented as part of a broader story of heritage, identity, and exclusivity, thereby aligning ecological responsibility with traditional values.

Taken together, the literature suggests that the viability of eco-luxury lies less in technical practices than in cultural framing. Consumers accept sustainability when it reinforces values of quality, heritage, and identity, and resist it when it threatens exclusivity or tradition. For jewelry brands like L'Atelier Nawbar, operating at the intersection of global sustainability discourses and regional cultural expectations, this negotiation is particularly critical.

## **3. Theoretical Framework**

To analyze how sustainability and luxury intersect in the jewelry industry, this study applies three theoretical lenses: Self-Congruity Theory Sirgy [6] and Kapferer [7] and Innovation Resistance Theory [8]. Together, these frameworks provide a multidimensional understanding of consumer behavior, brand communication, and resistance to change—elements that are all critical when evaluating the case of L'Atelier Nawbar.

### *3.1. Self-Congruity Theory*

Self-congruity theory emphasizes the relationship between consumer self-concept and brand image. Consumers are naturally drawn to brands that reflect either their actual self-image (how they see themselves), their ideal self-image (who they aspire to be), or their social self-image (how they want others to perceive them). When a brand resonates with any of these self-concepts, it fosters loyalty, emotional attachment, and long-term engagement [6].

In luxury markets, this framework is particularly relevant because consumption is highly identity-driven. Jewelry, for instance, often functions as an outward symbol of personal pride, sophistication, or cultural belonging. Integrating sustainability into luxury complicates this dynamic: while some consumers may see sustainable practices as consistent with their ideal image of being ethical and progressive, others may view it as inconsistent with their actual or social image of luxury as exclusive, rare, and untouched by “practical” concerns such as environmental responsibility. Thus, self-congruity helps explain why some consumers embrace sustainable jewelry as a form of prestige, while others reject it for fear of losing symbolic status.

### *3.2. Kapferer's Brand Identity Prism*

Kapferer [7] provides a structured model for understanding brand identity as a combination of internal and external dimensions. The framework includes six facets: physique (tangible brand elements such as logo or product features), personality (brand character and tone), culture (values and traditions underlying the brand), relationship (the type of bond fostered with consumers), reflection (the perceived image of the brand's target customers), and self-image (how consumers see themselves when consuming the brand).

This prism is highly useful in examining whether sustainable initiatives strengthen or weaken brand coherence. For luxury jewelry brands, sustainability must be integrated in ways that align with heritage, craftsmanship, and exclusivity. If a brand manages to present eco-friendly practices as a natural extension of its values and aesthetics, the brand prism remains consistent and consumer trust is preserved. However, if sustainability appears as an external addition or contradiction, the coherence of identity may fracture. For L'Atelier Nawbar, whose communication strongly emphasizes heritage and cultural symbolism, the prism helps assess whether its sustainable initiatives are woven seamlessly into its identity or risk being perceived as dissonant.

### *3.3. Innovation Resistance Theory*

While innovation is often assumed to be desirable, Innovation Resistance Theory [8] highlights that consumers frequently resist new practices—even those that offer clear benefits—due to psychological and functional barriers. Functional barriers include usage barriers (difficulty integrating the innovation into daily life), value barriers (perception that the innovation offers insufficient advantage), and risk barriers (concerns about financial, social, or functional risk). Psychological barriers, by contrast, involve cultural norms, traditions, and symbolic meanings. These include the tradition barrier (innovation contradicts ingrained practices or cultural expectations) and the image barrier (skepticism or distrust toward the innovation or the brand's claims).

This framework is especially relevant in luxury jewelry, where tradition and prestige dominate consumer expectations. A recycled material, for example, may be perceived as inferior not because of its actual quality but because it clashes with the symbolic meaning of jewelry as eternal and rare. Overcoming resistance requires brands to carefully manage perceptions, emphasize continuity with tradition, and highlight visible advantages such as health, exclusivity, or cultural alignment. In this

sense, resistance is not rejection but part of a negotiation process, where consumers evaluate whether the innovation can be reconciled with their values and identity.

### *3.4. Integrating the Frameworks*

Taken together, these three frameworks provide complementary insights into the challenge of eco-luxury. Self-congruity theory highlights the role of consumer self-concept in accepting or rejecting sustainable jewelry. Brand Identity Prism allows us to assess whether sustainability strengthens or disrupts brand coherence. Innovation Resistance Theory sheds light on the barriers consumers face when encountering sustainability in luxury and the strategies brands must adopt to counter them.

By applying these perspectives to the case of L'Atelier Nawbar, this study analyzes how a Middle Eastern luxury jewelry brand negotiates identity, heritage, and cultural values while adopting eco-conscious practices. These theories enable a deeper understanding of both the risks and opportunities of positioning sustainability within a luxury framework that depends on heritage, exclusivity, and cultural resonance.

## **4. Methodology**

This study employs a qualitative case study design, focusing on L'Atelier Nawbar as a representative example of a heritage luxury brand attempting to integrate sustainability into its identity and market communication. The case study method is appropriate for exploring complex cultural and symbolic phenomena, as it allows for a close reading of narratives, design choices, and consumer-facing communication in their specific context [9].

### *4.1. Data Sources*

Primary data was drawn from three interrelated sources:

1. Digital platforms: L'Atelier Nawbar's official website and Instagram account provided access to the brand's sustainability messaging, product descriptions, and public campaigns. These platforms are especially relevant because they serve as direct channels for communicating brand identity to both regional and international consumers. Instagram, in particular, functions as a curated space where luxury brands negotiate exclusivity, aesthetics, and cultural belonging.
2. Jewelry collections and design practices: The brand's collections, including those linked to sustainability initiatives (e.g., upcycling services, SMO gold integration, lab-grown stones, and symbolic designs such as Fragments of Beirut), were analyzed for the narratives and symbolic meanings they convey. Jewelry collections represent more than material artifacts; they embody the values, heritage, and cultural narratives that the brand seeks to promote.
3. Contextual materials: Broader cultural and market events—such as campaigns during Earth Day, the Covid-19 lockdown, and the Beirut explosion—were examined as moments where the brand linked sustainability with emotional storytelling, cultural resilience, and identity narratives. These moments provide insight into how sustainability is contextualized within heritage and socio-cultural values.

### *4.2. Analytical Approach*

The analysis combined thematic interpretation of brand communication with theoretical application of the three frameworks outlined above. Each dataset (digital platforms, collections, contextual events) was examined through the following lenses:

- Self-Congruity Theory [6]: How do sustainability messages align with consumers' self-concepts—actual, ideal, and social? Do they reinforce prestige, ethics, or cultural belonging?
- [7]: How do the six facets of brand identity—physique, personality, culture, relationship, reflection, and self-image—reflect the integration of sustainability into Nawbar's identity? Does the brand maintain coherence across these dimensions?
- Innovation Resistance Theory [8]: What types of resistance might consumers experience toward eco-luxury, and how does the brand mitigate these through its messaging and practices?

This triangulated approach allowed for a multi-dimensional understanding of how sustainability interacts with luxury identity. Rather than evaluating sustainability as a technical innovation in materials, the analysis foregrounds it as a cultural and symbolic negotiation, examining whether eco-practices are positioned as enhancements to tradition or as potential disruptions.

### *4.3. Justification of Method*

The focus on communication and narrative is deliberate. In luxury markets, meaning and perception often outweigh the material reality of products. A lab-grown diamond, for example, is chemically identical to a mined one, but consumer acceptance depends largely on the symbolic narrative surrounding it. Similarly, upcycling initiatives may be materially beneficial, yet they require careful framing to be perceived as prestigious rather than inferior. By analyzing the language, imagery, and storytelling strategies used by L'Atelier Nawbar, this study captures how the brand negotiates consumer perceptions of exclusivity, heritage, and responsibility.

Furthermore, situating the analysis in the Middle Eastern context provides additional value. Much of the existing literature on sustainable luxury focuses on Western markets, where ecological consciousness is already embedded in consumer culture. In contrast, Middle Eastern luxury consumption is deeply tied to cultural values such as family legacy, social prestige, and symbolic representation of heritage. Studying L'Atelier Nawbar therefore sheds light on how sustainability is localized, adapted, and communicated within a distinct cultural framework.

### *4.4. Analysis and Findings*

The analysis of L'Atelier Nawbar's sustainability narrative reveals that the brand's approach is less about radically transforming its practices and more about reframing sustainability as an extension of its heritage, craftsmanship, and cultural identity. By carefully balancing exclusivity with ecological responsibility, the brand seeks to avoid consumer resistance while cultivating prestige among both regional and international audiences.

#### *4.5. Communicating Sustainability Through Transparency and Heritage*

One of the brand's central strategies is transparent communication. On its website, a dedicated sustainability section outlines programs such as upcycling, remodeling, and gold exchange. This transparency reinforces trust, signaling that the brand's ecological claims are authentic rather than superficial. Yet, Nawbar pairs this transparency with consistent reminders of its heritage, ensuring that sustainability is not presented as a break from tradition but as a continuation of it. For example, its emphasis on "fine jewelry" as a marker of exclusivity underscores that sustainable practices do not compromise luxury standards.

The introduction of Single Mine Origin (SMO) gold exemplifies this strategy. By promoting SMO as ethically sourced and environmentally responsible while simultaneously describing its collections as "exquisite" and "unparalleled," the brand frames sustainability as synonymous with superior quality. This positions Nawbar not as a follower of global trends but as a pioneer in the Middle East, enhancing its prestige regionally and internationally.

#### *4.6. Sustainability as Emotional and Cultural Storytelling*

L'Atelier Nawbar also relies heavily on storytelling to integrate sustainability into its brand identity. Rather than using overtly didactic green marketing, the brand subtly weaves ecological responsibility into narratives of resilience, emotion, and cultural belonging.

- During Earth Day 2020, the brand linked sustainability to symbolic representations of nature. By captioning a necklace design with "majestic creatures of our planet," Nawbar transformed environmental responsibility into a poetic affirmation of beauty and exclusivity. The word "majestic" elevated ecological concern to the level of luxury symbolism.
- During the Covid-19 lockdown, Nawbar's communications reflected on shared human hardship, overconsumption, and environmental harm. Sustainability here was framed as part of a broader philosophy of mindful living, embedded in emotional storytelling that resonated with global audiences.
- After the Beirut explosion, the Fragments of Beirut collection transformed shattered glass into fine jewelry. This initiative married ecological upcycling with socio-cultural values of resilience and national pride. The pieces symbolized continuity and healing, while their craftsmanship ensured that upcycling was perceived not as recycling of waste but as a transformation of memory into art.

These examples illustrate that sustainability is not marketed as an isolated value but is embedded in emotionally charged narratives that connect consumers to the brand's identity and to larger cultural meanings.

#### *4.7. Negotiating Self-Congruity Through Identity Alignment*

From the perspective of Self-Congruity Theory, Nawbar's communication engages multiple dimensions of consumer self-image.

- Actual self-image: Consumers who see themselves as rooted in tradition find affirmation in Nawbar's heritage-driven narrative and its emphasis on family continuity across four generations.
- Ideal self-image: Those aspiring to be ethical and progressive are drawn to the brand's sustainable innovations, such as lab-grown stones and SMO gold, which symbolize sophistication combined with responsibility.
- Social self-image: Prestige-seeking consumers enhance their status by associating with a brand that positions itself as both luxurious and ethically exemplary, thereby signaling exclusivity while also projecting social responsibility.

By simultaneously addressing these three dimensions, Nawbar aligns itself with diverse consumer motivations, enhancing emotional satisfaction and loyalty. Sustainability becomes not a contradiction but a tool for reinforcing identity and prestige.

#### *4.8. Overcoming Innovation Resistance*

Innovation Resistance Theory helps explain how Nawbar preempts consumer hesitations. Functional barriers—such as fears that recycled materials would reduce quality or that lab-grown stones lack authenticity—are addressed through repeated emphasis on craftsmanship, exclusivity, and superior quality. For example, Nawbar's gold exchange program is framed not as cost-saving but as a prestigious service, allowing consumers to transform old pieces into personalized fine jewelry.

Psychological barriers, particularly those tied to tradition, are mitigated by integrating sustainability into culturally resonant designs. Arab consumers, for whom jewelry is closely tied to family heritage and social prestige, may resist innovations that seem alien. Nawbar counters this by creating culturally meaningful collections—such as the Biladi and Queen Eye Pendant—that link sustainability with Arab identity and symbolism. In this way, ecological responsibility is presented as compatible with tradition rather than disruptive.

#### *4.9. Segmenting Consumers Through Diverse Sustainability Strategies*

Drawing on Chang, et al. [4] segmentation, Nawbar tailors its sustainability initiatives to appeal to multiple consumer groups simultaneously:

- Green operators: targeted through SMO gold and lab-grown stones.

- Perfectionists: reassured by the emphasis on exceptional quality and craftsmanship.
- Zero-waste warriors: appealed to through upcycling services and post-crisis collections like Fragments of Beirut.
- Customizers: engaged through personalized remodeling programs such as Abracadabra.
- Legacy lovers: anchored by the brand's four-generation heritage and cultural storytelling.
- Transparency trackers: addressed through clear communication of sourcing and ethical practices.

This multi-segment strategy ensures that sustainability enhances rather than dilutes exclusivity, as each consumer type finds their values reflected without perceiving compromise.

#### 4.10. Brand Identity Prism in Practice

Applying Kapferer's Brand Identity Prism highlights how Nawbar weaves sustainability into its identity while maintaining coherence:

- Physique: Sustainable materials (SMO gold, lab-grown stones) are consistently described as "fine jewelry" to preserve luxury cues.
- Personality: Warm, intimate, and familial tone communicated through storytelling videos and founders' presence.
- Culture: Heritage, ethics, and Lebanese identity remain central values.
- Relationship: Emotional and friendly bond with consumers, often framed as "family."
- Reflection: Target consumers idealized as sophisticated, ethical, and culturally rooted.
- Self-image: Jewelry consumption linked to self-expression, pride, and social prestige.

By maintaining coherence across all six facets, Nawbar integrates sustainability into its brand without undermining its established identity.

## 5. Conclusion

The case of L'Atelier Nawbar demonstrates that the success of eco-luxury does not depend solely on the adoption of sustainable practices but on how these practices are narrated, symbolized, and aligned with cultural identity and consumer psychology.

While luxury consumers often resist sustainability due to fears of diminished exclusivity or cultural dissonance, Nawbar shows that these barriers can be overcome by reframing sustainability as an extension of heritage and prestige. Its strategies—transparent communication, emotionally rich storytelling, cultural resonance, and segmentation of consumer values—allow it to integrate sustainability without eroding tradition.

For Arab consumers in particular, where ecological awareness may not be the primary driver of consumption, Nawbar's approach succeeds by embedding sustainability in narratives of resilience, family legacy, and cultural pride. By doing so, it transforms potential resistance into emotional attachment.

The broader implication is that sustainable luxury must be communicated as continuity, not rupture. Brands that position sustainability as part of their DNA—linked to craftsmanship, heritage, and cultural meaning—can preserve exclusivity while appealing to emerging eco-conscious values. Conversely, sustainability framed as a mere add-on risks alienating loyal consumers.

In conclusion, the integration of sustainability and luxury is less about materials than about meaning. L'Atelier Nawbar's narrative illustrates that eco-luxury can survive—and even thrive—when it aligns with identity, tradition, and culture. The future of luxury jewelry, particularly in culturally rich markets like the Middle East, will depend on the ability of brands to weave sustainability into the very fabric of their heritage, crafting stories that resonate across generations while responding to global calls for responsibility.

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## Transparent communication of sustainability (programs & services on website and Instagram)



## SMO

L'Atelier Nawbar is pioneering the use of Single Mine Origin (SMO) gold in our exquisite collections, marking a significant step towards sustainability and transparency in the Middle East. SMO, championed by visionaries Dan and Charlie Betts, ensures that every ounce of gold can be traced directly back to responsible mining sources, fostering accountability and ethical practices within the industry. By integrating SMO gold into our designs, we're not only offering unparalleled quality but also supporting local communities and promoting environmental stewardship. As one of the first in the region to embrace SMO, we're proud to lead the way towards a brighter, more responsible future for fine jewelry.

## Gold Exchange

The Gold Exchange program supports our sustainability goals. Clients trade in their old or unwanted jewelry for a new L'Atelier Nawbar piece from our latest collections. We recycle the gold by melting it down, using it to craft personalized pieces for clients or create items for our collections.

## Upcycling and Remodeling

As an integral part of L'Atelier Nawbar's commitment to sustainability, we offer an Upcycling & Remodeling service aimed at minimizing waste. Through this program, our clients can bring in their cherished but outdated jewelry pieces, allowing us to transform them while retaining their sentimental worth. By repurposing the existing gold or gemstones instead of acquiring new materials, we craft stunning new pieces with a reduced environmental footprint.

## Material Sourcing & Sustainability

L'Atelier Nawbar is dedicated to creating fine jewelry with a focus on ethical sustainability. Our commitment lies in preserving our planet by ethically sourcing materials from Fair Trade-regulated locations like Switzerland and Belgium. We prioritize safer alternatives like Lab-grown stones, identical to natural ones but with a lighter carbon footprint and ethical origins. Striving for full sustainability, we aim to recycle and upcycle materials through initiatives like the Upcycling & Remodeling and Gold Exchange programs, forging ahead to become a fully sustainable jewelry brand.



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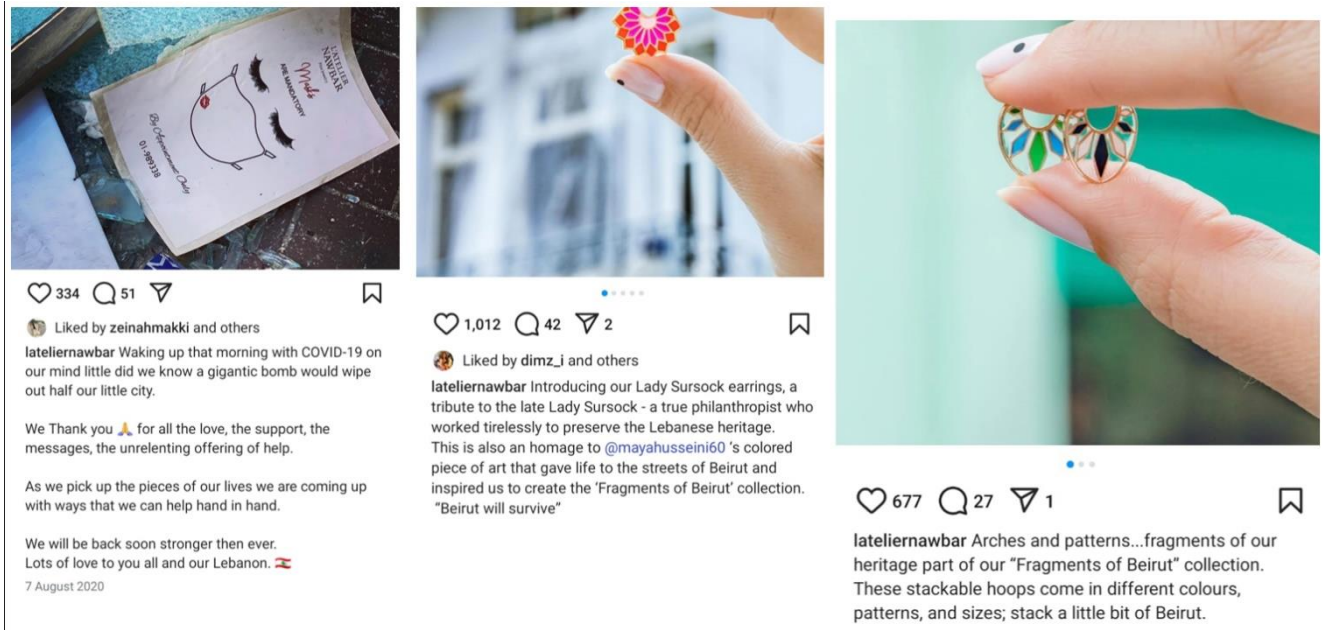


Liked by rabiaazayyatoofficial and others

lateliernawbar On Earth Day, we pay tribute to the majestic creatures of our planet.

#savetheplanet

**Marketing sustainability through storytelling:  
Beirut 2020 explosion:**



### Covid-19 lockdown (2020):

lateliernawbar "We write from the confinement of our home at this time we are hiding from a pandemic that has hit the world. This is quite humbling as you realise how precious your life is and how fragile the world we live in truly is.

As time has slowed down and fear turns into reflection. Emails have slowed down and our pace to achieve and keep up with the rest of the world has taken a minute. We have enjoyed time together laughed and really looked in the mirror. We have been cruel to our world abusing its resources and turning precious materials into the imagination of our egos. We should be conscious of what we use and make just about what we need. Why are we all driven by individual success. Isn't the success of a people or generation more fruitful and more important. Consumption, and a constant need for material without reflection, bigger space to put more things. We are today left crippled with stuff we have to clean over and over again to stay safe. We cry of fear instead of thinking of this time as mercy.

We are very aware of the world around us and have been taking inspiration from nature since the very beginning. We use ethically sourced materials. We also encourage the use of ecological stones in certain collections and we always push clients to upcycle there own jewellery reusing their stones and materials. This has always been our mantra. We try to be the best version of ourselves.

### Subtle marketing of sustainability through meaningful nature designs:



#### **Sun**

The sun symbolize life, influence and strength.



#### **Love birds**

Love birds symbolize love an loyalty



#### **Flower**

The flower symbolize good luck into your friend-ship.



#### **Horseshoe**

The horseshoe is a symbol of good fortune and protection against the evil eye.



#### **Elephant**

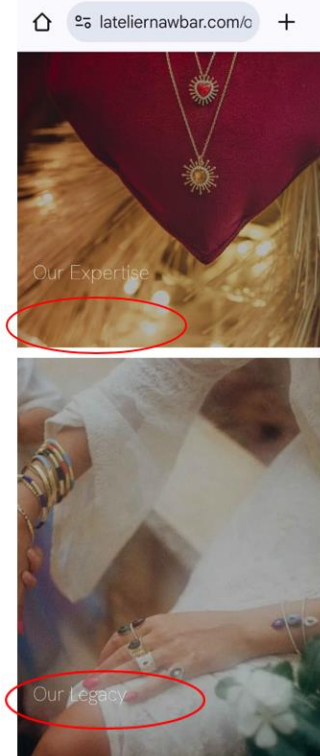
The elephant is known as a royal creature, symbol of loyalty an unity



#### **Pomegranate**

The pomegranate symbolize fertility and abundance

**Emphasis on exclusivity, quality, heritage, and tradition:**



1,388 119 14

latelniawbar From our hearts to yours, we're thrilled to announce the opening of our second flagship store at Via Riyadh, in the stunning city of Riyadh! We can't wait for our Saudi Arabian family to experience the magical world of L'Atelier Nawbar.

This new store represents our brand's commitment to elegance, quality, and customer experience. From the moment you walk through our doors, you'll be transported to a world of beautiful jewelry and exceptional service.



L'Atelier Nawbar - Fine Jewelry

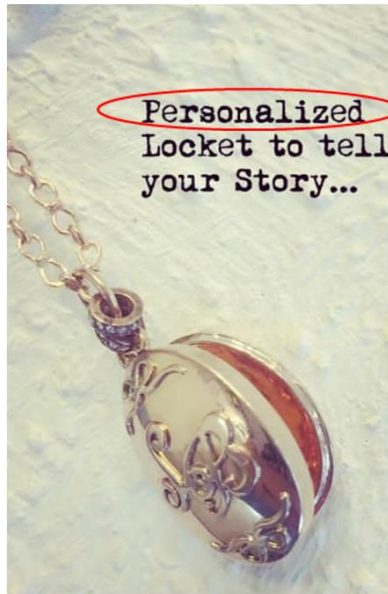
3,404	156K	2,486
posts	followers	following

Fourth generation fine jewellers, dedicated to creating unique designs and true craftsmanship  
[@latelniawbarman](#)  
[linktr.ee/latelniawbar](#) and 2 more



Liked by rana.m.m84 and others

latelniawbar Introducing the \*Boa Rings\* from \*Lot 93\* –a bold fusion of heritage and modern elegance. Crafted to tell a story of timeless beauty, each piece is a testament to Beirut's rich history and craftsmanship.



151 7

3,056 views

lateliernawbar Repair, remodel and recycle your heirlooms with our Abracadabra services!

Upcycle your jewelry while preserving their sentimental value.

**Connecting to regional consumers (Lebanese and Arabs):**

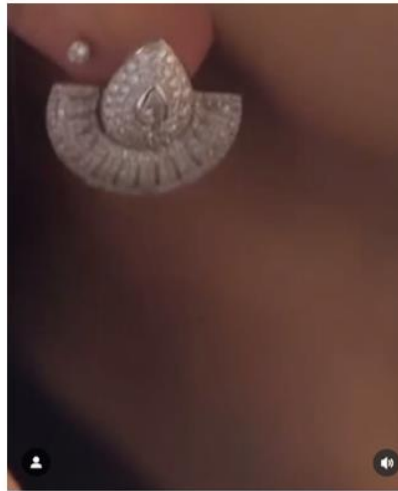
**Celebrity endorsement (Arab celebrities):**



261

Liked by zelfasoufan and others

latelniawbar "Beneath your beautiful"  
@valerieabouchacra in @jamaloukimag February issue in  
#Latelniawbar statement jade earrings.



4,640 43 403

Liked by maguyboughosn and others

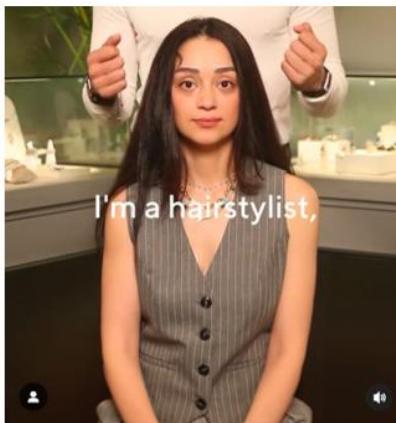
latelniawbar We're tuned in #ع-امل  
@maguyboughosn wearing L'Atelier Nawbar in her new  
Ramadan Series ع-امل



15

Liked by r.a.m.x and others

latelniawbar She's back ! @nawalelzoghbi in her latest  
music video انا هتشاب wearing L'Atelier Nawbar Fine  
Jewelry.



548 38 82

latelniawbar Styling In Action

Season 1, episode 3 : Georges El Mendelek

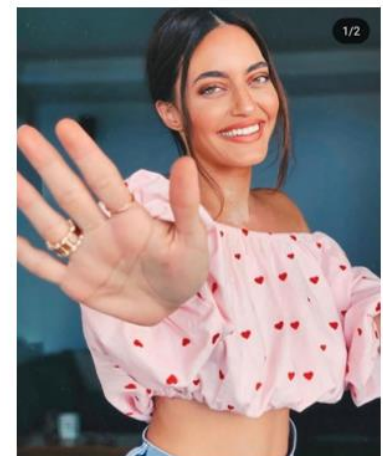
We teamed up with hairstylist Georges El Mendelek to  
show you how to style your hair in 3 ways to match your  
jewelry stack: from a chic day look to a suhur or night  
style, and finishing with a glamorous statement night  
gown look.



372 5 13

latelniawbar Rahma Riadh shines brighter than the stars  
themselves in L'Atelier Nawbar

Seen here wearing the Cosmic Waves Size 3 in white



441 7

Liked by karenwazen and others

latelniawbar Pillar multicolor Amulet Band. Worn by

### Exclusive exhibitions in Arab countries:



1,041 17 1

lateliernawbar تشرف بدعوتكم لحضور معرضنا القائم في معرض  
- عسجد في مول الحزم، الدوحة قطر  
في بوت مجوهرات أميري

Qatar we are here and ready for you!  
Join us and discover our latest collections at the Amiri  
Gems booth in Asjad Jewelry Exhibition in Al Hazm Mall.

Dec 7 : 7.00 - 10.00  
Dec 8 - 12 (except Friday) : 12.00 - 10.00  
Dec 11 : 2.00 - 10.00



558 20 1

lateliernawbar Sneak peek of the Qatar selection!

Join us from Dec 7 till Dec 12 at the Asjad Jewelry  
Exhibition - Amiri Gems booth in Al Hazm Mall and



499 10 1

lateliernawbar When it's all a little hazy, look a little deeper  
within.

We are very excited to see our Egypt family!  
Join us at Fashion Central @wearefashioncentral, a 4-  
day fashion week from Nov. 4 till Nov. 7 - from 12.00 pm  
till 8.00 pm on weekdays and from 12.00 pm till 10.00 pm  
on weekend - in Uptown Cairo.  
Can't wait! @emaarmisr



191 2 39

lateliernawbar Latest to land, and exclusively in our  
Riyadh store - The Statement full diamond and white gold  
Amulets Of Light Pendant and Earrings.

These exclusive pieces are making their debut at our  
second flagship store in Via Riyadh, Saudi Arabia.

هذه القطع حصرياً لفرعنا الثاني في فيا الرياض، المملكة العربية السعودية.

#exclusive #diamond #amulets #whitegoldgold #pendant  
#earrings #viariyadh #riyadh #saudiarabia #lateliernawbar



1,255 40 13

lateliernawbar With all my colors, patterns, and fragments,  
ana arabia.

Meet us at Ana Arabia, Riyadh Front Expo from 09  
December: 5:00 PM till 12 PM, and 10 to 15 December:  
4:00 PM till 12:00 PM, Booth 77, and discover our core  
collections.  
Be many !

لاقونا في انا عربية في الرياض من ديسمبر ٩ : ٥:٠٠ الى ١٢:٠٠ مساءً و ١٠ الى  
١٥ ديسمبر من ٤:٠٠ الى ١٢:٠٠ مساءً.  
كونوا كتار.

### Ramadan and Eid campaigns:



♡ 196    💬 18    ▼ 26

Liked by [carlahaddadofficial](#) and others

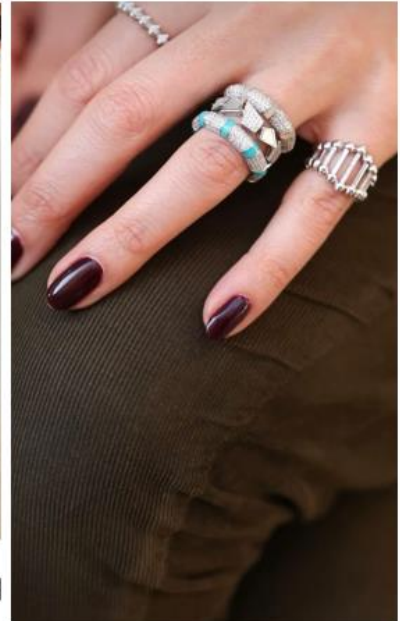
lateliernawbar Style-Off, Episode 1: Layering Necklace

We're diving into the art of layering necklaces for Ramadan! 🌙



♡ 492    💬 7    ▼ 95

lateliernawbar Adding a pop of color and a whole lot of charm to this Ramadan stack 🌙



♡ 325    💬 1    ▼ 84

lateliernawbar Current Eid Wishlist : White Gold 🌙



♡ 1,569    💬 1    ▼ 4

lateliernawbar Hand in hand, we celebrate the end of this spiritual month, and wish you a joyous Eid.

#eidmoubarak

The Pillar Bangles are available on our e-shop (link in bio), alternatively contact our sales team on +961 71 083 224 for assistance.

**Connecting to Lebanese particularly:**



110

lateliernawbar Teta. Saturday family lunch. The comfort of light.



331 7

lateliernawbar God Bless our Lebanon



397 37 29

lateliernawbar From the sands of time to the sparkle of now

Dive into the legacy journey of L'Atelier Nawbar fine jewelry.

Founded by Khalil Nawbar in 1891, our family's craftsmanship has spanned generations, passing down the artistry like the gleam of a precious gem.

Meet the faces behind the brand, from great-great-grandfathers to Dima and Tania Nawbar.

Our story shines on, a testament to heritage, passion, and the craftsmanship. Four generations deep, our passion for fine jewelry continues to sparkle.



lateliernawbar



125

lateliernawbar A touch of heritage... the entrance of the old good souk where our grandfather Nawbar Jewelry shop was.