



DUBAI GOLD & JEWELLERY GROUP

PRESS RELEASE

DUBAI JEWELLERS COME TOGETHER TO CELEBRATE UAE MOTHERS

Dubai Gold and Jewellery Group launches the second season of the much successful campaign for Mother's Day

Dubai, March 7, 2019: Celebrating the spirit of motherhood, Dubai Gold and Jewellery Group (DGJG) unveils this year's campaign of 'My Mother My Paradise' to honor the mothers all across UAE. The popular campaign will commence from 10 March – until Mother's Day on all media platforms.

With an aim to offer beyond the usual promotions, DGJG continues with its efforts to introduce creative campaigns that connect with the customers all across Dubai and celebrate the joys of life with them. The activation campaign will promote exclusive Mother's Day collections and offers by jewellery stores across UAE.

"We introduce the Mother's Day campaign again, in collaboration with our retailers. This campaign will cooperate with several government departments and the gold and jewellery industry of Dubai to spread a thank-you note to all mothers.," **said Tawhid Abdullah, Chairman, Dubai Gold and Jewellery Group (DGJG).** "The relentless love of our mother can never be repaid, but however this is a small gesture from our side to show them our gratitude.

The multi-touch point creative campaign will be live from 10 – 21 March and rolled out across all platforms of media like print, radio, digital and social media.

"The second season of the campaign is a testimony to the support of our customers and the fact that we are trying to be relevantly be part of their lives. Today we launch the campaign with an aim to have more such moments or celebratory days as part of our annual calendar", **Mr. Abdullah further added.**



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DGJG urges all the customers to further celebrate this special occasion and join-in to make this campaign a success.

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About Dubai Gold & Jewellery Group

Dubai Gold & Jewellery Group (DGJG) is the largest trade body for Dubai's jewellery industry with around 600 members representing all sectors of the trade; including bullion, gold and diamond jewellery manufacturing, wholesale & retail of jewellery, precious metals, diamond and pearl. The Group was formed under the directives and Guidance of Dubai Department of Economic Development in the year 1996. From being a group of Jewellery retailers who came together to support the first edition of the Dubai Shopping Festival back in 1996, today the Dubai Gold & Jewellery Group has grown to a prestigious trade body committed to developing and sustaining Dubai's status as the 'City of Gold' and 'The Jewellery Destination of the World'. DGJG represents the interests of the trade through liaising with government organizations and spearheading various member beneficial initiatives. The Group acts as a one-stop-centre to provide solutions to the industry grievances; often acts as an intermediary between various government authorities and the trade.

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