

## QATAR YEARS OF CULTURE COMMISSIONS ARAB-MOROCCAN MIMIA LEBLANC JEWELRY TO CREATE NEW COLLECTION INSPIRED BY MOROCCAN TRADITIONS

The Pieces will be Unveiled at Fashion Trust Arabia in Marrakesh on October 23 and On View at the Museum of Islamic Art in Doha in November

### Collection Celebrates 2024 Qatar-Morocco Year of Culture



**DOHA, Qatar – 9 October, 2024** – Today, Qatar’s Years of Culture initiative announced that it has commissioned internationally recognized jewelry designer Miryam Labiad, founder of Mimia LeBlanc Jewelry, to design a bespoke collection to celebrate the Qatar-Morocco 2024 Year of Culture. In designing the pieces, Labiad took inspiration from Amazigh (known as Berber in English) jewelry made by the indigenous populations of the Maghreb region of North Africa, as well as Andalusian influences.

The collection will be unveiled at the Fashion Trust Arabia Prize Ceremony in Marrakesh on 24 October and will later be featured at Qatar Museums’ Museum of Islamic Art alongside the exhibition, *Splendours of the Atlas: A Voyage Through Morocco’s Heritage* on view from 2 November 2024 through 8 March 2025.

The first piece in the collection is a statement pendant with natural lapis, grey diamonds, cabochon rubies, and a mother-of-pearl inlay, which draws inspiration from Morocco’s Royal Silver Jewelry Collection which was featured at the Museum of Islamic Art earlier this year as part of the Qatar-Morocco’s opening exhibition. Another borrows from the Amazigh tradition of using coins as adornment and makes use of a rare Moroccan coin depicting his late Majesty Mohamed V, the grandfather of the current King Mohammed VI. The third piece resembles an ancient Moroccan necklace, a *serdouk*, a phoenix with rubies, emeralds, diamonds, and white mother of pearl, set in frosted yellow gold.

Miryam Labiad said, “It has been an enormous honor to spend time with peerless examples of Amazigh and traditional Moroccan jewelry and to be inspired by them to design these one-of-a-kind pieces that revel in the rich history of Moroccan jewelry-making. I look forward to seeing my works displayed among the objects that inspired them.”

The Years of Culture initiative spearheads sustained cultural partnerships between Qatar and other nations. It exists to promote respect and understanding among diverse cultures and serves as a catalyst for bringing people together.

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### **About Years of Culture**

The Years of Culture initiative, chaired by Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, spearheads long-lasting cultural partnerships between Qatar and other nations. It exists to promote respect and understanding among diverse cultures and serves as a catalyst for bringing people together, nurturing connections, encouraging dialogue, and deepening understanding. Though formal programming spans one year, the lasting impact continues through legacy projects.

The Qatar-Morocco 2024 Year of Culture is developed in collaboration with leading organizations in Qatar with counterparts in Morocco and with assistance from the Moroccan Ministry of Youth, Culture, and Communication, Qatar's Embassy in Morocco, and the Embassy of the Kingdom of Morocco in Qatar.

Previous Years of Culture have included: Qatar-Japan 2012, Qatar-UK 2013, Qatar-Brazil 2014, Qatar-Türkiye 2015, Qatar-China 2016, Qatar-Germany 2017, Qatar-Russia 2018, Qatar-India 2019, Qatar-France 2020, Qatar-USA 2021, Qatar-MENASA 2022, and Qatar-Indonesia 2023.

### **About Mimia LeBlanc**

Miryam has spent most of her youth designing bracelets and necklaces from her mother's jewelry box. After spending hours observing her mother weaving her magic as a child, Miryam's passion for creativity emerged. She pursued her studies in communication and advertising at Sup de Pub in Paris and founded her fashion consultancy agency: Fashion Affair. Today, Mimia's brand is inspired by her Moroccan royal heritage, emblem, nostalgia and crown collections.

Her collections evoke different sensations and feelings where each piece is an invitation to layer and style beauty on its own. From the first sketch to the final polish, Mimia LeBlanc adheres to the highest standards in fine jewelry production. Using extraordinary materials and unexpected combinations, her fine collection allows women to make a statement about who they are and discover their timeless charm. Feminine yet outlandish, her collections connect people to moments in time.

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