**Maison Chaumet collaborates with M7 on the Design of New Arabic Logo**

*The logo will eventually be present in all Chaumet’s flagship stores across the Middle East*

**Doha, Qatar, 6 March, 2024 –** M7, Qatar’s epicentre for innovation and entrepreneurship in fashion, design, and technology, has announced its collaboration with Parisian High Jewellery Maison Chaumet in identifying a designer from Qatar on the design of a new Arabic logo. This collaboration signifies a prominent milestone in bridging local talent with global brands, further positioning Qatar as a leader in the international fashion and design landscape.

**Charles Leung, CEO** of Chaumet commented on the partnership, saying: “*It’s important to engage and understand the regional youth and their vision for the future; it’s part of Chaumet’s mission. I am proud to see our new Arabic logo coming to life in the region as a result of a strong collaboration with M7 and its creative minds in Doha.”*

In forming the partnership, Parisian High Jewellery Maison Chaumet worked closely with M7 to select a local graphic designer to create the new Arabic logo. Emphasizing its commitment to championing talents and creatives across the Middle East, the brand has been actively engaged in creative ventures, collaborations, events, and partnerships. This approach created a natural synergy with M7 and its commitment towards the acceleration of the creative ecosystem.

**Maha Ghanim Al Sulaiti, M7 Director** said: “At the heart of M7's mission lies a commitment to nurturing Qatar's creative circular ecosystem by providing invaluable professional opportunities for designers to advance in the industry. Through industry collaborations, M7 acts as a facilitator between world-class brands and designers, connecting the global to the local and vice versa. We are honoured to work with luxury heritage brand Chaumet to further solidify our goal in recognizing local talent in Qatar.”

The project brief called for the development of an Arabic brand logo that would seamlessly integrate with Chaumet's spirit and reflect the jeweller’s legacy and commitment to excellence. It was designed by Zainab AlShibani. In Arabic calligraphy, “حلية” (“Helyah”), is a term used to describe the decorative part attached to the beginning of letters, translating to "earring" or "ornamentation". Drawing inspiration from this and fusing it with intricate interplay of Latin and Arabic letterforms, AlShibani's completed logo design evokes a sense of harmony and balance, symbolising the fusion of tradition and innovation, as well as capturing the essence of Chaumet's elegance and sophistication.

Chaumet (est. 1780), the Parisian Maison located at the heart of the city’s iconic Place Vendôme, is synonymous for its creative excellence and true inspirations. It is renowned for its exquisite tiaras, High Jewellery pieces, and unique timepieces. With a network of 80 flagship stores worldwide, including prominent locations in Tokyo, Hong Kong, London, and the Middle East. The logo will gradually be integrated into Chaumet’s brand identity and will eventually be installed on flagship stores in Qatar, Kuwait, UAE and Saudi Arabia.

It is through tailored collaborations such as this, M7 demonstrate their commitment to facilitating connections between local designers and international brands, helping local talents to further their careers in the creative industry.

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**About Qatar Museums**

Qatar Museums (QM), the nation’s preeminent institution for art and culture, provides authentic and inspiring cultural experiences through a growing network of museums, heritage sites, festivals, public art installations, and programmes. QM preserves and expands the nation’s cultural offerings, sharing art and culture from Qatar, the Middle East, North Africa, and South Asia (MENASA) region with the world and enriching the lives of citizens, residents, and visitors.

Under the patronage of His Highness the Amir, Sheikh Tamim bin Hamad Al Thani, and led by its Chairperson, Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, QM has made Qatar a vibrant centre for the arts, culture, and education in the Middle East and beyond. QM is integral to the goal of developing an innovative, diverse, and progressive nation, bringing people together to ignite new thinking, spark critical cultural conversations, and amplify the voices of Qatar’s people. Since its founding in 2005, QM has overseen the development of museums and festivals including the Museum of Islamic Art (MIA) and MIA Park, Mathaf: Arab Museum of Modern Art, the National Museum of Qatar (NMOQ), 3-2-1 Qatar Olympic and Sports Museum, QM Gallery Al Riwaq, QM Gallery Katara, the Tasweer Qatar Photo Festival, and Design Doha. Future projects include Dadu: Children’s Museum of Qatar, Art Mill Museum, Qatar Auto Museum and the Lusail Museum.

Through its newly created Creative Hub, QM also initiates and supports projects—such as the Fire Station Artist in Residence, the Tasweer Qatar Photo Festival, M7, the creative hub for innovation, fashion and design, and Liwan Design Studios and Labs —that nurture artistic talent and create opportunities to build a strong and sustainable cultural infrastructure.

Animating everything that Qatar Museums does is an authentic connection to Qatar and its heritage, a steadfast commitment to inclusivity and accessibility, and a belief in creating value through invention. For more information visit <https://qm.org.qa>

**About M7**

M7 is Qatar’s epicentre for innovation and entrepreneurship in fashion, design and technology. Established by Qatar Museums under the leadership of Her Excellency Sheikha Al-Mayassa bint Hamad bin Khalifa Al Thani, M7 is committed to accelerating the growth of Qatar’s creative economy by providing mentorship and opportunities for designers to build a successful business both locally and internationally, while encouraging the fashion and design industry to play their part in the growth of Qatar’s creative circular ecosystem. M7’s platforms include comprehensive incubation and mentorship programmes, world-class exhibitions and pop-ups, and public discussions. Located at the heart of Msheireb Downtown Doha, M7 serves to create a space for creatives by working closely with its Resident Partners, Cutting Studio, Studio 7, Scale 7, Fromm, Workinton and Profiles.

**About Zainab AlShibani**

Zainab AlShibani, a graphic designer, and a printmaking and lettering artist based in Doha, Qatar, was chosen for the project. Magna cum laude graduate with honours from VCUarts Qatar in 2021, AlShibani has received accolades for her exceptional talent, including the Arab Engineering Bureau Excellence award. She was the artist in residence at ISCP in New York and has since begun specialised in silkscreen printing and artbook making. Zainab has also worked on numerous branding projects and logo designs for local businesses including Studio7, YallaYoga, the Arabic iteration of Cutting Studio logo, and more. She is currently an artist in residence at Fire Station: Artist in Residence programme.

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