

CREATIVE  
LEBANON



## THE GOLDEN RULE

*OR LA LOI DAZZLES WITH ITS GOLD CREATIONS*





*"Unusual shapes, dashes of color, Arabic calligraphy in white, rose and yellow gold encrusted with precious and semi precious stones"*



Brides can be picky. We all know that. But it is not every day that one decides to make her own jewelry for her big day, have the pieces turn into a hit, and then transform them into a successful jewelry line. But that is exactly how 'Or La Loi' was born.

Interior designer turned architect, Nayla Saab Takeddine launched her first collection in a four day individual exhibition at the InterContinental Phoenicia Hotel in December 2007. The event was so successful, it was extended for an additional day. Unusual shapes, dashes of color, Arabic calligraphy in white, rose and yellow gold encrusted with precious and semi precious stones, these are just a few snapshots of Nayla's unique designs. Inspired by human forms, movements, nature, architecture and more importantly her daughter, Nayla's jewelry is stylish and modern with a touch of classicism. Only a limited number of each design is produced and Nayla makes sure to add a few unique pieces to each collection.

When asked about the unusual choice of name for her brand, Nayla explains: "Or la loi" translates into Outlaw. The word 'Or' in French means 'Gold'. It is a play on words reflecting the style of the jewelry line which is 'outside the law' or different. It could also mean 'La loi de l'Or' or the 'Golden rule', where the slogan 'the golden rule of jewelry design' came from".

The "Or la loi" collection is available at the InterContinental Phoenicia Hotel (Mezzanine Level), and from Harvey Nichols, Mall of the Emirates, Dubai.

For more information, visit [www.oraloi.com](http://www.oraloi.com)