

A close-up photograph of a woman's face, partially obscured by her hands. She is wearing several pieces of jewelry: rings on her fingers, multiple bracelets on her wrists, and earrings. The jewelry features blue and white beads and stones. The background is a warm, brownish-gold color.

*Charmaleena*

Jewellery





12 Years Celebrating

L  V E

Founded in 2012 by sisters Hala & Leena Elkhoreiji, Charmaleena Jewelry is a Saudi fine jewelry design house. With a blend of Eastren & Westren influnces, the brand creats contemporary sartorial pieces of fine jewellery. Leena Elkhoreiji, the Creative director of Charmaleena, draws inspration from a variety of sources, including history, architecture, litrature, and travels. Who, along with her sister Hala El-Khereiji, the managing director of Charmaleena, with a strong business acumen, turned daydreams into reality. Their designs and craftsmanship allowed her to showcase the beauty and soul of Arabia, bringing it to the rest of the world.

# Swords of Love

Love is your Weapon

A celebration of history and culture. Inspired by an iconic symbol of strength and courage, this strong yet delicate design is a tribute to everyone. The swords of love collection turns swords into the power of love. Strong positive expression of designs to remind yourself that nothing is stronger, braver or purer than love.











## Swords of Love Cuff Bangles

18k Gold Swords of Love cuff bracelet paved in diamonds









18K Gold Swords of Love Beaded Bracelet, Paved in Diamonds.  
With Black & White Onyx



18k Gold Swords of Love,  
Double Ring Paved in Diamonds & One Diamond Ring





## Swords of Love Earrings

18k Gold Swords of Love Earrings paved in diamonds





1

18k Gold Swords of Love, Multifunctional Necklace  
Paved in Diamonds. Wear it as a Necklace or an Earring

2

18k Gold Swords of Love, Special Edition Necklace  
Paved in Diamonds.





18k Gold Swords of Love, Rings, Paved in Diamonds





# ELEMENTS

## Connect To Forces of Nature

Inspired by forces of nature Water, Earth, Fire, Air. Connect to the forces of Nature, connect to you. Elements is a collection that celebrates nature and natural beauty. It is about being completely in your element feeling balance and complete inner peace.









## Elements Bangles

Outlined in Diamonds, Malachite | Lapis



## Elements Double Rings

Outlined in Diamonds, Malachite | Lapis







**Elements Necklace**  
Outlined in Diamonds, Pink Opal | White  
Mother of Pearl

**Elements Bangles**  
Outlined in Diamonds, Pink Opal |  
White Mother of Pearl







Elements Beaded Bracelets, Outlined in Diamonds

















# CLASSIC ELEMENTS







Classic Elements Bangles, Paved in Diamonds & Baugettes

Classic Elements Ring, Paved in  
Diamonds & Baugettes





Classic Elements Hoop Earrings,  
Paved in Diamonds & Baguettes



Classic Elements Stud Earrings,  
Paved in Diamonds & Baguettes



Classic Elements Earrings, Paved in  
Diamonds & Baguettes









# CHARMS

## My Journey in Charms

Each year, we embark on a new journey, and this year is dedicated to celebrating our milestones together. The symbols on our charms reflect the various chapters of our lives—growth, love, strength, vision, peace, and more. You can choose the charms that resonate with you or to customize your own. Using only gold, diamonds, and precious stones, we continually explore new ways to narrate your stories, embodying the essence of the Charmaleena girl who has matured and evolved over the years. Our approach is to keep it super simple and versatile simultaneously.





# Charmaleena

Jewellery



LOVE



FREEDOM



STRENGTH



PEACE



VISION



GROWTH



# VERSATILE WAYS TO STYLE IT







As A Necklace





Clipped into  
An Earring



A Classic Earring











# Charmaleena

Jewellery

Contemporary Jewels Inspired by Arabia

## FIND US

### ONLINE

[WWW.CHARMALEENA.COM](http://WWW.CHARMALEENA.COM)

### FLAGSHIP STORE

El Khereiiji Group building  
Saud Al Faisal St.  
Al Rawda Dist.  
Jeddah, KSA

### DESIGN STUDIO / SHOWROOM

Al Rumaizan building, 7060  
Al Takhassusi St.  
Al Muhammadyyah Dist.  
Riyadh, KSA

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