



Rami Khoury



*Martine Haddad  
rocks the most  
precious stones*

**M**artine Haddad, a Lebanese designer born into a family of jewellers, uses her background as a graphic designer to create wicked jewellery. "I never thought of 'how' I would do it, I just did it." And so Martine Rockz was born, her collection of shockingly delicious bijoux.

**So tell us: does Martine Rock?**

Well her designs certainly do! I love the name, it really allows me to be creative with my collections: the latest one is called Entomology Rockz, meaning the study of insects, those precious little creatures.

**Study of insects...?**

I wanted to create something that would make people stop and look. The entire collection is made up of different kinds of insects, designed with beautiful precious stones set in 18k white or yellow gold. Each piece is handmade with so much attention to detail. Some parts move, giving it a more realistic look. The collection is made up of six types of insects: Ants, Dragonflies, Centipedes, Beetles, Scarabs and of course Spiders.

**That does sound pretty neat.**

The inspiration for this collection is quite funny: I've had a phobia of insects ever since I was a child. I realised that there are so many others out there that have the same phobia, so I decided to take something negative and turn it into something positively stunning! We never really look at insects, as to how they have been created with such intricate details. Each one has a purpose to be on this planet, but to most people they're only there to ruin our day.

**What's the reaction been like?**

I've had different reactions from so many people! Most of it is very positive, which means the idea I was trying to bring out has reached the people viewing the collection. Everyone sees the beauty and art, allowing them to appreciate the pieces more. I have had some people who just see them as insects and so feel disturbed by them. I also noticed the ones who couldn't see the beauty from the first time were able to see it after they actually tried them on.

**Where do you sell them?**

I carry my collection at all times! I can meet clients or have the pieces delivered. I'm keeping this exclusive, so people can only buy a piece if they contact me.

**What's next on your design agenda?**

I spend my days creating exclusive personalised gifts for people, and designing new collections that are coming very soon. The most important thing for me is that my clients are able to customise items the way they want them. Another idea I really want to make happen is alphabet jewellery.

[martinerockz.com](http://martinerockz.com)