



## Oncam Secures World-Renowned Luxury Jeweler Mouawad in Malaysia

### CLIENT

Mouawad is a world renowned luxury jeweler catering to royalty and celebrities. The local distributor Bakhache Luxuries Sdn Bhd is a fast growing group which also manages established brands like Christofle, Truefitt & Hill, Maison Francis Kurkdjian and Castania.

### CHALLENGE

Owner Bakhache wanted a surveillance solution covering the entire boutique floor that is user friendly to operate and remotely accessible from his smartphone.

### SOLUTION

Oncam assisted Stratel and Viva Network with the design and installation of the Evolution 360-degree concealed camera along with on-site NVR from QNAP.

### RESULTS

The system drastically improved the situational awareness of the store while allowing the owner to effortlessly access remotely his surveillance system.

Antoine Bakhache is no match when it comes to spotting the finest gems and jewels. Likewise, for his business where security is paramount, he is best at recognizing the importance and value of Oncam's high-quality 360-degree video surveillance solution.

Nestled in Starhill Gallery, Kuala Lumpur's finest luxury retail mall in the heart of Kuala Lumpur's golden triangle, Mouawad jewellery boutique epitomizes exclusivity and fashion. Established in 1890 and one of the world's leading jewellers, the Mouawad group spans luxury outlets across the world including Jordan, Kuwait, Lebanon, Malaysia, Oman, Qatar, Saudi Arabia, Singapore, Switzerland, Thailand, UAE and USA.

For over a century, Mouawad has been creating spectacular jewellery destined for its exclusive clientele made up of royalty, the wealthy elite and celebrities. Adorning the likes of Jennifer Lopez, Eva Longoria, Naomi Campbell, Paris Hilton, Uma Thurman and many more, Mouawad masterpieces hold several Guinness World Records like the most expensive single-pear shape diamond (1990), the most valuable necklace (2013), the most valuable handbag (2010) and the most luxurious lingerie (2003).

Antoine Bakhache, Managing Director of Bakhache Luxuries, helms the Malaysian operations of Mouawad. A nephew of the third-generation family business leader Robert Mouawad, Antoine is a certified gemologist from the prestigious Gemological Institute in America.

Besides Mouawad, Bakhache also represents and manages renowned French silverware manufacturer Christofle and the world's oldest barbershop Truefitt & Hill. Managing well over a dozen outlets around Kuala Lumpur is no easy job. Always on the move, Bakhache had

installed eight cameras in his flagship Mouawad boutique in Starhill. Yet, he was not fully satisfied with the resolution, the fragmented viewing and limited remote accessibility offered. "Through the previous CCTV system, I was having difficulty being able to get a birds-eye view of my store, especially when away."

When introduced to the product by Stratel (Malaysia) Sdn Bhd, the authorized distributor for Oncam in the region, Bakhache was amazed. "I was literally taken in by the technology and ease of use offered on the mobile app and immediately knew it was the right technology for my business." Two weeks later, Bakhache invested in Oncam's 360-degree technology and the system was installed by professional integrator Viva Network Sdn Bhd. "With Oncam, I can quickly check any part of my store effortlessly, zoom in and rotate the view as much as I want - live and recorded. I never miss a thing."

Using a QNAP NVR, the surveillance solution meets all of Bakhache's requirements. Hardly noticeable, the EVO-05 Concealed camera blends nicely with the refined surrounding and despite the presence of a huge column in the middle of the boutique, there is no blind spot in the field of view.

Bakhache is already thinking ahead and planning for another use of Oncam in his upcoming new business.