

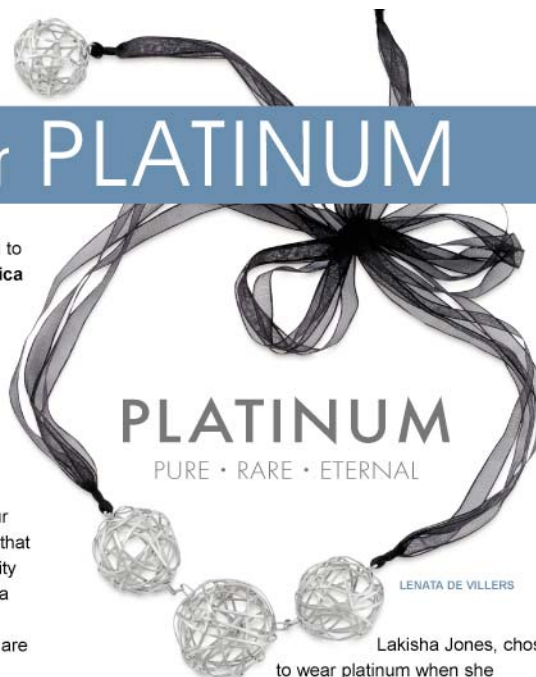
# A passion for PLATINUM

In every society, art and personal adornment are used to express the unique creativity of a culture. The **PlatAfrica design and manufacturing competition**, sponsored by Anglo Platinum, the world's largest producers of platinum, was created to give both young and established South African designers the opportunity to learn how to manufacture in platinum and to showcase the enormous talent and potential of local designers.

Over the past eight years, the quality and standard of entries has come to reflect the world-class talent of our local designers and manufacturers – unique jewellery that reflects the rarity of the metal as well as the individuality of its wearer. With more and more designers creating a look that is distinctly South African, it's clear that the international world has begun to take note. Designers are starting to develop niche markets by manufacturing competitively priced, quality designs that grab the global spotlight! In fact, many of the PlatAfrica designs have been exhibited at international fairs such as Basel, Inhorghenta, JCK and Shanghai and some of the pieces exhibited have even been sold to international platinum aficionados!

**Entries for PlatAfrica 2007 are already in** – we can look forward to some really exciting designs as the criteria for this year included the metal's reflective properties, the commercial potential as well as the wow factor! Winners will be announced early November!

The fashion trends of 2007 continue to favour the cool hue of platinum and it remains the metal of choice for discerning individuals. It's also the ideal metal for securing and showcasing diamonds. Its unique, glitz and glamour sees many a star adorned in platinum... At the Oscars, Jennifer Hudson in jewellery designed by Neil Lane, at the Academy Awards, Jennifer Lopez, Madonna and Gwyneth Paltrow. It's no wonder American Pop Idol,



LENATA DE VILLERS

Lakisha Jones, chose to wear platinum when she performed the Shirley Bassey classic "Diamonds Are Forever" or should we say platinum is forever!



CHANTELLE WEHMEYER

TALITHA VICTOR

If you're still waiting to explore the magic of platinum, or your demand for platinum jewellery is growing, don't forget the **Platinum Metal Financing Scheme**. Anglo continues to assist the local industry by supplying platinum metal on consignment. The mechanism for participation is quite simple.

Current participants are showing good growth in their platinum business as the scheme allows them to provide more products while minimising the impact on their cash flow. The benefits are not only consignment sale terms but it also assists jewellers in dealing with price fluctuations.

Currently the scheme has close to R3m worth of metal on loan with manufacturers/retailers.

For more information on platinum log onto [www.angloplatinum.com](http://www.angloplatinum.com) or contact Michael Joseph on 011 373-6788.

