



PLATINUM ALWAYS A WINNER...

Entries are out for the **PlatAfrica 2007 Platinum Jewellery Design Competition**. This year's theme is an extremely challenging and exciting one... **"Beyond the surface – platinum reflections"**.

The theme explores the purity and brilliant reflective lustre of this precious metal. Pure, rare, eternal... platinum 950's almost pure alloy endows it with a brilliant, white, reflective lustre that lasts a lifetime. Both timeless and contemporary, it is astonishingly versatile and for those who create platinum jewellery, a real challenge, demanding consummate skill and craftsmanship to design exciting jewellery.

An important criteria for this year's judging will be the use of the metal's reflective properties, the commercial potential as well as the "wow" factor of the designs.

The competition rules have been amended due to the huge increase in the number of both professional and student entries. This year, **professional designers** will first need to submit sketches of their designs with **only the top 15 entries being selected**. In the **student category**, the competition continues to give young designers the opportunity to work with this extraordinary metal but **only the top 40 student entries** will be given the opportunity to feature in the final judging.

If you haven't received an entry yet, log on to www.angloplatinum.co.za/jewellery/platafrica/ and download an entry form or contact Hilary or Bernard Stern at Mental Concentrators on telephone (021) 510-0770.

Professional jewellers have just over a month to submit their sketches – entries are due **6 July** and **student** entries must be in by **17 August 2007**.

Get designing, with platinum, you're always a WINNER!



PLATAFRICA 2007

JEWELLERY DESIGN COMPETITION

DESIGN THEME

Beyond the Surface – Platinum Reflections

The stillness of the water reflects an image...
Flap and the reflection vanishes into ripples of images undiscovered.
A vision blending fantasy with reality, a reflection where nothing is as it seems.

DEADLINE FOR ENTRIES:
Professionals: 6 July 2007
Student/Amateur: 17 August 2007
Entry forms available on www.angloplatinum.com

Please contact Hilary or Bernard Stern at Mental Concentrators on (021) 510-0770 for entry details.



PLATINUM METAL FINANCING UPDATE

The Platinum Metal Financing Scheme is proving a great success with more than R3-million worth of metal now on loan to manufacturing and retail jewellers. The scheme is simple – Anglo Platinum supplies platinum on consignment to manufacturers. This allows them to provide more product and minimises the impact on their cash flows. Other benefits include assisting jewellers with platinum price fluctuations as well as the consignment sale terms. **If your platinum demand is up consider participating in the scheme.**

Please contact Michael Joseph on (011) 373-6788 to obtain more information.

PALLADIUM NEWS

Lonmin has agreed to provide palladium metal to the local industry by way of a Palladium Financing Scheme. This scheme will operate similarly to the platinum scheme.

Palladium is currently enjoying some prominence in the South African market – this despite the fact that global demand for palladium jewellery is down because of the amount of old product being recycled. South African manufacturers and retailers are experimenting and enjoying this metal especially now that the metal's price points are in line with the current customer base.

If you would like to participate in the palladium financing scheme please contact Tony Elliot on (011) 345-8500 for more information.

AFTER MILAN

Our Tshwane University graduates, **Talita Lamprecht** (nee Badenhorst) and **Rene van Heerden** are back in South Africa after completing their post-graduate course at the **Richemont Creative Academy in Milan!**

Rene did an exciting three month apprenticeship at watch and clock manufacturer **Jaeger-LeCoultre** in Switzerland. He was offered a permanent position but unfortunately was unable to obtain a work visa.

Rene is now working for **Alan Mair Manufacturing Jewellers**. On his return Rene said, "My newly acquired knowledge of commercial jewellery design is invaluable and my current and future success can largely be credited to the help and support received from PlatAfrica. Initiatives like this help South African students to enter the international market strengthening our country's participation in setting greater standards in the jewellery field."

Talita spent her internship with **Piaget**. Almost everything created at Piaget is done by hand giving her hands-on experience while learning a great deal from their team of designers. She recently married and is now Mrs Talita Lamprecht, Talita is currently working for **Tracey's Diamonds** of Franschhoek.

"Tracey's Diamonds specialises in classic fine jewellery and with the knowledge I've gained during my studies in Milan in jewellery design within the luxury goods sector, my focus will be to create a truly South African brand with recognizable ranges."

Welcome home and we wish you both well in your new endeavours!

NEW PLATINUM INCUBATOR...

The Platinum Trust of South Africa, in association with a number of key players, launched the county's first platinum beneficiation incubator in Rustenburg.

The SEDA Platinum Incubator (SPI) aims to facilitate and promote the beneficiation of platinum group metals. The incubator also promotes small business access to platinum group metals.

The SEDA Programme was funded with the support of the North West Provincial Government and the private sector, including Anglo Platinum and Northam. In addition to funding, Anglo has contributed time and Platinum Guild International expertise to the project.

The first initiative of the incubator focuses on the design and manufacture of platinum jewellery and the training facility opened its doors in March this year to its first intake of 15 students. In partnership with the Orbit FET college, the facility aims to address the socio-economic challenges facing South Africa and to ensure skills transfer to and the upliftment of historically disadvantaged South Africans.



In order to grow our jewellery industry, it is important to have the ability to manufacture quality products competitively and the project is in line with Anglo's strategy of supporting the local jewellery industry by developing its capacity in order to complete globally!



For more information, log onto www.angloplatinum.co.za and click on our logo.

IF IT'S PRECIOUS, IT MUST BE PLATINUM

As the leading producer of platinum in South Africa, Anglo Platinum is committed to supporting and showcasing the incredible talent within our local jewellery industry. Keeping platinum in the news, PlatAfrica took part in the **10th annual International Design Indaba®** held in Cape Town. With many of the design disciplines represented, one of the specialist Indaba's included jewellery and the creative inspiration leading to great jewellery design.

As South Africa's premier showcase for original, local design and with a strong emphasis on the development of young talent, the Design Indaba provided Anglo Platinum with a unique opportunity to **display** many of the innovative and creative **pieces entered into last year's PlatAfrica competition.**

In keeping with the Design Indaba ethos it not only raised consumer awareness about platinum and its positioning in the jewellery market, but also provided a commercial platform for many of the student entries. The unusual feast of jewellery was displayed together with the relevant retail prices providing invaluable exposure for many of our aspirant designers.

Our new advertising campaign

focussing on platinum as the metal of choice for both men and women was featured in Business Day's – Wanted, Femme Bride, Mining News and SA Jewellery News.

Look out for platinum in the news as PlatAfrica will feature in more consumer magazines including Sawubona, Equinox, Rooi Rose, Women Inc, Elle and Top Billing!



DJADJI

platinum

Africa's greatest treasure

The relaunched **Djadji Platinum™**, is the hottest name in platinum on the South African fine jewellery stage. A reflection of Africa's rich heritage is captured in this superbly crafted jewellery. Each piece of Djadji Platinum™ carries the "PT950" hallmark, indicating that it is 95% pure. Pure platinum is naturally white, with a cool silver-white patina making it the metal of choice for discerning individuals.

But Djadji Platinum™ is more than fine, pure platinum jewellery – it is an investment in South Africa, as platinum is found in very few places around the world.

Look for the Djadji Platinum™ raindrop hallmark of quality in each piece.

Djadji Platinum™. Your encounter with Africa's greatest treasure.

Contact: Claire Minniit at Nine Dots Tel: +27 11 880 1713 or email: clairem@ninedots.co.za