

South Africa's Cultural Multiplicity Is Inspiring New Jewellery Trends Globally

After 20 years of democracy, it has become clear that the successful integration of cultures within South Africa is resulting in a new trend within jewellery design and production. Lorna Lloyd, CEO of the Jewellery Council of SA explains that jewellery designers and producers exhibiting at Jewellex Africa 2014 are increasingly using references from the multiple cultures of South Africa, integrating them into original and innovative jewellery pieces.

"South Africa has so many cultures, all with strong heritages and design references to their specific cultures, and all found within the borders of South Africa. Since the advent of democracy in South Africa, and as a result of the barriers of separation being torn down and education into cultural understanding being progressed, those designers who have explored the multiple cultures are starting to integrate these into new designs that are sure to get the attention of the global jewellery industry".

Lloyd recently attended the Hong Kong Jewellery Show and notes that South Africa is at the forefront of innovative jewellery design and production.

"What sets South Africa apart from all other markets is simply that we have a unique quality – that we are a melting pot of cultures and that we have a fountain of new designs reflecting the integration of these. When you have over 20 different cultures all represented within a country, the variations of merged culturally specific designs is practically endless. The fact that we are such a diverse nation is one of our greatest assets from a design perspective, and this should be encouraged."

"The presentation of a few of our jewellery designs was met with great praise, and we were told that our jewellery designs were inspirational. Visitors to the South African pavilion were exceptionally impressed with not only the original designs, but also the use of the various semi and precious materials, and of the level of craftsmanship demonstrated by the jewellery producers".

The Jewellex Africa 2014 trade fair will take place at the Sandton Convention centre in August, and will feature a number of inspirational jewellery pieces that demonstrate the integration of cultures within South Africa.

Says Lloyd, "The jewellery that is being designed and produced in South Africa will certainly attract the attention of the international jewellery trade, and will hopefully inspire a new generation of designers to revisit their own cultural roots, and perhaps present original interpretations of their changes within their own markets. We are very happy that so many international visitors to the South African pavilion in Hong Kong found South Africa's approach to jewellery design to be inspirational.

Concludes Lloyd, "We gladly invite all within the jewellery trade to attend the Jewellex Africa trade fair to get an understanding of how South Africa is taking advantage of its cultural multiplicity. This is just another reason why South

Africa can be so proud to celebrate 20 years of democracy, and look forward to many, many more years of the cultural exploration.”

ENDS

For more information contact:

Belinda Cooper

Lion’s Wing Brand Communications

011 549 3600

Belinda@lionswing.co.za