



NEW JOHANNESBURG SHOWROOM



Take home a piece of Africa

The ancient heritage of Africa meets the timeless allure of diamonds and gemstones in a unique destination known as Jewel Africa.

Here, guests can embark on an educational journey into the fascinating world of diamonds as world experts take them on an interactive, personalised diamond tour.

While highly skilled and experienced staff share their knowledge about every aspect of diamond mining, manufacturing and buying, guests will be exposed to a wide range of diamond investment pieces and the largest retail collection of the continent's very own tanzanite gemstone.

The Jewel Africa experience extends through to the togu'na showroom which houses a unique retail collection of African art and artifacts.

Combining diamond education with the most beautiful things Africa has to offer, and showcasing one of the widest and most varied ranges of magnificent handpicked pieces, Jewel Africa offers an African experience unlike any other.



Educational diamond tours



Education lies at the heart of Jewel Africa's unique offering. Complimentary interactive diamond educational tours will expose guests to a wealth of information, including the history of mining, how diamonds are made and the design and manufacture of fine jewellery.

Detailed educational videos are coupled with experiential teaching as guests get the opportunity to handle raw kimberlite and rough diamonds. Comprehensive briefings will teach guests about the 4 Cs of diamonds – cut, colour, clarity and carat – enabling them to discern true quality when making a purchasing decision.

This experience ensures that visitors leave Jewel Africa truly enriched.

Our staff speak a range of international languages, including English, German, French, Russian, Italian, Spanish and Mandarin, and are trained to cater to the interests and needs of diverse groups of international guests.



Romantic trio of engagement rings featuring the all time favourite solitaire, a classic trilogy and a contemporary 3-stone ring

Jewel Africa also offers an exclusive retail jewellery experience. Guests can view our extensive tanzanite and diamond jewellery collection, and make informed purchases based on the knowledge gained through the educational diamond tours. They also have the opportunity to purchase loose gemstones or get these made up in a jewellery design of their own creation.

Our knowledgeable staff are on hand at all times to answer questions and ensure that guests enjoy a highly personalised retail experience.

On-site master goldsmiths



A guided walk through the jewellery showroom displays Jewel Africa's wide-ranging collection of exquisite pieces, many of which are award-winning items. Visitors can watch master goldsmiths at work, making handcrafted pieces of jewellery.

These same master goldsmiths will be responsible for making up any personally-commissioned designs, which will be ready for collection within 24 hours.

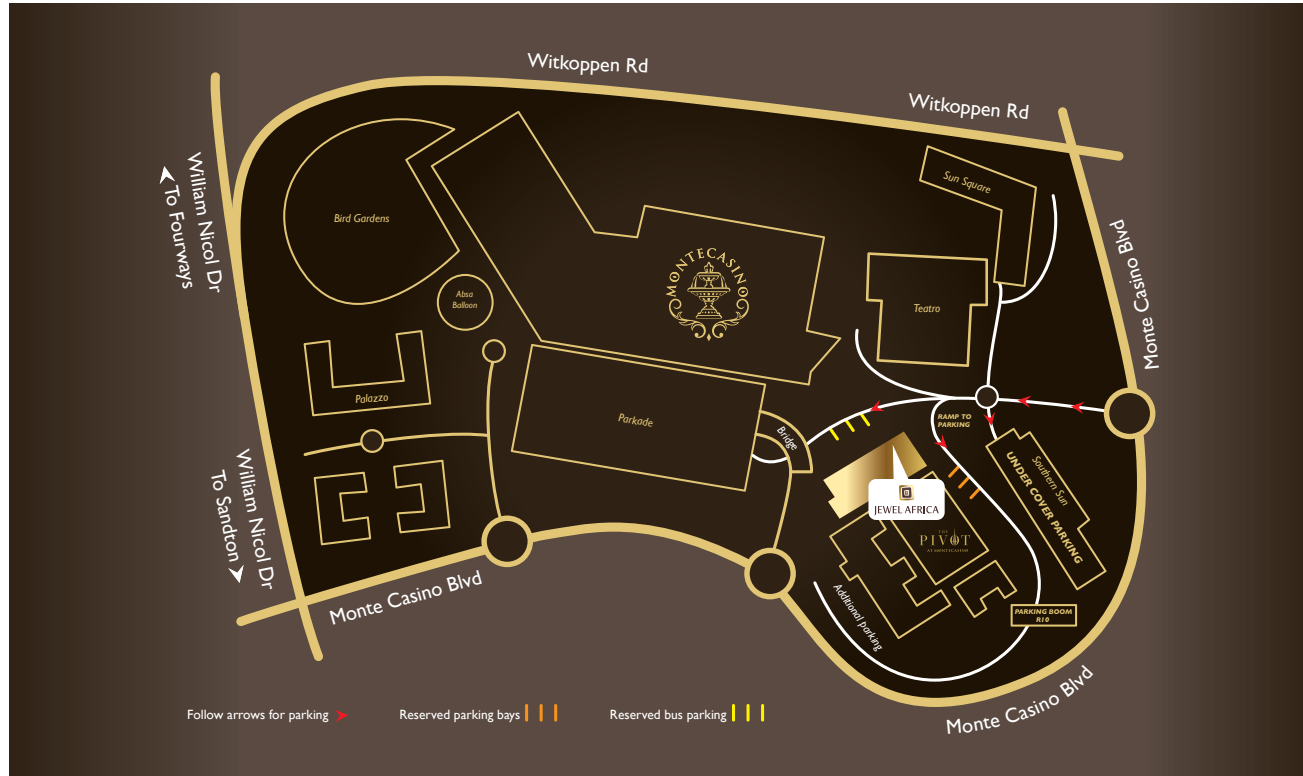
Spectacular Johannesburg showroom



Our showrooms' deconstructed yet flowing design leads visitors seamlessly through all that Jewel Africa has to offer. Both the Cape Town and Johannesburg showrooms are in upmarket, safe and secure locations, with easy access to highways and business hubs. Visiting groups can make use of the complimentary shuttle service, on offer by arrangement.



The togu'na showroom takes visitors on a sensory journey where they can experience the colours, textures and richness of different kind of African adornment. Meander through a market environment of African abundance that transports you to the four corners of the continent. Authentic African collector's pieces include masks, glass beads and rich array of tribal attire. These stunning examples of African art, culture and heritage have been personally selected to offer the discerning visitor an authentic, comprehensive yet eclectic range of quality African artifacts.

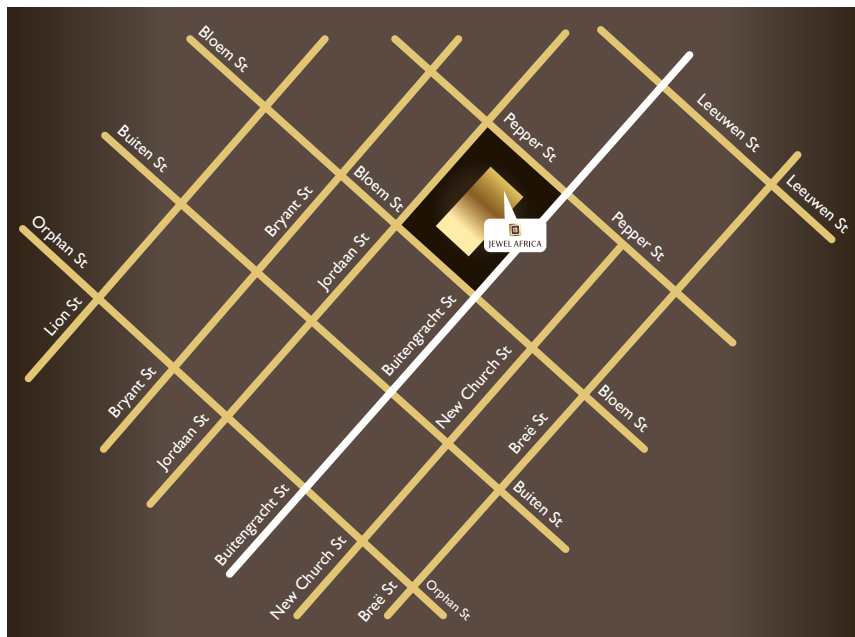


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Cape Town showroom



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