



JEWEL 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 artefacts. 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.



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Tips to care for your Ring

- Take ring off during active sports to avoid possible injury to yourself and players.
- Remove ring prior to applying lotion, make-up, hair spray & perfumes.
- Remove your ring prior to doing any type of house cleaning with chemicals.
- Always put your ring in the same place each day to avoid losing it.
- Clean your ring once a week to maintain a bright, sparkly shine.
- Be sure to remove your ring before swimming or getting into hot tubs and spa's.
- Avoid rubbing your stone a great deal to prevent oil build up on both the stone and the setting.
- Avoid using anything abrasive to clean your ring.
- Use a lint-free cloth to dry your stones every time they get wet instead of allowing them to air dry.

"Aquamarine" March Birthstone

The blue of Aquamarine is divine and eternal, that of the light blue sky and of the deep blue ocean. This, no doubt, is why its name is derived from the Latin for water (aqua) and for sea (mare).



Aquamarine is also an ideal gem for married couples as it has a soothing effect, assisting them as they work out their differences and insuring a long and happy marriage. Aquamarine can re-awaken love in long-married couples and bring the woman who wears it joy and wealth. It also aids in the making of new friendships for its light blue colour arouses feelings of sympathy, trust and harmony.

As a healing stone, it can be an effective treatment for anxiety, depression and grief. Aquamarine relieves cough, works against nerve pain, glandular problems, toothache, and disorders of the neck, jaw and throat. It strengthens liver and kidneys and diminishes problems with eyes, ears and stomach. Since early times, aquamarine has been believed to endow the wearer with foresight, courage, and happiness and it is said

Aquamarine (along with Bloodstone) is the birth stone for March. It is the Zodiac sign of Scorpio as well as the Planetary Stone of Pisces. It is also the gemstone for the 19th Wedding Anniversary.

Set the stage >>>

Clico Guest House Diamond Surprise

It was a night to
remember.....

Jewel Africa was the proud sponsor of 3 diamonds for the Clico Guest House conferencing facility launch.

The diamonds were given away as part of a surprise for each guest on the evening.

Each person was served a glass of champagne with a diamond-like stone at the bottom of the glass. Out of 80 stones 3 of them were diamonds. Once the champagne had been consumed the guests brought their stone to the Jewel Africa table and we tested it for them.

Congratulations to the winners of the diamond surprise! We hope it was an experience you will never forget!



Fashion advice >>>

Jewellery Trends for 2011

Thinking new jewellery? Look out for bright colours, big, bold, eye catching, along with geometric shapes. This year's Academy Awards was a great indicator for the latest jewellery trends. As usual, Angelina Jolie was ahead of the fashion pack with her eye catching over sized emerald jewels. In fact, Angelina's green gems covered several criteria for newest jewellery.

One of the biggest trends we see in jewellery fashion this year is colourful stones. Another feature we see a lot of is big pieces and geometric shapes. Angelina's drop emerald earrings came in at an impressive 115 carats and were so large, they almost resembled something out of one of her daughter's dress ups box. Angelina wore the matching 65 carat emerald ring as the perfect accessory. The emerald jewellery highlighted her simple and elegant black strapless gown to perfection. A splash of gorgeous colour in just the right amount.

Another jewellery fashion forward celebrity model Heidi Klum. Heidi combined multiple large pieces of coral and diamond jewellery for maximum visual effect. Heidi also managed to add another popular and costume jewellery trend, that of floral shapes.

Green and yellow are two of the more popular colour we see. Eva Mendes stunned onlookers at the Golden Globes with her choice of a turquoise and diamond 4 tier bib necklace that she used to accessorise a white strapless gown. Also at the Golden Globes we saw yellow floral jewellery from Christina Applegate who wore a vintage diamond necklace that featured large flowers made from yellow diamonds.

So for the latest jewellery fashion, think colours, drama, and statement pieces. Bold solo colours can look breathtaking with black, a la Angeline, white as with Eva, or in Heidi's example, bright red. Multi-coloured hues will look best when teamed with an outfit featuring one of the colours from the item of jewellery. Jewellery trends right now are headed for dramatic coloured stones in bold or big settings. Those who prefer their jewellery a little more feminine have floral shapes and settings to select from. These jewellery knockouts are a fantastic ways to liven up last year's little black dress.



Popular African Curios: Punu Mask

African curios are sought-after by visiting tourists simply because they are visually appealing, completely unique and are the living remnants of ancient crafts that have been passed down through the generations.

The vast majority of African curios are genuine, hand-crafted works of art that are still used for their original purpose, such as wooden masks used for initiation ceremonies or the popular Djembe drum used to make music.

Authentic African masks, tooled and crafted by traditional carvers, from South Africa, Gabon, Cameroon, Swaziland and Kenya have, for many years, been snapped up by international visitors. The masks are not necessarily worn by their new owners but instead feature prominently on the walls of their homes from New York to Paris.

A fine example of an authentic African mask is the ceremonial Punu mask from Gabon. Although each mask is totally original, reflecting the different styles of each craftsman, all Punu masks have distinctly oriental features and are exclusively black and white.

Celebration >>>

We would like to thank all of our Chinese Tour Operators and Guides for their support during Chinese New Year.

Jewel Africa wishes you a year full of Health, Wealth and Prosperity.



Diamond vs. Tanzanite

Diamonds and tanzanite are both popular gemstones. Diamonds are the world's most popular gemstone. However, tanzanite has been gaining popularity since its discovery and its rarity only adds to its appeal. It is hard to say which gemstone, diamond or tanzanite, is a better buy but both enjoy a large following of collectors and enthusiasts.

Tanzanite

Tanzanite is found in only one place in the world, which is the African country Tanzania.



Tanzanite Characteristics

Tanzanite is from the zoisite family and rates a 6.5 to 7 on the Mohs scale of hardness, which makes it a soft stone and it can crack if subjected to sudden temperature changes. Some tanzanite in its natural state appears brownish in colour; it is heat-treated to bring out its inherent colour, which is an ultramarine blue to a violet-blue.

Tanzanite Cost

Tanzanite is 1000 time rarer than Diamonds. Due to the fact that the mine only has an average of 9 years left, the price of tanzanite will increase every year.

Diamond

You can find diamonds anywhere there has been volcanic activity or erosion and where elements such as streams, rivers or glaciers might have taken them. Diamonds are found around the world, including Africa, India, Australia, Canada, China, Russia, South America and the United States.



Diamond Characteristics

A diamond is nature's hardest substance. Diamonds rate a 10 on the Mohs scale of hardness, have a transparent quality and can come in shades of yellow, brown, gray, white, blue, black, red and green, as well as colourless. Diamonds are used not only in jewellery but also for industrial purposes and for drilling, cutting, grinding and polishing procedures, according to Geology.

Diamond Cost

Diamonds as gemstones are priced according to their quality. The deciding factors for quality are the "4Cs" (carat weight, cut of diamond, clarity and colour).