

# Jewellex returns with a bang

Jewellex Africa 2023 concluded successfully on 4 September, with exhibitors and visitors expressing satisfaction at the business done during the event, as well as the venue and positive atmosphere.

THERE WAS A PALPABLE SENSE OF excitement in the air when Jewellex Africa 2023 opened its doors on 3 September. The premier trade fair of the SA jewellery industry returned after a three-year gap and took place over two days at the Wanderers Club, Johannesburg, where suppliers, wholesalers, manufacturers and service providers could sell to the trade.

The show opened with a fully-booked business breakfast on Sunday, sponsored by Rand Refinery, where Terance Nkosi, Executive Head of Technical Assurance and SHEQ, addressed guests on responsible sourcing.

Organised by the Jewellery Council of South Africa (JCSA) for more than 40 years, this year's event was held on a smaller scale, with all exhibition space sold out weeks prior to the show.

The SA Diamond and Precious Metals Regulator, in conjunction with Jewellex Africa, hosted its first jewellery Imbizo at the show and thanked all organisations that attended and industry leaders who took part in our panel discussions. Beneficiation was at the heart of the robust discussion and featured representatives from Rand Refinery, Metal Concentrators (MetCon),



Akapo Jewels and the SA Young Diamond Guild. The conversation explored the way industry is leveraging AGOA, the tax incentives associated with the SEZ and trading blocs like Brics, unlocking the potential for industry collaboration in resolving salient issues of development of SMMEs and increasing efforts to curb illicit trade as a result of illegal mining.

The 53 exhibitors represented various industry sectors and showcased exciting new collections, technologies and services.

"The response to this year's show has been overwhelming," said Lorna Lloyd, JCSA CEO. "All of us at the council express our sincere gratitude to our exhibitors for their support, as well as to every visitor.

"We also sincerely thank our loyal sponsors. Rand Refinery sponsored the Jewellex Business Breakfast in 2019 and we thank it once again for its continued patronage. We also Brinks SA for sponsoring



the lanyards for the show and MetCon for sponsoring the carrier bags which were handed out at the entrance and included SA Jewellery News' September 2023 issue, as well as brochures and leaflets. Our sponsors have always been loyal supporters of the Jewellery Council and Jewellex Africa and have always had the industry's interest and growth at heart."

"Although smaller than previous years, Jewellex Africa 2023 has possibly been the most memorable and I want to thank all the organisers, exhibitors and patrons," said Chris van Rensburg, JCSA Chairperson. "It was wonderful for everyone to reconnect and connect with industry friends and colleagues. I'm looking forward to next year's event."

"I visited Jewellex on Sunday and was surprised at how full the venue and busy the event was when we arrived. The positive vibe was very encouraging," said Surita du Toit of Surita du Toit Fine Gems.

"Everyone I spoke to had only positive things to say about this year's show. I congratulate the JCSA and everyone else involved in arranging a fantastic showcase," said exhibitor Andreas Salver of Andreas Salver Manufacturing Jewellers. ■

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## JEWELLER SHOWCASE

MetCon recently partnered with Austrian-based Invicon Chemical Solutions to introduce an innovative colour design approach to the SA jewellery industry. Invicon's premium colour design systems, HyCeram, LuxArt and Luxon, offer a range of ceramic and acrylate solutions to bring coloured jewellery to life.

In celebrating the launch of this new and exclusive technology, MetCon partnered with seven prominent local jewellers to showcase their interpretation of colourful, wearable art at Jewellex Africa.

The seven designs featured the technology in a spectacular way, each with a unique story and inspiration behind it:

**(1) Sands of Time** (created with HyCeram)  
Designed by Christelle Viljoen – Bellagio Jewellers  
Inspired by a deep love of the ocean and the colours that surround it, this intricate pocket watch pendant evokes pure seaside bliss.

**(2) Infinity Age** (created with HyCeram)  
Designed by Esther Boshoff – Beaudell Designs



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The intertwining ring encapsulates the essence of an infinite cycle, exemplified through the boundless nature of love. The design presents a captivating fusion of creativity and innovation, embracing the dawn of a colour revolution.

**(3) Makho-sazane Imibala** (created with HyCeram)  
Designed by Bheki Ngema – BEN & Co Designs

This ring, with its bold design and elegant detail, represents a confident, spontaneous and modern woman. It is a reminder to always live life in full colour.

**(4) Ocean Breeze** (created with Luxon)  
Designed by Janine Binneman – Janine Binneman Jewellery  
Moving "scales" and unique colour effects emulate the waves, the wind and images of swimming creatures. The piece symbolises our lives – constantly moving, in a state of flux and enhanced by colour.

**(5) Oscalie at the Races** (created with Luxon)  
Designed by Kirsten Goss – Kirsten Goss Jewellery

Sculptural and organic in form, this piece draws inspiration from the oceanic granite rock formations found around an island. The original piece was a simple gold nugget with no stones or detail. For this occasion, Goss and her team dressed the classic up for a day at the races.

**(6) Afri-Talian** (created with HyCeram)  
Designed by Vijay Shah – Vijay Shah Concepts

The inspiration for this design came from Murano and stained glass, renowned for its use in jewellery, glassware, ornaments and windows in Italy. The technique and colours reflect additional inspiration from African Ndebele prints, revealing a unique Afri-Talian fusion. As an added surprise, these reversible earrings boast a different colour palette on each side.

**(7) Vela** (created with HyCeram and LuxArt)  
Designed by Gina White – Jupiter's Jungle  
The emergence of a black Little Mermaid has ignited a powerful wave of inspiration, diversity and celebration and serves as a symbol of empowerment and affirmation for individuals of all ethnicities and backgrounds. It reminds us that dreams know no limitations and that every person has the right to see themselves reflected in the stories that inspire them.

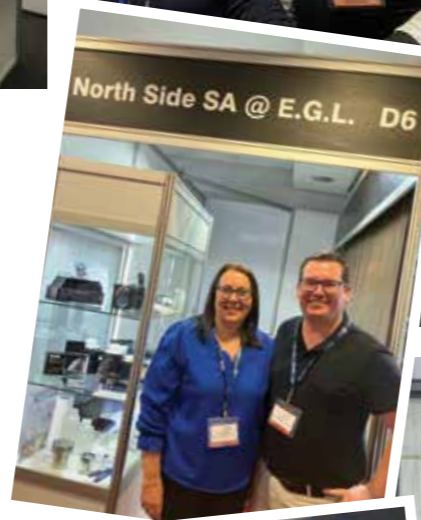
Attendees at Jewellex had the opportunity to vote for their favourite piece and Shah's Afri-Talian was named the winner. It will be developed into a three-piece collection and showcased at the Vicenzaoro boutique jewellery show in Italy in January 2024.

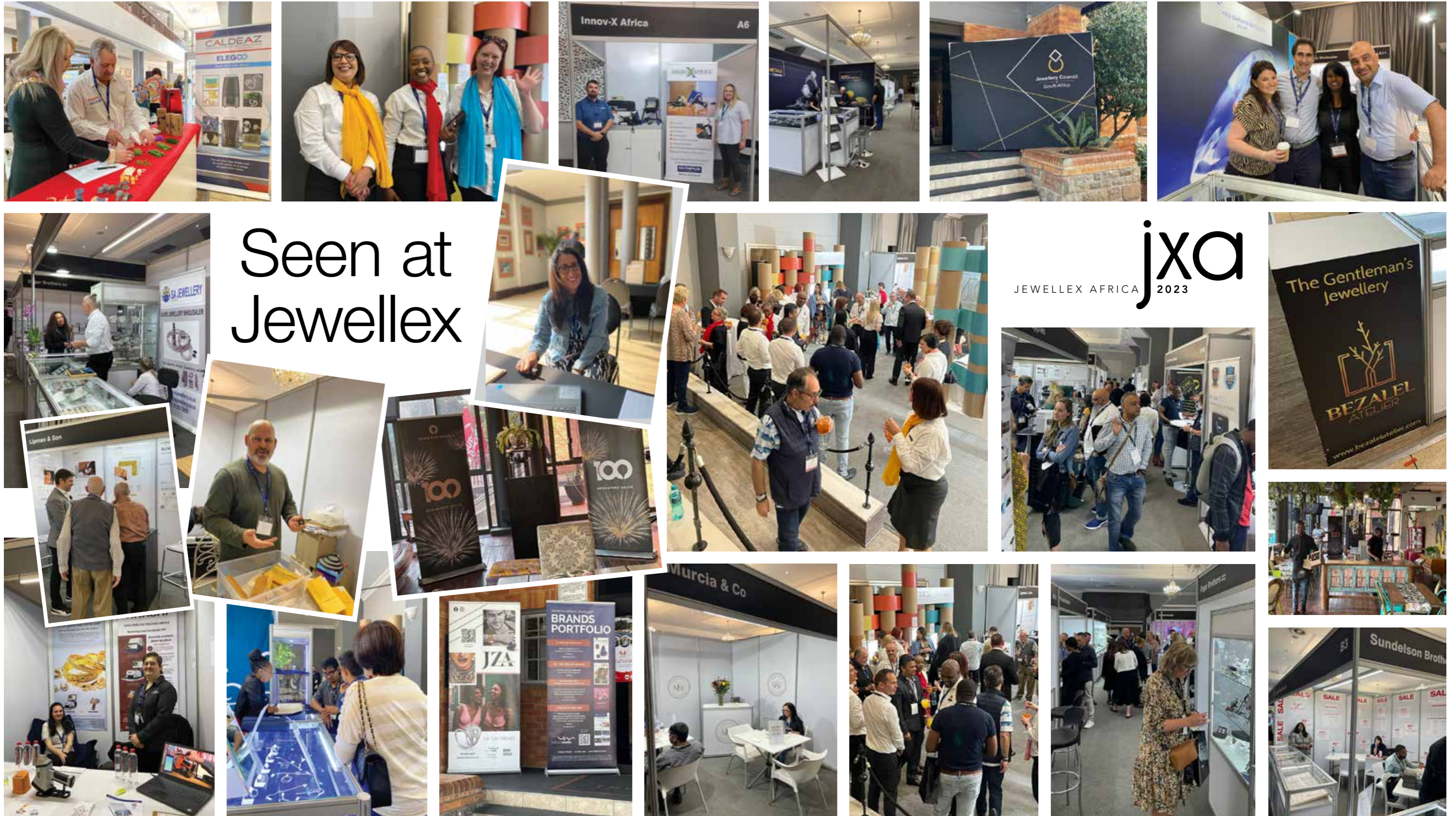
Photography: Kevin Rudham



# Seen at Jewellex

After a three-year gap, Jewellex Africa was once again bustling with visitors and exhibitors from the trade. The occasion gave industry friends and colleagues the opportunity to reconnect and connect.





Seen at  
JewellEx

JEWELLEX AFRICA **jxa** 2023

