

Jewel Africa

Cape Town may be best known for Table Mountain, Clifton Beach, the Waterfront, the Winelands and the Garden Route... but nestled at the base of Table Mountain, in the historic Bo-Kaap, is one of her best kept secrets - Jewel Africa - offering a new experience to the visitor.

On a guided tour through Jewel Africa's art-deco style building, visitors will see diamond cutting, gold chain manufacture and a platinum and gold workshop.

Handcrafted items and exotic African curios will remind visitors of our beautiful continent. Jewel Africa is a world-class interactive shopping destination that offers exclusive, private tours where visitors can learn how gold chain is produced in the only gold chain factory in Southern Africa.

Don't miss our unique diamond experience - our master craftsman and diamond cutter, Richard Alston, guides visitors through a diamond cutting and polishing tour unveiling the intricate skills of diamond polishing, sharing the intriguing history and mystique of diamonds and teaching you best how to choose and purchase a diamond that is absolutely right for you.

Visually experience the production process, enhanced with video, and observe chain making in its entirety - a highlight being the pouring of a 9-carat gold bar.

- See for yourself how gold chains are manufactured in the largest gold chain factory outside of Italy.

- Watch how our master diamond craftsman transforms a rough diamond into a brilliant diamond. Then wend your way to our showroom and buy yourself one of our magnificent pieces.

- Revel in the colour and sheer class of our gemstone tour.

- In addition to viewing diamonds and gemstones, gold and platinum jewellery you can also browse through our craft section, stocked with a host of African art and curios.

What began thousands of millions of years ago, 100 miles beneath the surface of our planet, in a perfect storm of geologic fury, billions of tons of the carbon rock we know as ordinary coal were transformed by heat and pressure into the hardest, most brilliant and most coveted substance on Earth: diamonds.

Discover just why diamonds are the world's most valuable rock.

Our product range is unique.

We display up to 6000 pieces of jewellery, gemstones and loose diamonds in our showcases - chains, pendants, bracelets, earrings and rings made up of gold, white gold and platinum.

Any jewellery item you desire can be made up within 24 hours.

Jewel

Africa also prides itself in stocking the Kruger Rand - a South African souvenir of the special kind.

In addition to this exclusive jewellery product range our curio section boasts handcrafted African arts as well as beaded designs, masks, crafts, and skins.

Jewel Africa is associated with Star Diamonds, who are DE BEERS

site holders, with offices in Johannesburg, London, Tel Aviv, Antwerp , New York and Bombay.

Member of JASA , the Jewelers Association of South Africa (JASA), an umbrella body incorporating the Diamond Club of South Africa, the Diamond Merchants Association of South Africa, the Master Diamond Cutters Association, De Beers Consolidated Mines and the Chamber of Mines of South Africa.