



A NEW LOOK CROWN FOR A NEW LOOK MISS SA

Platinum masterpiece created by leading South African jewellers

When Miss South Africa 2014 is announced at Sun City on March 30 she will be crowned with a brand new glittering masterpiece worthy of her prestigious title.

Sun International, long-time licence holder of the Miss SA competition, has unveiled a magnificent, modern platinum crown especially created for the dazzling occasion by Jack Friedman Jewellers.

The crown is synonymous with beauty pageants and the Miss South Africa organisers decided that a new headpiece had to be created for the new look and revamped Miss SA pageant.

The team at Jack Friedman Jewellers wanted something that was both elegant and memorable. They decided to make the crown from platinum, one of the rarest elements in the earth's crust, and synonymous with South Africa which accounts for 80 percent of world production. The precious metal in the Miss SA 2014 crown comes from Anglo American Platinum.

Working with pageant designer, fashion guru Malcolm Kluk, the Jack Friedman team took inspiration from the natural beauty of indigenous South African flowers and traditional patterns to create the new simple and striking crown.

Vying to take both the title and the tiara are 12 Miss SA finalists who come from around the country. They are Abigail de Jager, Mpumalanga; Anzél Stofberg, Western Cape; Caylene Marais, Gauteng; Dipalesa Mbola, Free State; Jade Hubner, Western Cape; Julia Petersen, KwaZulu-Natal; Matlala Mokoko, Limpopo; Mishka Patel, Western Cape; Rolene Strauss, Free State; Tidimalo Sehlako; Gauteng; Tshegofatso Monggae, Gauteng and Ziphozakhe Zokufa, Eastern Cape.

The Miss South Africa pageant, presented by Sun International and sponsored by Cell C, takes place at Sun City Superbowl on Sunday March 30. It will be televised live on Mzansi Magic (DStv Channel 161) at 5.30pm on Sunday, March 30.

NOTE TO EDITORS

JACK FRIEDMAN JEWELLERS



Jack Friedman Jewellers are an award winning team driven by passion and precision to create masterpieces sought after by women and men from around the world.

Jack Friedman arrived in South Africa in 1928 aged 20, penniless and armed with only the watch making skills he'd learned from his father. He fell in love with South Africa and set about achieving his dream to become a leading jewellery designer and in particular of engagement rings. He established his first store in 1933 in old Johannesburg and built the company into one of South Africa's most reputable jewellers.

Jack was blessed with a large family and it was his daughter Lorna who took over before handing over the reins to her son Howard Fevrier who is now CEO of the company. Three generations have built on his passion for design and the key to its success is a combination of knowledge and design innovation.

Howard actively leads the design team to ensure the highest possible standards of craftsmanship and quality are always met. Under his guidance the company has nurtured a number of award winning designers, including Oliver Green, winner of PlatAfrica 2012 and 2013. PlatAfrica is synonymous with excellence in platinum design and manufacture and is one of Anglo American Platinum's beneficiation programmes.

As a company, Anglo American Platinum's core competence is mining but it facilitates and invests in value-added opportunities including jewellery design and fabrication and they have sponsored the platinum metal in order to create a very special crown.

Platinum is the world's rarest precious metal making it the most exclusive metal used in the design of jewellery. Pure, rare and eternal, the prestige of platinum is unsurpassed. It also takes great skill to craft fine jewellery from this noble metal.

ANGLO AMERICAN PLATINUM

Anglo American Platinum Limited is a member of the Anglo American plc Group and is the world's leading primary producer of platinum group metals. The company is listed on the Johannesburg Securities Exchange (JSE). Its mining, smelting and refining operations are based in South Africa. Elsewhere in the world, the group owns Unki Platinum Mine in Zimbabwe and is actively exploring in Brazil. Anglo American Platinum has a number of joint ventures with several historically disadvantaged South African consortia as part of its commitment to the transformation of the mining industry. Anglo American Platinum is committed to the highest standards of safety and continues to make meaningful and sustainable difference in the development of the communities around its operations.