

PlatAfrica jewellery design competition winners revealed for 2020

The winners of the 21st annual PlatAfrica jewellery design and manufacturing competition have been announced. Hosted annually by Anglo American Platinum in partnership with Metal Concentrators and Platinum Guild International (PGI) India, PlatAfrica aims to promote innovation and technical expertise in platinum jewellery design and manufacturing in South Africa and provide international exposure to jewellers, apprentices and students.



Finalists announced for PlatAfrica 2020 jewellery design competition

26 Oct 2020



The winners of this year's competition, which focused exclusively on men's jewellery, were announced during African Fashion International (AFI) Fashion Week Joburg, with models dressed by menswear brand Carducci.

This year's competition theme – Designed for Men of Platinum – was developed in consultation with PGI India and was inspired by consumer research that identifies men's jewellery as a growing demand segment for platinum jewellery, but with a limited product offering. In total, 130 entries were received, and the judges selected 20 finalists across the professional and student/apprentice categories.

“ Nowthat you've met our finalists, it's time to meet our judges for [#PlatAfrica](#) 2020. This panel of jewellery industry experts will help us choose South Africa's next top professional and student/apprentice platinum jewellery designers. pic.twitter.com/KmFwQT7uX— Anglo American ZA (@AngloAmericanZA) [November 9, 2020](#) ”

The top four finalists in each category will receive a cash prize. Once it is safe to travel, the winners and runners-up from both categories will attend a weeklong workshop with PGI India and may eligible to participate in the design sourcing process for one of PGI India's prestigious brands.

Professional category winners

This year's winners in the professional category are:

Lungile Xhwantini from The Platinum Incubator is the overall winner in this category for his exquisite armpiece of platinum.



Lungile Xhwantini

Rob Burton, Emile Pitout and Abdullah Zayd from Platandia are the runners-up for their innovative ring design that consists of detachable components and inserts and can be worn in various ways.



Rob Burton, Emile Pitout and Abdullah Zayd

Jane Merrifield from Tuesday's Child Jewellery Design is in third place with a reversible double-finger ring.



Jane Merrifield

Student/apprentice category

The winners in the student/ apprentice category are:

Ross Kellerman from the Cape Peninsula University of Technology is the overall winner in this category for his kinetic armpiece of platinum and African blackwood.



Ross Kellerman

Malefa Phoofolo from Tinsel is the runner-up for her brooch of platinum.



Malefa Phoofolo

Ntsikelelo Shange from Akapo Jewels ranks third for her pendant containing platinum and cubic zirconia.



Nsikelelo Shange

Malefa Phoofolo also won this year's People Choice Award with her brooch, which was partly inspired by the coronavirus. The award and cash prize, which is sponsored by Metal Concentrators, goes to the finalist with the highest number of votes from the public on Anglo American's Facebook page.

Speaking at the awards ceremony, Natascha Viljoen, CEO of Anglo American Platinum, said: "PlatAfrica is a shining example of our country's best creative talent in action, and Anglo American Platinum is proud to have been able to support this tremendous competition since its inception.

"As so often in times of crisis, our market development team, working with our partners, had to find some innovative ways this year for PlatAfrica to go ahead as Covid-19 significantly disrupted businesses and educational institutions."

She added, "Our partnership with AFI is one example of the work we've been doing with our local industry and global partners to explore new and innovative ways to facilitate access to new markets and grow sustainable demand for South African produced jewellery and design. We believe there is a significant opportunity to develop and grow the local platinum jewellery industry, thereby contributing to job creation and economic growth."

To buy any of the finalists' pieces, visit AFI's designer boutique store at www.afiboutique.com.

For more, visit: <https://www.bizcommunity.com>