



THE DIAMOND WORKS
— I N S T I T U T E —



“genius starts great work, craftsmanship completes it”



THE DIAMOND WORKS EXPERIENCE

Witness first hand, the art of diamond cutting and the careful craftsmanship of jewellery manufacturing from our skilled professionals - all whilst enjoying a complimentary glass of sparkling wine. The most famous of the South African diamonds; The Cullinan, is celebrated, as a replica is showcased at The Diamond Works Institute, along with a visual feature exhibiting the world's most iconic historical stones. Through a visual experience discover the history of the Gold and Diamond Trade in South Africa. Our institute boasts a large range of hand selected loose stones, as well as gold and platinum jewellery. Dreaming up your very own jewellery design is effortless with the help of our state of the art interactive design service. The store is conveniently, an

effortless 5 minutes away from the V&A Waterfront and is within general walking distance of most Cape Town hotels. For a bespoke service visit one of our established Cape Winelands stores nestled in the heart of Stellenbosch and Franschhoek.

O.R. Tambo International Airport is our last South African stop, a superior attraction for the discerning traveller pressed for time. The Diamond Works Duty Free presents premium diamonds and tanzanite with the added offering of The Watch Works, showcasing timepiece brands of distinction. Enjoy a complimentary Sparkling Tour at any of our destination stores, available in various languages, on demand. In addition a courtesy transfer service can be arranged.



DIAMOND

ˈdaɪəmənd/
a hard, rare and precious,
colourless carbon mineral

have been associated with purity, strength, wealth, virtue, power and most importantly love. Today, an appreciation for diamonds has evolved, not to only appreciate any diamond, but to appreciate a truly rare diamond – The Diamond Works

diamond. The Diamond Works Institute is considered a true diamond and jewellery expert. Established in 2001, it has evolved to be one of the most popular diamond facilities in Southern Africa.



TANZANITE

*tanzənɪt
an exceptional blue or violet
gem, native to Tanzania

The Diamond Works Institute extends its expertise in delineation of TANZANITE in our unique Tanzanite Boutique. This rare stone represents the essence of Africa, and we whisper the tales of this stone's journey from the ground to the showroom. Tanzanite is noted for its remarkably strong trichroism; appearing alternately sapphire blue, violet and burgundy depending on crystal orientation. This blue mystical

gem has earned a reputation for possessing magical powers. It is thought that it has the power to elevate the bearer's mood and release them from poor habits or addictions. It is also believed, that tanzanite is able to restore spiritual balance and good fortune. Our Cape Town facility demonstrates the science of tanzanite polishing and the craft of transforming a tanzanite crystal to a cut stone.



JEWELLERY DESIGN

Create your very own piece of jewellery with the aid of our guided expertise. Our inhouse Master Goldsmith and workshop team makes it possible to create your dream piece of jewellery in as little as 24 hours. Using the latest technology of CAD processing our skilled artist team transforms a concept into formal designs and with detailed precision can generate a wax model of your piece before handcrafting it in precious metal. The model is packaged with

rendered photos and videos to gain a full understanding of the item and fit. Inhouse manufacturing ensures best quality materials and techniques are used as to produce a premium quality piece of jewellery. Our GIA (Gemmology Institute of America) graduated Gemmologist maintains quality standards and certification of manufactured jewellery from The Diamond Works.



INSPIRED BY AFRICA

The Diamond Works Institute born of Africa and inspired by Africa celebrates the natural resources, quality gold, diamonds and tanzanite. Consciousness of the communities

the jewellery industry impacts, conservation and upliftment remain a commitment for The Diamond Works through various social and environmental project synergies.



**RESERVE
A SPARKLING TOUR**



AVAILABLE AT
SELECTED OUTLETS

WATCH WORKS

SHOWCASING BRANDS OF DISTINCTION



INSTRUMENTS FOR PROFESSIONALS™





THE DIAMOND WORKS INSTITUTE

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CAPE TOWN

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Monday to Sunday 9am - 7:30pm
Including all public holidays

O.R. TAMBO



Tel: +27 (0)10 590 7031
Tel: +27 (0)11 390 3177
Int. Departures IDR34

Monday to Sunday 6am - 10pm
Including all public holidays

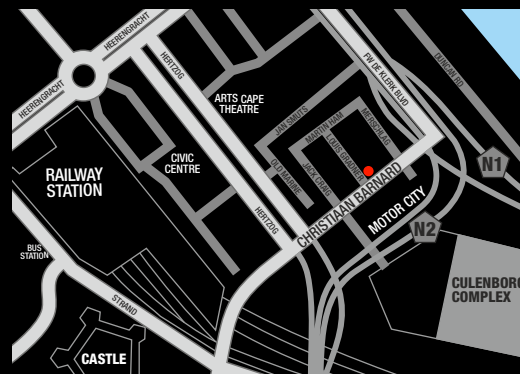
DUTY FREE

- Our sales consultants are multilingual.
- All major credit cards are foreign currency accepted.
- Our diamonds are strictly conflict-free.

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www.thediamondworks.co.za

TheDiamondWorks  

CAPE TOWN



O.R. TAMBO INTERNATIONAL AIRPORT

