

MEDIA RELEASE

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GABORONE, BOTSWANA

De Beers Group Announces Shining Light Awards Finalists For 2016/2017

Awards support emerging jewellery designers from southern Africa

De Beers Group is pleased to announce the nine regional finalists in this year's Shining Light Awards, which recognise emerging jewellery designers in Botswana, Namibia and South Africa and provide them with a valuable platform to build their careers in the jewellery design industry.

The finalists, three from each country, were selected for their captivating jewellery designs from more than 130 entries. Entrants were required to create a jewellery collection that represented this year's design brief theme of 'Protecting Nature's Beauty', which was set by Forevermark, and which recognises De Beers Group's and Forevermark's commitment to conservation and sustainability.

The focus of the awards has evolved over recent years, moving away from designing and producing intricate artistic pieces to more commercial jewellery collections, which would appeal to a broader consumer market.

The winners will be announced at a red carpet event in Windhoek, Namibia, on 30 November 2017. For the first time since the competition's inception, there will be prizes for first, second and third in each of the participating countries.

The winners will receive:

- *A one-year apprenticeship with Forevermark at its Design and Innovation Centre in Milan, Italy, for the overall winners*
- *A three-month internship with Forevermark at its Design and Innovation Centre for the second prize winners*
- *Participation in a jewellery design skills development programme at a regional institution for the third prize winners.*

Targeting a niche segment of design students, De Beers Group and Forevermark conducted regional roadshows and workshops to attract entrants and engage with students across universities and technical colleges in Botswana, Namibia and South Africa.

Workshops were conducted in 2016 at nine universities regionally, including:

- *Botswana: Botho University and Oodi College of Arts*
- *Namibia: University of Namibia; College of Arts; International University of Business Management*
- *South Africa: Tshwane University of Technology; Durban University of Technology; University of Johannesburg, College of Cape Town.*

Pat Dambe, Vice-President, Corporate Affairs and Government Relations, De Beers Global-Sightholder Sales, said: “De Beers Group is committed to ensuring that the youth in the countries of our diamond producer partners benefit from the diamond industry.

“Through the Shining Light Awards, we are providing a platform to nurture and develop emerging talent, while also highlighting the positive opportunities that exist along the diamond value chain. We have been blown away by the level of talent across our partner countries, and the beautiful and creative designs that were developed by our nine finalists.”

Costantino Papadimitriou, Senior Vice-President, Brand Strategy and Innovation, Forevermark, said: “Forevermark is proud to support and nurture emerging jewellery design talent in diamond producing countries. The Shining Light Awards is a fantastic platform for the next generation of designers to realise their creative potential, while also providing valuable links with the industry.

“For this year’s competition, Forevermark was honoured to set the design brief, which has been inspired by our brand’s values and promise of protecting nature’s beauty. It has been fascinating to see the different responses to this brief and the innovative jewellery collections featuring one of Forevermark’s beautiful, rare and responsibly sourced diamonds at the heart.”

The Shining Light Awards, now in their 20th year in South Africa and eighth year in Botswana and Namibia, are part of the De Beers Young Jewellery Designers Skills Development Initiative, designed to support beneficiation efforts in De Beers Group’s producer countries across southern Africa. The awards support the development of participants’ business skills in the areas of jewellery design, manufacturing, and sales and marketing.

The 2016|2017 Shining Lights Awards finalists are:

- *Botswana: Gaone Otsile, Tshepo Dithebele and Mbako Baracdi*
- *Namibia: Richardlee Shoombee, Frans Unona and Taleni Udeiko*
- *South Africa: Omphile Sibanda, Gabrielle Lourens and Andile Mbeje.*

For more information, visit www.shininglightsawards.com

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CONTACT

Nicole Senuku

Tel +267 871 6417

nicole.senuku@debeersgroup.com

Press office

Tel +44 (0) 20 7430 3434

pressoffice@debeersgroup.com

ABOUT FOREVERMARK

Every Forevermark diamond undergoes a journey of rigorous selection. Our unique inscription is an assurance that every Forevermark diamond meets the exceptional standards of beauty, rarity and is responsibly sourced.

FOREVERMARK DIAMONDS BEYOND THE 4Cs

Forevermark goes beyond the standard 4Cs to select diamonds that are genuine, natural and untreated. Forevermark diamonds are cut and polished by master craftsmen to reveal their ultimate beauty and natural brilliance.

FOREVERMARK DIAMONDS ARE RARE

Less than one percent of the world's diamonds are worthy of the Forevermark inscription.

FOREVERMARK DIAMONDS ARE RESPONSIBLY SOURCED

Each Forevermark diamond is responsibly sourced and embodies our principles of integrity, striving to create opportunities for women and our dedication to protection of the natural world. The inscription is an assurance of the physical integrity of our diamonds throughout their journey, as well as the conscientious integrity with which we run our business.

FOREVERMARK INSCRIPTION & GRADING

Each Forevermark diamond is inscribed with an icon and individual number as an assurance that it has met Forevermark's standards of beauty and rarity and that it is responsibly sourced. The Forevermark inscription is placed on the table facet of a Forevermark diamond. Invisible to the naked eye, the inscription is 1/5000th of a human hair and can only be seen using a special Forevermark viewer available at Authorised Forevermark Jewellers. Authorised Forevermark Jewellers are able to supply a Forevermark Diamond Grading Report to their customers providing an accurate blueprint of the qualities - cut, colour, clarity and caratage - of each Forevermark diamond. Forevermark is the diamond brand from The De Beers Group of Companies and benefits from over 125 years of diamond expertise. Forevermark diamonds are carefully selected and come from sources committed to high standards; they are beautifully crafted by a select group of Diamantaires and exclusively available from select Authorised Forevermark Jewellers. For more information and to find your nearest Authorised Forevermark Jeweller go to www.forevermark.com.

ABOUT DE BEERS GROUP

De Beers Group is a member of the Anglo American plc group. Established in 1888, De Beers Group is the world's leading diamond company with expertise in the exploration, mining and marketing of diamonds. Together with its joint venture partners, De Beers Group employs more than 20,000 people across the diamond pipeline and is the world's largest diamond producer by value, with mining operations in Botswana, Canada, Namibia and South Africa. As part of the company's operating philosophy, the people of De Beers Group are committed to 'Building Forever' by making a lasting contribution to the communities in which they live and work, and transforming natural resources into shared national wealth. For further information about De Beers Group, visit www.debeersgroup.com.

