



ROMANCING THE STONES

It's the month for loving and this Valentine's Day one lucky ELLE reader can win a pink diamond ring valued at R60 000 from South Africa's leading manufacturing jeweller, Kai Schmidt

In a world of instant gratification, globalisation and very little that is unique, it's a pleasure to step into the personalised world of Kai Schmidt.

Following in his father's legendary footsteps, Kai Schmidt is regarded as a genius in the industry. Kai is passionate about the art of creating bespoke jewellery, where nothing is cast or machine-produced – and the customer's own style is key. Kai runs his businesses with wife Alison in Jo'burg and Franschhoek, providing a personalised service that is both rare and affordable.

'Our unique offering to the market is that all our goods are completely handmade. It's all about quality: because buying jewellery is so emotionally-driven and pieces are handmade, our finished products have to be perfect,' says Alison.

Kai cites the technical proficiency of his staff as a major advantage in his business. 'We have the kind of knowledge customers are unlikely to find when they walk into retail stores,' he says.

Tourists are bowled over by the quality and sophistication of Kai Schmidt pieces, and since it is easily transportable, many purposefully come to SA to buy his jewellery.

His clients include many high profile South Africans and celebrities, as well as Eastern royalty, African presidents, the diplomatic service and many well-known international artists and sports stars.

Apart from designing inspirational jewellery, Kai Schmidt also undertakes jewellery valuations, refurbishings and repairs, as well as polishings and engravings.

WIN

Contact Kai Schmidt:

In Jo'burg on (011) 484 7777/80 or their Franschhoek studio, at 44A Huguenot road, on (021) 876 2633; e-mail info@kaischmidt.co.za or visit www.kaischmidt.co.za.

One ELLE reader can win a custom-made feminine pink diamond ring worth R60 000 by Kai Schmidt. To enter, call 083 913 3014 or SMS 'ELLEKAIS' and your name to 33537.

RULES

1. The prize is not transferable and cannot be converted to cash.
2. The judges' decision is final and no correspondence will be entered into.
3. Employees of Johnnic Communications and their families, advertising and public relations representatives may not enter this competition.
4. Competition closes on February 28, 2006.

