

Spring 2016 edition

The Vows - Bojanala Platinum Districts' own jewellery manufacturer



The Vows is a jewellery business, 100% owned by Nompumelelo Phiri, who manufactures jewellery that requires exclusive designs for middle to upper class customers.

When Nompumelelo discovered her passion for jewellery manufacturing, she enrolled in a programme with the Seda Platinum Incubator (SPI). She designs all pieces of jewellery and also designs according to customer specifications. Jewellery is being manufactured at the premises of the SPI in Rustenburg where all machinery and raw materials are supplied.

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In April 2016, Nompumelelo was granted an opportunity by the NWDC to accompany them to the Annual Investment Meeting and Exhibition that was held in Dubai. This was a huge experience for her as it gave her international exposure.



In June 2016, she was given exhibition space on the NWDC exhibition stand at the Manufacturing Indaba held at Emperors Palace, where a vast variety of visitors showed interest in her products.

The Vows' business strategy is to partner with major companies and offer jewellery at affordable prices for resale. These partnerships would preferably be with hotels, boutiques and wedding planning companies.

Nompumelelo is also involved with the Rhinoceros Programme which is used to shape and design the jewellery to each customer's needs. Raw material such as white gold, platinum and palladium are used. Stones such as amethysts, rubies, tanzanite and diamonds are also used.

Products range from engagement rings, gents rings, bracelets, bangles, kids jewellery and earrings.

Nompumelelo Phiri's dream is to open up her own jewellery store.

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