

A DIAMOND DYNASTY, FOUR GENERATIONS ON

Whether it is sourcing the perfect diamond to customise a client's bespoke engagement ring, or finding the perfect pair of earrings or bracelet for that special occasion, Diamond Days has established itself as the go-to private jeweller for clients who want to experience a one-on-one consultation with a professional jeweller who is passionate about meeting each client's individual needs and preference from conception, design, sourcing and manufacturing of each bespoke piece.

Diamond Days was conceived in 2015, however, owner Uvitha Pather is a fourth-generation jeweller, with her great-grand father coming to South Africa as a jewellery merchant in the early 1900s. The family business, SD Pather Jewellers can be found at the Liberty Midlands Mall in Pietermaritzburg today. Ultimately, jewellery is part of her blood. Although a Chartered Accountant by profession, Uvitha's passion for Jewellery lead her to becoming a certified GIA diamond grader in 2012, which ultimately lead to her starting up Diamond Days in Sandton, Johannesburg.

"There is something so timeless and gratifying about creating a unique piece of art according to our clients' specifications, and presenting them with the finished product. There is nothing more important to me than finding out what my customer wants, and doing everything that I can to deliver on it. Jewellery is timeless, it has a legacy that is passed on through the generations, it holds a special magic and sentimentality, and I feel so privileged to be able to work with these precious metals and stones."

"I wanted to create a personalised environment for my clients, where they could come to me on a one-on-one basis,

to describe exactly what is it they were looking for. The creative aspect and initial brainstorming process is my favourite part of our interaction. This is where I can really get a better understanding of my client and ensure that I cater to their specifications. The one-on-one consultation further helps me to provide ideas and suggestions for clients who are not entirely sure of exactly what it is that they are looking for. This is especially true when it comes to sourcing the perfect engagement ring. My experience within the jewellery industry, as well as my knowledge on diamonds, ensures that I provide the best information to my clients and am fully equipped to answer any questions that they have. My family's jewellery business has been built on the legacy of 'Trust is a Tradition'. It is this legacy that I have encapsulated into my own business, where establishing a relationship of trust between myself and my client is my greatest priority."

Along with sourcing stones and designing customised Jewellery pieces, Diamond Days also runs as a retail Jewellery Concierge business and has finished products that are also ready to buy, and easily delivered throughout South Africa. Although diamonds are forever, trends are constantly evolving. This is one of the reasons that Diamond Days has endeavoured to constantly keep abreast of the latest international trends in Jewellery, and ensure that it is accessible to our own local market.

Diamond Days' offices are situated at the Maslow Hotel in Sandton and run on an appointment basis only.

To book your appointment, contact Uvitha on 072 520 5221 or uvitha@diamondddays.co.za

Instagram: [@diamondddayssa](https://www.instagram.com/diamondddayssa)
Website: www.diamondddays.co.za



18K White Gold Diamond and Ruby Earring and Pendant Set
Earrings – 8.8ct Ruby and 6.45ct Diamond
Pendant – 6.18ct Ruby and 4.79ct Diamond

