

Uvitha Pather

Although she had been born into a third-generation family of jewellers in South Africa, Uvitha had absolutely no intention of following in their trade. After articles at KPMG and qualifying as a CA(SA) in 2009, she moved straight into investment banking. Let's just say she was too busy pursuing her career as a CA(SA) and loving it!

However, during her time in corporate, friends and colleagues kept coming to her and asking for assistance with their diamond engagement rings, right from collaborating on a design to sourcing the best diamonds. 'I would have it custom made for them,' says Uvitha, adding: 'And the price helped, too!'

This all sparked a renewed love for jewellery and business in her to the point that she decided she wanted to learn as much as she could about the industry, with a particular focus on diamonds. She completed her diamond grading course through the Gemological Institute of America (GIA).

'It all just seemed to be in sync at the time,' Uvitha explains. 'I was a new mom and wanted some flexibility with my working hours. And with the valuable work experience I had gained over the last decade and business in my blood, it really was the most natural move for me to start Diamond Days.'

Taking the decision to move forward with Diamond Days has definitely been a highlight in her career. 'After all the obsessing and overthinking of whether to go ahead with the business, as it does not typically fit the corporate career path of a CA(SA), this nevertheless has turned out to be wonderful. I am able to combine my love of jewellery and business with my academia and work experience.'

Running a new business, Uvitha oversees all aspects from finance and sales to marketing. 'In retrospect,' she says, 'gaining the experience during my articles from auditing numerous companies has greatly benefited me in running and managing my own.'

Diamond Days is a qualified member of the Jewellery Council of South Africa. Uvitha and her team manufacture private jewellery and create bespoke pieces of luxury for her clients. She offers personal one-on-one service on an appointment basis, her business being the design and custom make-up of unique diamond engagement rings.

'We are able to offer very favourable prices as we do not have the added expense of retail rental, and though the family business,

have access to the best diamonds and pricing both locally and internationally. All our diamonds are accompanied with international and local grading certificates.'

In addition to engagement rings, Diamond Days designs and manufactures gents' wedding bands and bridal diamond jewellery, as well as advising on securing the best possible diamonds with the aim of giving the best deal to their clients.

'I love what I do, and it is such a privilege to be a part of an industry where you are privy to work with the most beautiful materials in the world! It is so inspiring for me to know that I have the potential for growth in the business and incredibly fulfilling to see the happiness and excitement on my clients' faces when they receive their jewellery, especially the engagement rings which are so sentimental – pure joy!'

Uvitha finds it incredibly rewarding to be a mum and still have a spot in the workplace, believing that encouraging gender diversity in the workplace can only be beneficial to corporate. 'There is an old Chinese proverb that I love: "Women hold up half the sky." So as to encourage abundance, growth and profitability within business it would be in everyone's best interest to equally include the likes of women!'

The woman who has been most inspirational to Uvitha: 'My mum – she is the epitome of a person loving and truly enjoying what they do; you can't help but want that energy to rub off on you! She has been and continues to be my most loyal supporter, encouraging me in everything that I do, offering mentorship and guidance, and she was the first person to encourage me to obtain my CA(SA) – which has to be one of the best decisions that I have made to date!'

Uvitha also obtained a BComm Accounting (summa cum laude) and Accounting Honours from the University of KwaZulu-Natal.

