

# CAPE DIAMOND EXCHANGE



MEDIA  
KIT

# WHAT WE DO



Welcome to Cape Diamond Exchange!

We're thrilled you'd like to know more about our company. Below you can find all our information, and if you would like to know more, please feel free to call 021 422 2350 or mail [aviva@capediamondexchange.com](mailto:aviva@capediamondexchange.com).

At Cape Diamond Exchange we love our work, and we share it in the welcoming atmosphere of our shop, which is just a quick step from Cape Town's famous Greenmarket Square.

We offer certified diamonds and tanzanite, both loose and set in unique pieces of our own designs, and are always excited to create bespoke items for clients, bringing their own ideas into sparkling life!



Contact person:

Aviva Ezra, Director

+27 61 061 338 7544

[aviva@capediamondexchange.com](mailto:aviva@capediamondexchange.com)



# WHO WE ARE

Established in 1991, our gem of a jewelry boutique nestles deep in the heart of cosmopolitan Cape Town. Started by the legendary and beloved Mr. Poldy, who has been practicing his diamond and jewelry expertise for over 60 years and is considered an industry authority, today it is run by his daughter. The vivacious and friendly Aviva Ezra is at the helm as they enter the second family-owned business generation.

Aviva and her bright team are always happy to welcome you to the family; if you're looking for a truly exceptional gift or an engagement ring worthy of your beloved, but have no idea where to start, we are your helpful friends in the heart of Cape Town!

Feel like treating yourself to something spectacular? Find us on the corner of St. Georges mall and Shortmarket Street, in the cosmopolitan bustle just below the cobbles of our historical Green Market Square.

Come view the brilliant range of choices in our shop; we also have a vista of our ranges in the front windows that you can view at your leisure. And if you come inside, our highly trained sales staff will offer you our unsurpassed service attention, in the true Cape Diamond Exchange legacy of personal attention.

*“We have been here since 1991,  
and we are always here for you!  
This is my personal invitation to you,  
to please contact me for any engagement,  
wedding, gifting, or self-spoiling needs.” - Aviva*

CAPE DIAMOND  
EXCHANGE

  
Jewelry Boutique  
Trusted Since 1991





# PRODUCTS

- An array of 9kt, 14kt and 18kt white and yellow gold pieces including chains, pendants, bracelets, charms, rings, earrings, and of course...
- Engagement rings!
- Dazzling stones including topaz, peridot, rubies, amethyst, sold loose or set in superb jewelry pieces.
- A piece of Africa to take home, like unique gold-beaded pieces and 14kt elephant hair jewelry
- A sparkling selection of Sterling Silver jewelry
- The ever-popular Tennis Bracelets
- Freshwater Pearls
- Black Diamonds
- Kiddies' jewelry
- Gold and Diamond brooches



# SERVICES

- Out-of-hours appointments.
- Bring your picture or sketch, and we will design and craft your bespoke jewelry item, including your dream engagement and wedding rings.
- Repairs on selected pieces.
- Ring Sizing within the hour on Cape Diamond Exchange pieces.
- Courtesy car or Uber for Cape Town tourists, from your hotel and back.
- Security to escort you to your car if required.

# FAQS

## **When did Cape Diamond Exchange online store launch?**

April 2018, as part of our physical store that was established in 1991.

## **Do you have a retail outlet?**

Yes. we are located in the heart of Cape Town 73 St. Georges Mall corner Shortmarket St.

## **Do you make custom jewelry?**

Yes. We are always delighted to work with you on a dream piece to suit your taste or budget. Our turnaround time is generally just a few days, although timeframes can vary depending on the piece.

## **What are your hours?**

- Monday to Friday 9am - 4pm
- Saturday 9am - 12pm
- Sundays and public holidays: closed.
- We are happy to open by appointment should you require.

## **Can I return an item if I don't like it?**

Yes, but **only if purchased online**. Items must be in their original, unworn condition, carrying our tag, with all original documentation/certificates. Items purchased in our store cannot be returned. Please see more return terms, on our website.

## **How long will I wait for a response after submitting a request?**

Requests during office hours (South African time): response within 2 hours.  
After-hours requests: response as early as possible on the next working day.

### **Do you supply evaluation certificates?**

Yes, upon request.

### **What kind of payments do you accept?**

Pay your way – all major debit and credit cards are accepted in addition to PayPal and Bank Transfer. Use PayPal, by sending payment to sales@capediamondexchange.com. We also accept laybys (payment in installments, with goods received once entire amount has been paid) Please see more on our website.

### **Do your prices include VAT?**

Yes. All website prices include VAT at 15%.

### **Are there any hidden charges?**

No, but shipping and insurance are added, as shown on the website. Shipping outside of South Africa may incur custom duties.

### **Do you sell loose diamonds?**

Currently loose diamonds can be bought in the store only, but please feel free to contact us by email or Whatsapp and we can discuss.

### **Is it safe to buy online?**

Yes. We keep your confidentiality! We will never pass, transfer nor sell any of your information to any third-party companies. The payment gateway processor does not share your card information with us.

### **Do you offer a warranty on the jewelry I purchase?**

Yes. we offer a Lifetime Warranty to protect against manufacturer defects. This does not include normal wear and tear, damages incurred due to trauma, negligence, lack of regular maintenance, loss, or theft. Prongs on rings should be inspected and reinforced every 2 years to prevent the possible loss of stones.

### **How do I best care and maintain my new jewelry purchase?**

We recommend having your items cleaned and polished annually. We offer this as a complimentary service on selected items.

### **How can I safeguard my purchase against damage, theft, or a loss?**

We give you the Evaluation Certificate needed for insurance purposes, and recommend that you contact an independent insurer, and make arrangements with your homeowners' or renters' insurance carrier.

*Please see our website for an extended version of these FAQs.*



# CONTACT

## VISIT

**73 St. Georges Mall, Corner of Shortmarket Street, Cape Town**

## CALL

**Office hours: +27-21 4222 350 / +27 21 424 6125**

**After hours: +27 61 338 7544**

**SMS / WhatsApp: +27 61 338 7544**

**Email: [info@capediamondexchange.com](mailto:info@capediamondexchange.com)**

**Website: [www.capediamondexchange.com](http://www.capediamondexchange.com)**

## LETS GET SOCIAL

**[www.facebook.com/CapeDiamondExchange](http://www.facebook.com/CapeDiamondExchange)**

**[www.instagram.com/capediamondexchange](http://www.instagram.com/capediamondexchange)**

## HOURS

**Monday – Friday: 9:00am - 4:00pm**

**Saturday: 9:00am - 12:00**

**Sundays & Public Holidays: Closed**

**Should you require assistance out of our opening hours,  
please don't hesitate to call for an appointment.**

