

Savannah Chic Designs Unique Afro-Inspired Jewellery

A new range of contemporary and ethically made jewellery pays tribute to Africa's rich history of adornment and bead-making.

NAIROBI Thursday 14 April, 2011 - Savannah Chic is the creation of Kenyan mother and daughter team, Charu and Shruti Patel. After spending 8 years working for international aid organisations around the world, Shruti became convinced that business and sustainable production were the key to fighting poverty. Inspired by the potential of fashion to bring about positive change in Africa, she set up Savannah Chic in 2009.

Each piece in the collection reflects the flair of Kenyan craftsmanship and the beauty of traditional African adornments.

“Africa as a continent has an incredibly rich heritage of beads and adornment, much of which has been neglected or described using one of my least favourite terms – ‘ethnic’.”

By incorporating rare beads such as Don Don Sole which date back to the early 1900s, beautiful brass pendants made using the ancient craft of lost-wax casting, as well as contemporary beads made from recycled materials, the Savannah Chic collection brings a fresh new dimension to authentic African jewellery.

Key pieces include exquisite wooden medallion necklaces and earrings with unique hand-embossed patterns, charming bracelets and necklaces made from recycled glass, as well as bold statement necklaces with Bakelite, horn and bone beads. The upcoming summer collection for 2011 is based on an Orange theme - perfect for those who want to get a small dose of this summer's must-have colour.

Adhering to fair trade principles is a fundamental part of the company's ethos. Each piece of jewellery is handmade by one of several skilled artisans or workshops that the company works with. Through a network of carefully chosen producers, Savannah Chic has set-up mentoring schemes and helped improve the lives of disadvantaged groups such as those with physical disabilities and women living with HIV/AIDS.

About Savannah Chic

Savannah Chic is a fair trade company based in Nairobi, Kenya and in Zürich, Switzerland. The jewellery collection is available online and from selected stockists. Visit the website www.savannah-chic.com for more details. Savannah Chic also welcomes enquiries from retailers interested in stocking the range. Stay informed on upcoming collections and special offers through their FB page www.facebook.com/savannahchic or by following Shruti on twitter @savannahchic