

Bullets4Peace jewellery line arrives in South Africa

International jewellery designer, Rafi Anteby has introduced his jewellery line with a conscience, Bullets4Peace, to a South African audience. International celebrities such as Jamie Foxx, Beyoncé and Eva Longoria support the pendants, manufactured from recycled bullet casings.



Having grown up in Israel, Anteby, the designer of the line was no stranger to the destructive effects of guns. However, the death of a close friend in South Africa from a shooting motivated him to take his artistic talents to the next level, making it his mission and life's work to help combat and create awareness surrounding such devastating acts of violence.

"The severity of gun violence in the country and my personal experience has encouraged me to focus my efforts on South Africa. My aim of educating people on the effects of gun violence through Bullets4Peace has gained immense traction globally and we would like to mobilise local support to continue spreading the message of peace," says Anteby.

The transformation of a bullet into a piece of jewellery helps ensure that there is one less bullet casing to be reloaded and used to kill again, which is supported by the Bullets4Peace campaign, 'Reloading life'.

The latest figures released by South African Police Service (SAPS) in September 2013 indicated that there was an increase the number of murders from 43 to 45 in a day, roughly 16 425 murders in total for the period 1 April 2012 to 31 March 2013. Even though not all of the murders can be attributed to shooting, these statistics do indicate that many South Africans at some point experience gun violence, often with tragic consequences.

These pendants will be available locally at selected boutique stores across the country in 29 designs across four different lines: Signature Collections include - Pure, Flat Tip, Swarovski and GlowDyeCut, with price points ranging from R495- R2811. For more information, go to www.bullets4peacesa.co.za.