

# **Contents**





# **Corporate Social Responsibility**

In South Africa and throughout the world Nelson Mandela's life has been a true inspiration and today he is a powerful symbol of resistance, freedom, social justice and also solidarity. When he was inaugurated as President in 1994 he said: "We know it well that none of us acting alone can achieve success." He showed us that by joining forces and standing together we can fight for a better world. As Mandela inspired the South Africans to make a difference and struggle for a brighter future, he inspires us to do the same. Our dream is passing on to future generations a world that is in balance and we do our utmost to practice and encourage social responsibility. Therefore Phoenix Design Aid is proudly supporting the Nelson Mandela Foundation and their ongoing and indefatigable engagement in far-reaching social issues.

Dennis L. Nielsen, CEO

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"FSC is an independent, non-governmental, not for profit organization established to promote the FSC responsible management of the world's forests."

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Published by 46664 Bangle

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This book was sponsored by Phoenix Design Aid and Mr René Sindlev



One of the most basic yet powerful ways that humans experience the world is through our sense of touch. Touch allows us to gain many insights about life, but it also allows us to give comfort, friendship and support. When a 46664 Bangle touches your skin it serves as a constant inspiration to live your life in a way that touches somebody else's.

# **FOREWORD**

Not everyone can be a "Nelson Mandela" but we all have the ability to act in a way that befits the Legacy of such a great global icon. In his 90th Birthday speech the overriding message was that it's now in our hands to make the change required to overcome the Social Injustice of the world. It is with this in mind that we at 46664 realised the greater vision of putting words into action and joined hands with the ambitious and visionary 46664 Bangle project in 2008.

The uniqueness of the project is found in the design of the program, where it looks to take the very individuals who we seek to help, by changing the environment in which they live and give them a chance at self improvement. This is a revolutionary way of taking the people who are so negatively impacted by HIV/Aids and treating them as part of the solution, rather than part of the problem.

Add to the model by making an item of value in Copper, Silver, Gold and Platinum, by hand out of South African materials that is attractive in itself as a means of generating funds for the 46664 campaign and boost this by having the wearer become the new educator in the world about social ills, giving new meaning to living the legacy as everyone should.



What's so attractive about the Bangle Program is that everyone can make a difference, from the MyCopper My Responsibility version aimed at the mass market all the way to the pinnacle Legacy Bangles that are uniquely handcrafted to make a significant impact and mark historical occasions. Giving visibility one wrist at a time, from people who understand the problem cannot be solved by one individual but by us all standing together.

In the three years the Program has been operational the achievement is gratifying to see, with seven micro factories working and more than 37 000 bangles now on people's wrists, we look forward to obtaining the goals of 4 000 jobs, and raising significant funds into the future and at least 2.5 million people wearing 46664 bangles over the next 12 years.

"It always seems impossible until it's done." - NELSON MANDELA.

To the Bangle team, heartfelt gratitude from all at 46664.

**Achmat Dangor** 46664 Board Member

# INTRODUCTION

There are very few living individuals who are the object of such admiration and fascination regardless of age, background or nationality. Nelson Mandela has become a universal icon, a symbol for freedom, equality, social justice and solidarity. It is impossible not to be moved by his spirit, his vision and his continued struggle for change in the face of adversity.

Since 2008, in celebration of Mandela's 90th birthday celebrations, Montblanc has been a proud supporter of the 46664 Campaign. Inspired by the leadership of Nelson Mandela, 46664 works tirelessly to increase awareness of HIV/Aids on a global scale, and supports those faced with the epidemic. Reflecting Montblanc's brand philosophy that "Helping others gives success true meaning", we believe in the importance of encouraging craftsmen affected by HIV/Aids to achieve success and financial independence, while raising much needed funds to help improve the lives of those living in challenging conditions.

As a major retail partner for the sale of the unique handcrafted 46664 bangles, Montblanc has given South African craftsmen the pride to show and sell their work on some of the world's most prestigious shopping streets, whether Madison Avenue in New York, the Champs-Elysees in Paris or Ginza in Tokyo. By providing visibility, we are able to lend a voice to this cause.



nthland

Another reason why we wanted to support the 46664 campaign is the duty to safeguard the gift and tradition of craftsmanship. Montblanc has been nurturing the work of its master craftsmen since the birth of the brand in 1906, giving them the tools to create beautiful pieces out of the finest materials that are always destined to become treasures passed on from generation to generation, which today includes precious writing instruments, Swiss watches, ladies jewellery, and fine leather goods. True to this belief, Montblanc lends its support to the skilled craftsman, who produce the 46664 bangles, each individually numbered and engraved with Nelson Mandela's historic prison number from 27-year long captivity.

At Montblanc, we not only believe in individual enterprise but also in the duty to give back, whether as individual or as an organisation. The 46664 Campaign strives to create a sustainable revenue model for craftsmen living with HIV/Aids while giving audiences around the world a means to demonstrate their support for a very important cause. 46664 bangles are worn with pride and are a true statement expressing support to those less fortunate. The great demand for these pieces is testament that many of our customers – as well as many of my colleagues at Montblanc, including myself – are committed to showing their support.

After his term as South Africa's president, Mandela has never retired from his incredible work, relentlessly dedicating himself to defend those oppressed or deprived, and continuing to give everyone hope through difficult times. We should all be inspired by his vision and his commitment to improving the world we live in. Montblanc feels privileged and honoured to have taken on an active role in supporting Mandela's message. 'It's in our hands' is the message we will continue to spread so that future generations understand the legacy of such an incredible individual like Nelson Mandela.

# **Lutz Bethge, CEO Montblanc International**





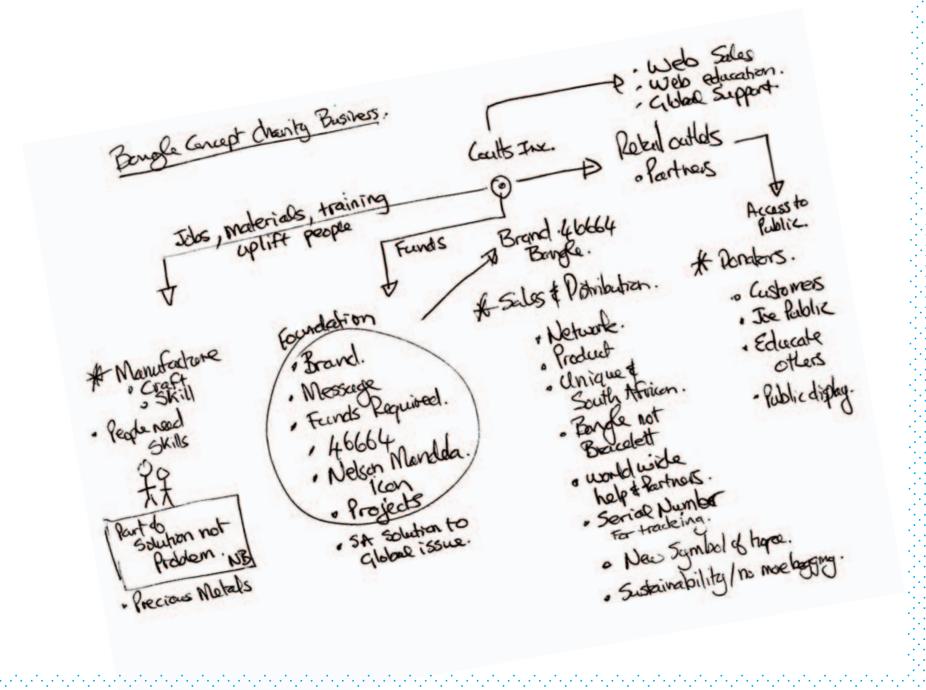
The **Bangle** Story

"If you could help people to make money for themselves you would be really happy!

Think about it" Jackie Coutts





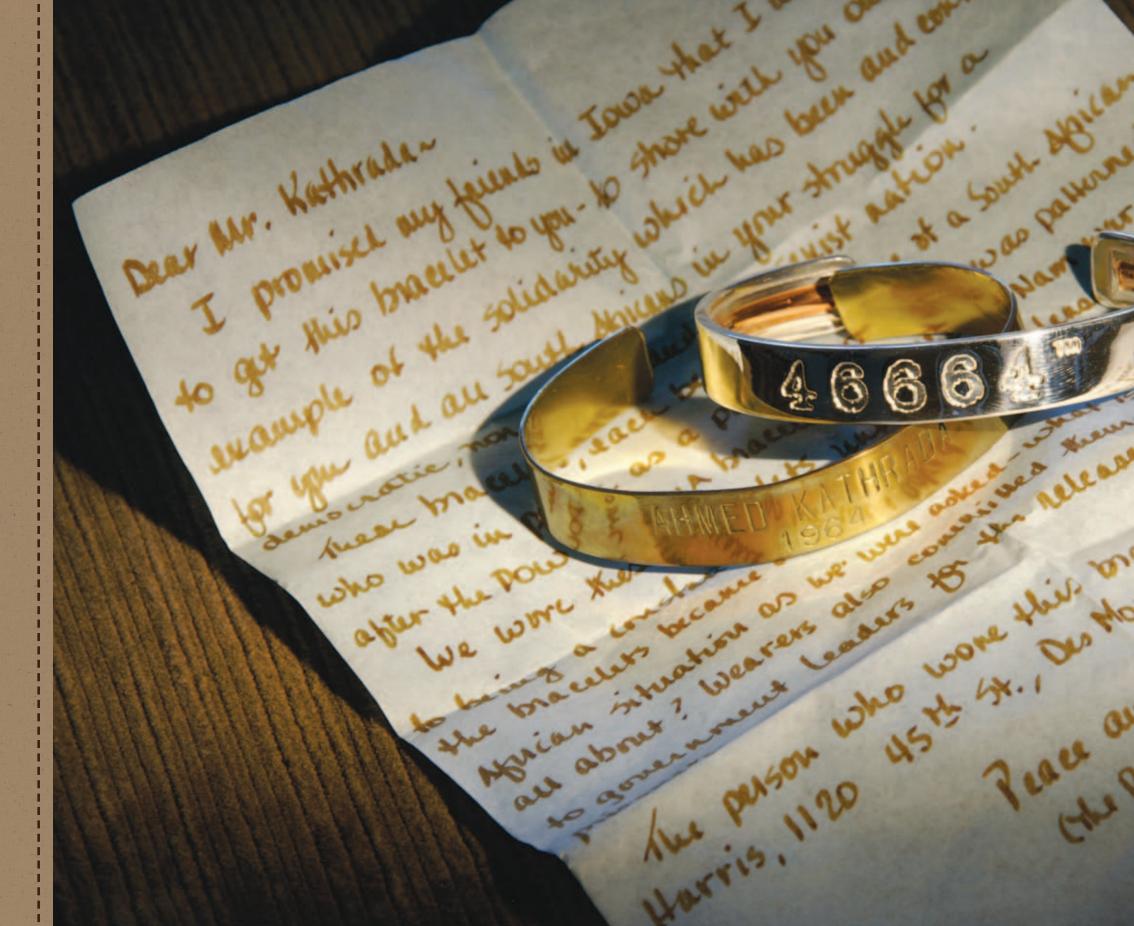


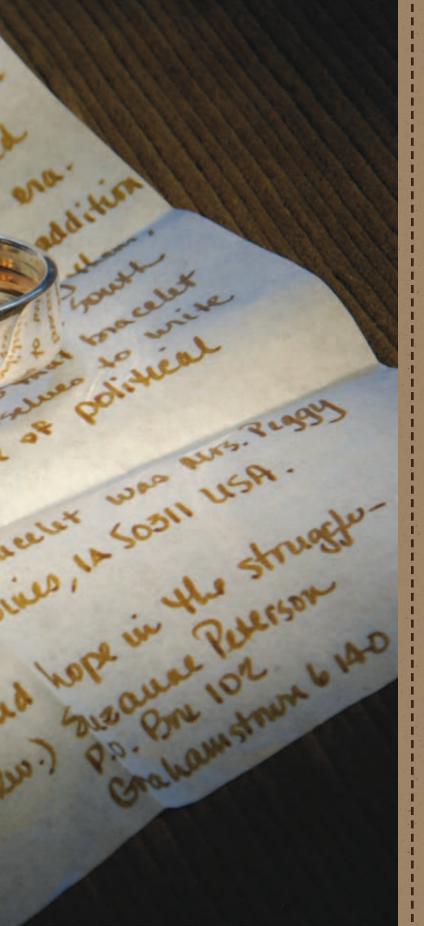
intrigue th	d to be uniquely Sone world and create wealth fo	te sustainable re	evenues while tryin	ng to

# UNIQUELY SOUTH AFRICAN



So was born the **South African precious metal bangle idea**, with 46664 lending its significant brand to the concept and crafted with precious metals (pure Copper, Silver, Gold, and Platinum) to drive home the South African contribution to solving a global pandemic.





"I love the symbolism of the 46664 Bangle: It is a reference not only to those metal bangles, also known as handcuffs, that prisoners have no choice but to wear, but also to the bangles that some anti-apartheid activists wore during the struggle."

Jacquie Myburgh – The Times 10 July 2008

# 46664 FOUR DOUBLE

# SIX SIX FOUR

Nelson Mandela's Robben Island prison number (prisoner number 466 of 1964) has come to represent sacrifice in the name of social justice, equality and human rights.

COMUNICATION BRAVERY REVO EDUCATE "46664 has evolved to become much more than a global HIV/Aids awareness and prevention campaign.

The work of the organisation encompasses
Mr Mandela's humanitarian legacy as well as confronting and inspiring action to address the broader Social Injustices in our society. To do this effectively, 46664 needs reliable and sustainable income streams."

Achmat Dangor – CEO Nelson Mandela Foundation











**Number 46664** – Nelson Mandela's prison number (Prisoner 466 of the year 1964).

Imprint of Madiba's Hand – This is an imprint of Nelson Mandela's left hand.

Serial Number – Each bangle has a unique serial number. The owner can register the bangle in his/her name and track where the funds were allocated and which project was supported.

all. In addition it also symbolises the embrace of a new legacy and ideals and actions of one of the world greatest icons — Mr Nelson Mandela. The 3D impression of Mr Mandela's left hand on the bangle also symbolises an embrace from him to the wearer to say thank you and that "it's in The inspiration behind the design and use of a bangle was rooted in the fact that a C-shaped bangle symbolises broken chains and freedom for your hands" to make a difference.





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The mission of the project is the creation of 4 000 jobs during the process of manufacture, specifically aimed at the less fortunate.

generating significant funding over the next 12 years as a source of funds for 46664 and its associated organisations including the Nelson Mandela Foundation. It is then used in the support of their initiatives while enlisting the help of the average person on the street to help educate and carry the message to the world that "it's in our hands" to make a difference. The product is then marketed to a worldwide audience in the hope of



Hannes du Plessis SI#02997 • Michael Bakkestrøm Hougesen G18#00001 • Robyn Eldon SI#02708 • Bruce Peters SI#01617 • Alison Crosbie SI#00493 • Stewart Ivory SI#00826 • Xander Terpstra SI#03286 • Dennis Nielsen SI#012039 • Gregory McEvoy SI#00421 • Pia Nielsen SI#04555 • Stasha de Lange SI#00573 • Mark Pretorius SI#00980 • Nicky Broxis SI#02790 • Frances Harman-Henlen SI#00052 • Nico Dorfling SI#02782 • Julia Tholstrup G18#00078 • Eileen Simmonds SI#02650 • Warwick Robinson SI#00033 • Annette Winter SI#03313 • Cindy Stewart SI#01467 • Gerda Jessie Westra CU#006641 • Arlene Hanmer SI#00842 • Karin MacLarty SI#01883 • Margaret Neylon SI#00554 • Lynette Hutton SI#02659 • Julie Mowbray SI#03094 • Annette Winter SI#02524 • Camille Lund Roed Andersen CU#14185 • Marli Klynsmith SI#01699 • Ronni Friis SI#25710 • Frederick Streets SI#00326 • Yvonne Caine SI#03095 • Frederikke Risgaard SI#25649 • Petra Rinklake SI#04929 • Carina K SI#00379 • Peninna Risgaard SI#05520 • Kara Bruins SI#03300 • Pamela Court SI#00501 • Alex Chaplin SI#03304 • Nadia Meyers SI#03397 • Joey Haughton SI#00262 • Stig Ulrichsen SI#09003 • Dan Bakkestrøm Hougesen SI#12166 • Moira Audtin SI#02750 • Nerina O SI#01496 • Martial Xavier SI#00735 • Andre Mouton SI#02563 • Yasmin Shapurjee SI#01867 • Nancy Lee SI#02202 • Bolette Emborg SI#26245 • Ferdie Hoffmann SI#00429 • Franz Elmin SI#12336 • Tshifhiwa Magoro SI#01671 • Charlene Lackay SI#03260 • Cetti Romano SI#00765 • Bruce Procter SI#00481 • Leon Le Roux SI#01815 • Christine Daminato SI#00381 • Kim van Renen SI#02716 • Charlotte Velin G18#00073 • Daniel Risgaard SI#25711 • Sue Garella SI#00259 • Rugaya Veenendaal SI#02166 • Joachim Lund Roed CU#14186 • Llanley Simpson SI#00903 • Remco Wijbenga SI#00658 • Ilan Rubin SI#00027 • Magnus Lund Roed CU#14160 • Simon Peter Gower SI#01598 • Kurt Darren SI#01189 • Karen Joubert SI#00077 • Lorraine Le Roux SI#01460 • Marlon Lackay SI#03222 • Lilian Roeland SI#02786 • Atle Barlaup SI#06464 • Ivan Ang SI#00874 Mathias Lundø Nielsen Sl#13139
 Shelley Lauter Sl#05555
 Aldo Bezzicheri Sl#00785
 Jo Sum Sl#01499
 Mayke V Wijk SI#01030 • Rianne De Bie SI#01539 • Lorraine Mills SI#00577 • Rene Sindley G18#00074 • Scott Milligan SI#03289 • Carol Brock SI#01067 • Mathilda Greyling SI#00273 • Steve Reece SI#02060 • Dereck Michel SI#00844 • Dudant Matthieu SI#00965 • Linda Elmin SI#20430 • DJ Lampitt SI#02569 • Robert Coutts SI#00001 • Eddie Kong SI#04269 • Dashen Tharman SI#02097 • Dereck Michel SI#00844 • Emille Reid SI#02523 • Yan Ming Yuen SI#00898 • Heine Kjær SI#25444 • Sean O SI#00346 • Michael Bakkestrøm Hougesen SI#01999 • Maryke Wilken SI#00347 • Pia Lund Andersen SI# 05513 • David Shaw SI#02027 • Kaz Nel SI#07770 • Adrian Munday SI#00735 • Carina Venter SI#02071 • Claire Senior SI#01928 • Mike Coutts SI#01077 • Michel Hasson SI#01613 • Johanna Dorfling SI#02269 • Rebecca Wedell-Wedellsborg G18#00084 • Catri Velleman SI#00021 • Adele Henke SI#01949 • Lars Roed Andersen SI#09001 • Mark Hogarth SI#01695 • Rahul Naidoo SI#01554 • Jacob Hesmondhalgh SI#21645 • Jimmy Colding SI#09886 • Chantelle Howes G18#00069 • Matthias Persson CU#0067530 • Sally Coburn CU#016505 • Milagros Luz Fernandez CU#0067960 • Andrew Crone SI#13188 • Vijayan Pillay SI#13190 • Sidsel Illum Guldbrandt CU#012089 • Kim Thurmann SI#025722 • Vivian Carver SI#13527 • Chevonne Twomey SI#26717 • Raynolds Z. Tshuma CU#015988 • Karin van Gestel CU# 0067791 • Ulrika Sköldebring CU#014831 • Lori Randlett CU#014907 • Lars Joergensen SI#13621 • Bolette Clemmensen CU#014529 • Lise Müller-Alstrup CU#017619 • Andreas Andersen CU#015828 • Carsten Staal CU#015705 • Kjeld Thrane CU#015675 • Konstantin Laiti CU#017600 • Lucas Carayol CU#015357 • Tyron Barnard CU#015301 •

Tatyana Dimitrova CU#015240 • Silas Westberg CU#015002 • Janni Marie Rusbjerg CU#014924 • Richard Santomaggio SI#13418 • Mike Re CU#013457 • Matthew Hulmes CU#0065211 • Michael Bakkestrøm Hougesen G18#00090 • Diverne Ingraham CU#0065221 • Ashantha Rubera CU#0066091 • Sanne Loesl CU#014329 • Dorthe M.J. Pedersen CU#014295 • Gerda Jessie Westra CU#010865 • Sharon Bedford SI#23008 • Samantha Cole CU#0051756 • Michael Finkbeiner SI#22241 • Dominic Maison SI#22320 • Buddy Buruku SI#06267 • Morten Grunwald SI#09011 • Claus Sutor SI#20237 • Richard Howes SI#23524 • Rietje v.d. Wijk CU#012074 • Nathan East SI#20241 • Oksan Aydin SI#04763 • Michele Cloete SI#20280 • Erica Hopper SI#07774 • Erann DD SI#09223 • Kenn Righolt SI#08991 • Frank Undall SI#09198 • Jason Wilton SI#09000 • Marianne Martensen SI#09205 • Birthe Borre SI#09167 • Julie Nymann CU#101192 • Bente Lise Melaas SI#20083 • Rene Dif SI#09014 • Elin Rødningsby SI#20080 • Siri Jacobseb SI#09950 • Odd Einar Erand SI#09906 • Christian Stadil SI#20305 • Joe Emborg SI#20061 • Martin Brygmann SI#20068 • Jonni Gabrielsen SI#09039 • Nada Punter SI#07826 • Jane Rimmer SI#09656 • Amanda Floyd SI#20367 • Rhona Vernon SI#20381 • Samantha Ellis SI#09616 • Brent Slabbert SI#03056 • Monica Erasmus SI#03131 • Jacqui Feldman SI#02850 • Adele Smuts SI#03434 • Macushla Marx SI#00557 • Nicole Clark SI#04040 • Amanda Johnson SI#03473 • Sean Petersen SI#02433 • Alan Bull SI#03416 • Keith Naidu SI#03928 • Martin Davies SI#02995 • Eira Kramer SI#03352 • Jill Burchell SI#03981 • Brad Wells CU#0064048 • Jesper Aggerholm SI#03291 • Suzane Anestine Jansen SI#03938 • Ferdie Hoffmann SI#00429 • Bruce Procter SI#00481 • Simon Peter Gower SI#01598 • Malene Tonnesen CU#014287 • Kirsten Nielsen CU#014230 • Vivi Bay CU#014198 • Anders Peter CU#014161 • Morten Brask Hansen SI#26734 • Imoh Edemeka SI#13378 • Frederik Rokamp Pedersen SI#13349 • François du Buisson SI#13025 • Clint Morgan SI#13002 • Hooi Hing Sim SI#12998 • Morten Reimers Ørskov SI#13631 • Don Knutsen SI#12945 • Bård Fossli Jensen SI#13641 • Patrick Hastings SI#12803 • Dena Veth SI#00778 • Sheila Chiu SI#00825 • Lise Borgen SI#26726 • Hakon Ims SI#20589 • Gisa Bock SI#20645 • Helmut Prein SI#06561 • Terry Lobato SI#05676 • Marion Papon SI#05206 • Trudy Coughlin SI#05338 • Rikke Lind Breum SI#04817 • Eric Mathias SI#08699 • Anette Skov CU#014528 • Gitte Hvid CU#014808 • Birgitte Lilleund CU#014797 • Kasper Eckermann CU#14789 • Jasmin Sahin SI#09397 • Dorte Nissen CU#014640 • Angela Rea SI#13186 • Colin Ho Lai CU#11596 • Julia Laiti SI#26730

The uniqueness of the Bangle Program had to be rooted in creating a link registration process that links the individual to the contribution that they made. This is for all to see on the website and published on the "Show of between the individual and the contribution. This we have achieved with great success by individually serialising each bangle and providing a Hands" web page, a first for any charity-based project.









# So who are the craftsmen?

We all see the carvings and African art sold on the side of the road as curios. These are created by real craftsmen with incredible skill even though most of them have no education and are forced to live in less-than favourable conditions, with many having been significantly impacted by HIV/Aids and Social Injustice.

Historically the people of Africa have always been in touch with the world around them, harnessing and working with nature to create the means to build, nourish and nurture their communities.

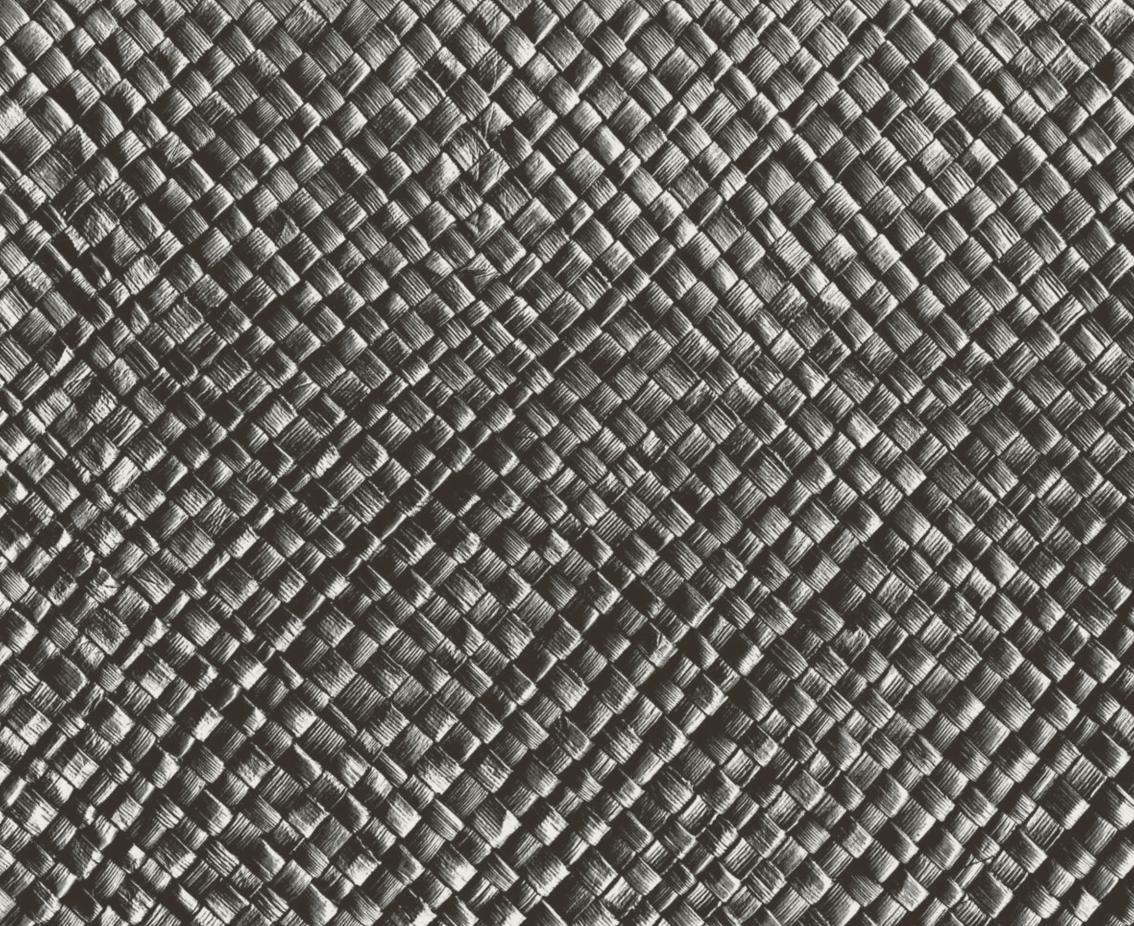
Over the generations incredible creative skills have been developed and passed down, resulting in a rich African heritage of crafts and curios. Unfortunately, poverty, unemployment and lack of education have again forced people to turn to their talents – not to thrive, but simply to survive.





Individually, people can only achieve so much. As part of a network such as the Bangle Program, however, informal crafters have the opportunity to be part of a larger process that assures them, and their families, a sustainable weekly income.

Being part of the program also affords craftspeople access to precious metals and new skills that will help them raise their own crafts to a new level.



Not only does the **Bangle Program equip craftspeople** with creative skills, it also provides a support structure to enable them to build their own small to micro enterprise businesses with the guidance and accounting knowledge to bring them into the formal economy.

m S S

Combining the natural talent that has always defined the continent with the Bangle Program's sophisticated worldwide distribution network creates the potential to take African crafts, curios and jewellery to the world.

Imagine for a moment walking down New York's 5th Avenue and seeing a piece of African jewellery handmade by a crafter and taking pride of place in the window display of a renowned store...

Stop imagining, it's possible.



khu•lu•le•ka /khuxluxleəka/ (noun) originally funded with proceeds from 46664 Bangle sales, engaging and educational play telling the story of real people living with HIV/Aids, addressing all the complexities associated with the disease, conveys the message with feeling, courage and humour



"Life is about bringing hope to the hopeless and breathing life into people's lives. If you want the world changed then understand that change starts with you. Just one small or one large act of generosity can impact lives."

Benjamin Gresham



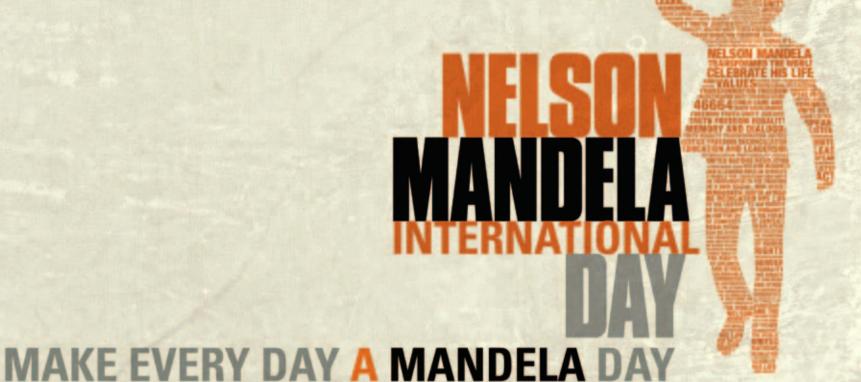


Previous proceeds have been used to support HIV/ Aids prevention programes in sub-saharan Africa.

Future funds to be utilised to support Mr Nelson Mandela's broader humanitarian legacy.

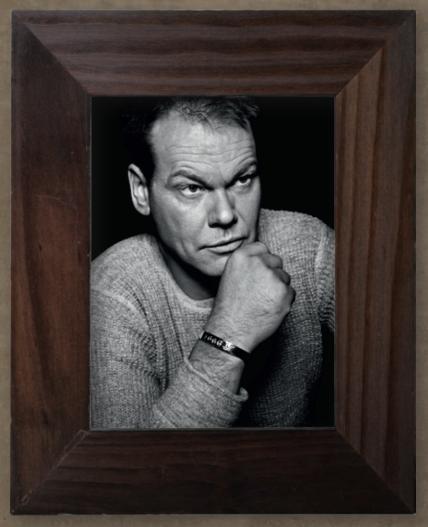
## Nelson Mandela International Day

Nelson Mandela International Day is an annual global celebration of Nelson Mandela's life and work. It is a campaign that inspires and empowers ordinary people to embrace Mandela's legacy to give 67 minutes of their time to make an impact by supporting charity or serving their own local community. Make every day a Mandela Day.





Jimmy Colding / Musician / Singer / Composer



Andreas Bo / Actor

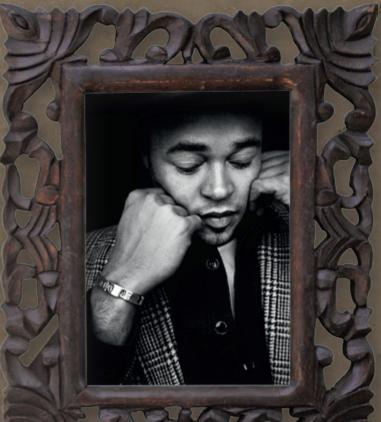


Søs Egelind / Actress





Remee / TV host / Nightclub owner / Songwriter

























The **Legacy** Bangles

# How do you live up to a Legacy as significant as Nelson Mandela's?

Simply put, you can't! You have to create your own or build memories of his legacy in such a way that it recognises the impact individuals have and, in his case, possibly the biggest humanitarian achievement of the latter half of the last century.







# A legacy creates a memory so we don't forget the actions and lessons from which we should learn.

The Legacy Bangles are designed to allow others to create an impact – one that holds significance, one that signifies a period in history and acts as a reference to a legacy.





In terms of longevity, a legacy is made to outlast time itself and serve as a reminder of the great achievements of those that came before us. Each Legacy Bangle is influenced by a specific event or significant reminder of what needs to be remembered and celebrated as we combine all our efforts to try match those of an icon who dedicated his life to others for many more years than even we expected.

JOHN SMIT

<sup>&</sup>quot;Having been fortunate enough to live in the Madiba era and to then also have known the legend that is Nelson Mandela it feels strange to me that I'm worthy to make comment on a man that was imprisoned for 27 years but still came out with forgiveness in his heart. Where would we be today had it not been for Madiba? Words will never explain his greatness and I will be eternally grateful for knowing him."

Legacy Bangles are only made rarely and with specific intent in mind. They will only ever be available via an official auction held by 46664 and its associated organisations including the Nelson Mandela Foundation. It is envisioned that one bangle will be available per year with no more than 12 Legacy Bangles being made. These are truly unique pieces of history with 100% of the proceeds going to 46664 and its causes.



"The Frame family purchase of the Invictus Legacy Bangle was to go towards expressing our appreciation for Nelson Mandela and his contribution not only to South Africa's peaceful transition to democracy but also to the formidable legacy he has left humanity as a whole. Nelson Mandela's legacy has the power to do enormous good. His life has been an inspiration for global advancement in democracy, equality and learning. This is our part towards preserving Mr Nelson Mandela's legacy as a reminder and a symbol of the triumph of the human spirit."

# PLAT ZERO, the first.

A bangle of very special significance, made to commemorate the year of Mr Mandela's 90th birthday celebrations in London, June 2008. At 90 years of age, and after 67 years of dedicated service to humanity, he announced his official retirement and asked the world to take his words, "It's in your hands now", very seriously.

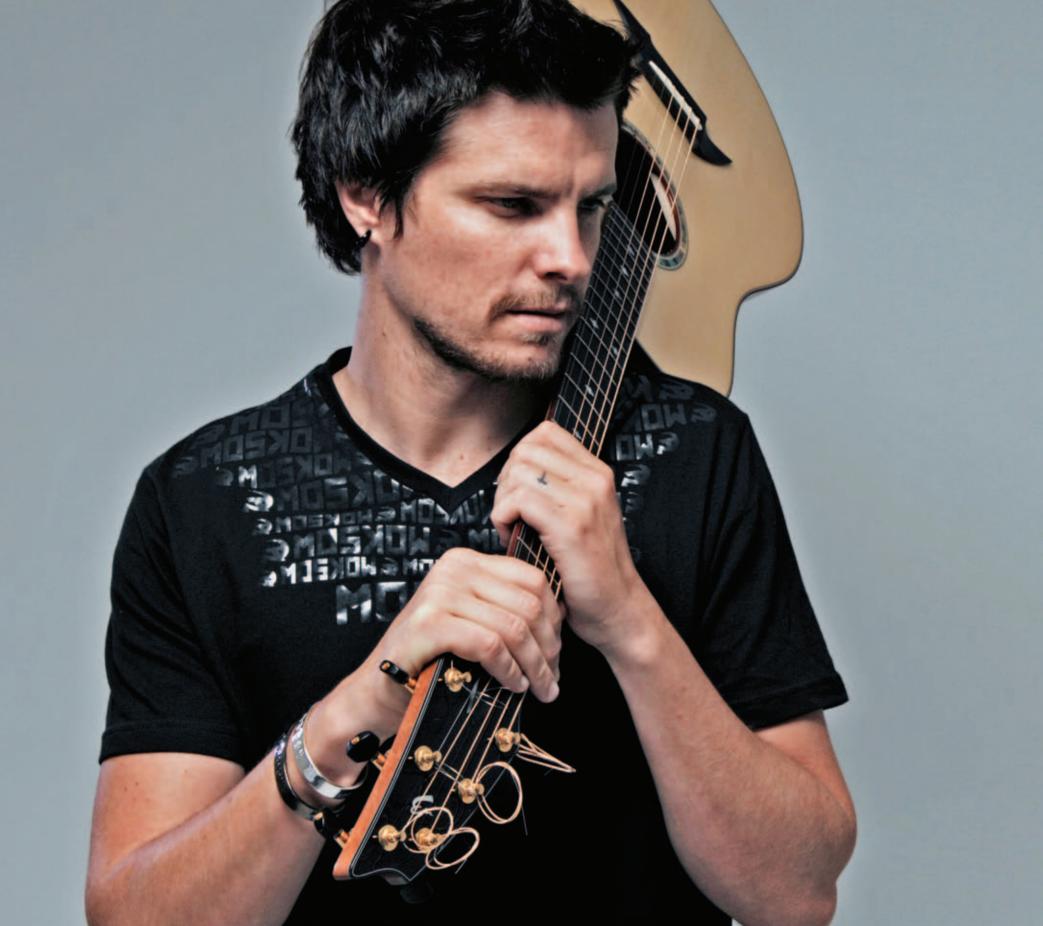
Plat Zero, so named to indicate the very first Legacy Bangle, was made from Platinum to ensure it will stand the test of time. The 259 diamonds that were used to map out the 46664 trademark and the lining of the bangles edges, reflect the bright new life and hope of so many while signifying that we must all come together to make a collective impact.





Made to secure with a clasp, Plat Zero acts as a reminder to those who wear or view it that 27 years of shackles cannot break one's spirit and conviction so we must not give up the fight for those who are now impacted by Social Injustice.





## "A PERSON SHOULD NOT BE JUDULED TO A PERSON SHOULD NOT BE JUDULED THE HIGHEST MEMBERS HOW HE TREATS THE HIGHEST MEMBERS OF SOCIETY, BUT THE LOWEST...

"These words were inspired by a section I read in Long Walk to Freedom. Madiba truly lived this idea. 46664 is evidence of this." Elvis Blue





The 3D imprint of Mr Mandela's actual hand acts as an embrace from him to the owner and hopes to influence the wearer to hold the principles of Mr Mandela first and foremost in their mind as they pass through life.

Inscribed with the Serial name "Plat Zero" on the underside, it will be a reference to our starting point and the achievements still to come by those who stand up and take the fight forward.



The bangle was a collaborative design effort by Robert Coutts and Rael Kahn, with the expertise of Rael Kahn and Andreas Salver and his team to craft this unique piece. The bangle's manufacturing process was one of delicate care and patience as the piece took shape over a period of three weeks.

### **Plat Zero Specifications:**

Auctioned by Christies at the 90th Birthday Gala Dinner at Hyde Park in London the item fetched the highest price of any piece that was not personally autographed by Mr Mandela and was the second highest priced item of the auction.

Platinum 950 grade 155 grams

Diamonds various sizes totalling 2.7ct in 259 white diamonds

Clasp mechanism

Serial Name: "Plat Zero"

Manufacture Date: June 2008

Sale Date: 28th June 2008

Sale Place: 90th Birthday Gala Dinner Hyde Park London

**Current Location:** Johannesburg South Africa

First Owner: Anonymous

**Current Owner:** Same

Sale Price: Confidential

Auctioneer: Christies of London (Hugh Edmeades)

Plat Zero has found its way home to its rightful resting place in South Africa as the first in the series thanks to the generous contribution from a prominent supporter of the Nelson Mandela Foundation.





"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

- Margaret Mead





### International Day

Montblanc, the first global retailer to enter into the Bangle Initiative Partner Program, was the obvious choice when the privilege of making a historic Mandela piece was first made available during the 2009 annual July celebrations. It was also the year that saw the start of the Concept of "Mandela Day", which has now been adopted and ratified by the United Nations as an international day of recognition of the tireless efforts of Mr Mandela, and calls on all society to do their bit for social justice.

Inspired by the Bangle Program Mr Lutz Begthe, CEO of Montblanc, set his teams to work on the design and creation of this magnificently crafted bangle. In a true international effort, the German head office appointed the French design team to create something absolutely unique while holding true to the Montblanc craftsmanship and quality we have all come to expect. The imprint of Mr Mandela's left hand was made in South Africa and couriered to Paris for inclusion into the bangle.

In the words of the French team, "When the hand arrived from South Africa we all felt the excitement of making something very special." This reflects the special meaning that the Montblanc design team channeled over the four weeks it took to make the bangle.



## Montblanc 4810 "togetherness"





The bangle carries the Serial Name
Montblanc 4810 "togetherness" to reflect
the combined effort that will be needed to
eradicate Social Injustice. The 4810 reflects
the height of the namesake and a very rare
Montblanc cut star diamond of VVS quality
provided the definitive link to a company that
has proved time and time again its commitment
to help those less fortunate by enabling
opportunity and skills creation via programs
such as the 46664 Bangle Initiative.

The bangle was created with the express intent and function of generating funds during the week-long Mandela Day celebrations held during July 2009 in New York, and finally found a new home on the night of the Gala Dinner held in the Grand Central Station attended by many dignitaries and celebrities supporting 46664 and other Nelson Mandela charities.





## Montblanc 4810 "togetherness" specifications

- 301 round cut diamonds totalling 4.4 carats in sizes 0.0025 all the way to 0.08 quality of round cut diamonds used is F/G colour, VVS clarity.
- Montblanc Star Diamond Used: VVS1 clarity, Certificate IGI F5B57980 0.80ct
- White gold used to make the bangle in grams totalling 75.00 grams
- Montblanc unique designed closing latch with seamless lock
- Manufacture Date: June/July 2009
- **Sale Date:** 16th July 2009
- Sale Place: Mandela Day Gala Dinner New York City, Grand Central Station
- Current Location: Johannesburg South Africa
- First Owner: Anonymous
- Current Owner: Same
- Sale Price: Confidential
- Auctioneer: Christies of London (Hugh Edmeades)

This bangle has once again found its way from distant shores, to be housed in South Africa by a prominent South African.

## Invictus

By William Earnest Henley



Out of the night that covers me, Black as the pit from pole to pole, I thank whatever gods may be For my unconquerable soul.

In the fell clutch of circumstance I have not winced nor cried aloud. Under the bludgeonings of chance My head is bloody, but unbowed.

Beyond this place of wrath and tears Looms but the Horror of the shade, And yet the menace of the years Finds and shall find me unafraid.

It matters not how strait the gate,
How charged with punishments the scroll,
I am the master of my fate:
I am the captain of my soul.

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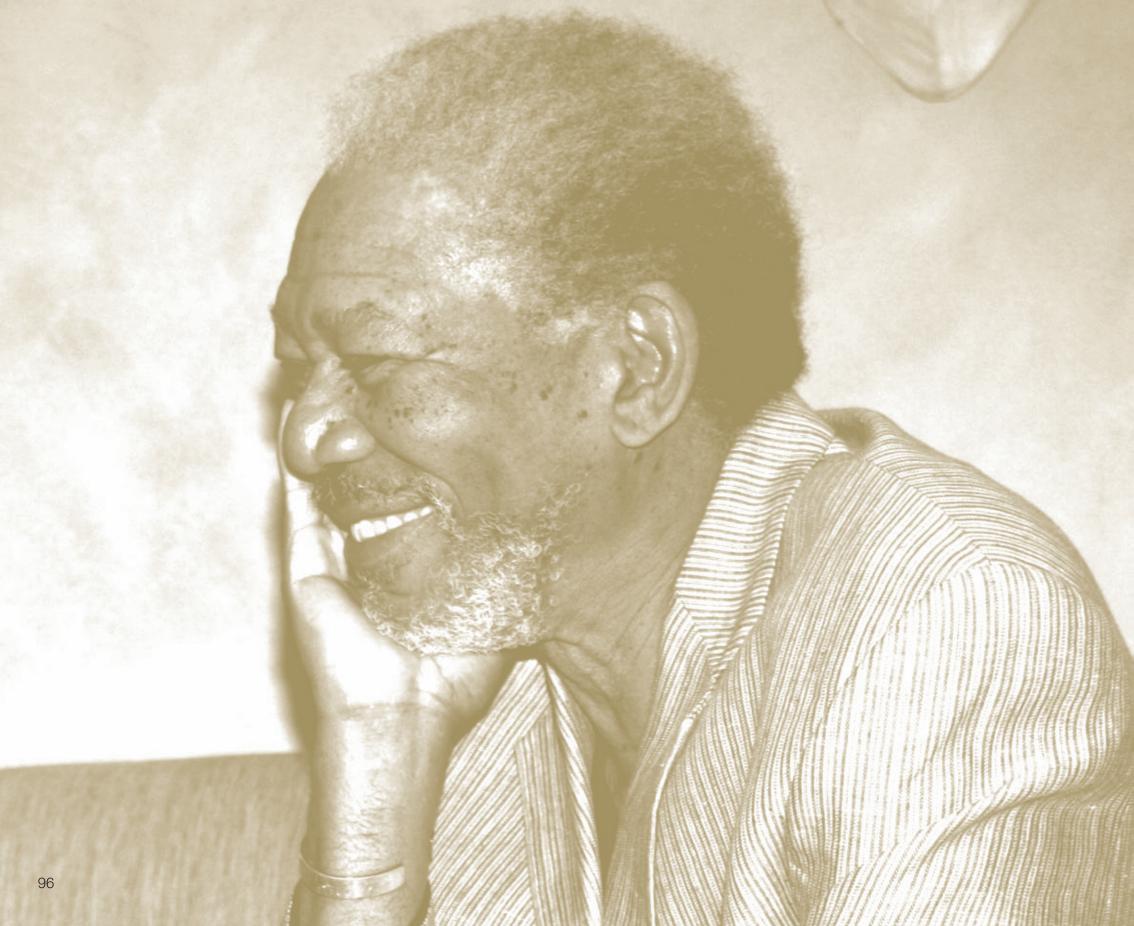
# The Latin word for "undefeated" or "unconquered" is a true reflection of Nelson Mandela.

The Invictus Legacy Bangle signifies a turning point in the history of South Africa. In 1995 the nation was a divided one and, with tensions high, it took an extraordinary man to bring together foes who had traditionally challenged each other in culture, economics and access to resources. The real challenge was to take "his" people and make them take his side while he befriended the so-called "enemy". It was a true test of Mr Mandela's leadership and courage, but arguably the most significant turning point in South Africa's new age history.

## The bangle was designed to reflect the struggle but also the rich colour of the South African population.

With the World Cup focusing attention on South Africa and the world on the country's doorstep, making an auction bangle to match expectations was not going to be an easy task. Enter Sabine Roemer, a famous jewellery designer with a clientele list that reads like Hollywood's A-list. Sabine, a long-standing supporter of the Nelson Mandela Foundation, was intrigued by the Bangle Program and wanted to do something special for South Africa – a bangle to commemorate the efforts of Morgan Freeman in his mission to tell the Invictus story of Nelson Mandela. The bangle was designed by Sabine Roemer and approved by Morgan Freeman and then manufactured at the South African bangle training facility by Rael Kahn, another truly international collaboration.





The Serial Name INVICTUS was an obvious choice and we were privileged to have the bangle on Morgan Freeman's wrist not only at the Oscars red carpet but also on the Jay Leno show the Friday night before the Oscars when Mr Freeman announced his intention to auction the bangle and give all the funds to the Nelson Mandela Foundation.



"We wear the 46664 bangle to honour Nelson Mandela who stands as a worldwide symbol for peace and reconciliation.

It is a powerful reminder and conversation catalyst for those who are unfamiliar with 46664 and its mission to spread the legacy of Mr Mandela by empowering young people in communities and creating a platform for global change.

The book documents the birth of the 46664 Bangle, which can change the way we listen, think and act ... one wrist at a time!"

MORGAN FREEMAN



### INVICTUS

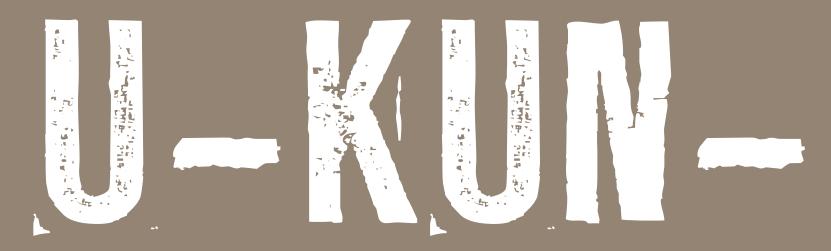
The bangle was crafted out of white gold with the traditional hand imprint and then coated with black rhodium to create the two tones. The tones were further enhanced by the placement of black diamonds in the 46664 trademark. Adding to the colour of the South African people was the placement of emeralds through the middle sides of the bangle, reflecting the country's natural beauty and affiliation to nature and conservation that provides a common thread linking all people of South Africa together.

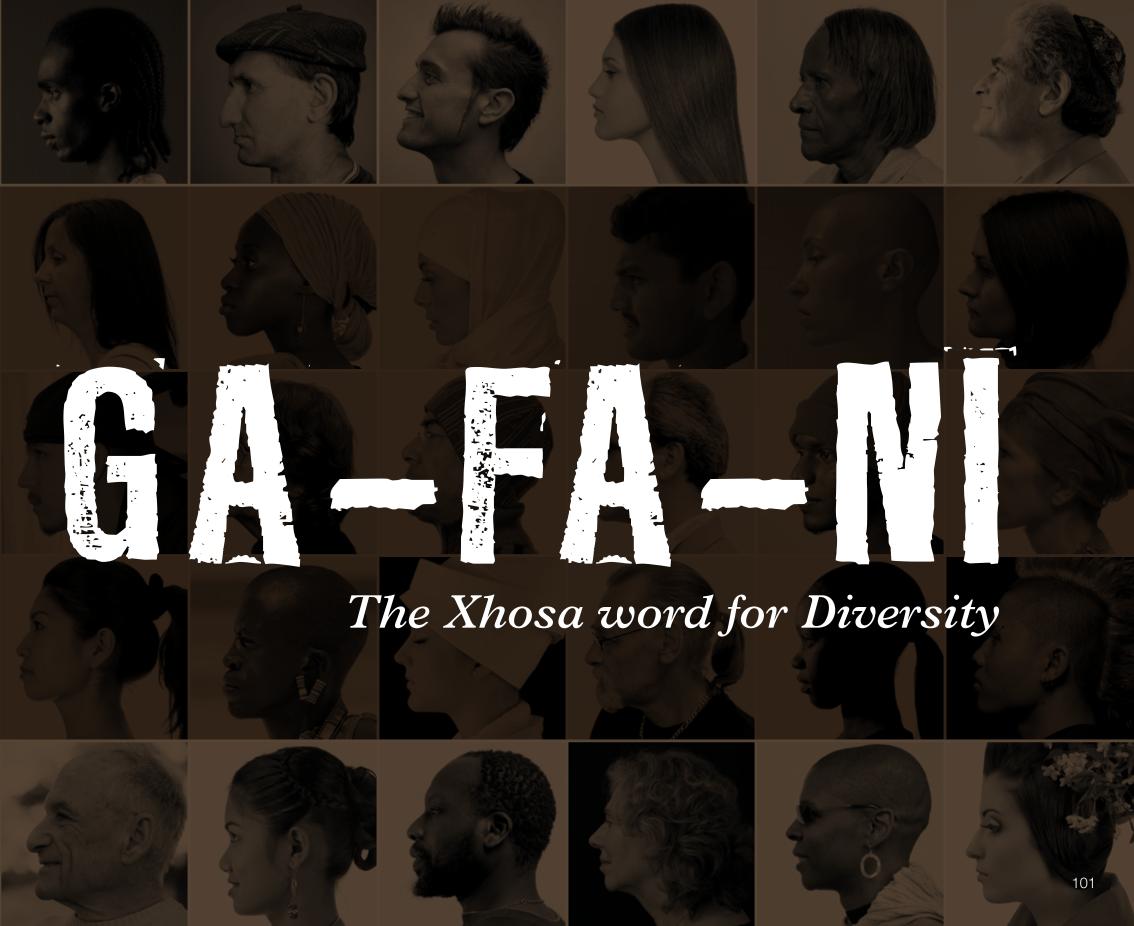
#### **Invictus specifications:**

- White Gold 750 grade 102 grams
- 90 black diamonds with weight of 1.1 carats
- 20 Emeralds with weight of 1.2 carats
- Clasp mechanism
- Serial Name: "Invictus"
- Manufacture Date: February 2010
- **Sale Date:** 17th July 2010
- Sale Place: Nelson Mandela Day 2010 World Cup Gala dinner Sandton Convention Centre
- Current Location: Johannesburg South Africa
- First Owner: Anonymous
  Current Owner: Same
  Sale Price: Confidential
- Auctioneer: Savile Row of Johannesburg

The bangle was purchased by a patron of the Nelson Mandela Foundation whose business started in the same year as the 1995 World Cup, the event upon which Invictus, the film by Clint Eastwood, was based. It is planned that the bangle will be displayed at a later stage in a famous international museum of modern history.

### Ukungafani pronounced









### The greatest strengths can only come from embracing Diversity

#### **Quote anonymous**

The unique and complex structure of the bangle is laced with the branches and leave of a tree reflected in the gold mixed into the African Iron wood. Traditional wire craft is a skill found and perfected by some of the oldest African traditional crafters and this bangle reflects the wire structures through its 18 carat Rose gold wire wound around the ends of the main structure. Wood is to a jeweller as diverse as water is to oil, but used correctly, comes together to form a unique and beautiful 46664 message of embrace. South Africa was faced with a significant challenge of diverse cultures and people, a melting pot! Mandela embraced that diversity and crafted a strength that has yielded a democracy, that not only avoided disaster but acts as an example to others.





The components of this bangle and its design are symbolic of Mr. Mandela and his achievements that will last as a Legacy to many leaders. The African Iron wood is one of the hardest woods know to man and requires a machine to cut it into shape. The wood is only found in two locations in South Africa and symbolically this was found and sourced from a village close to Mandela's birthplace. Each Legacy bangle must endure a theoretical 1000 years to qualify so it was an important fact that African iron wood petrifies once it gets very old (turns to stone). As gold has the same lasting properties the 46664 bangle will carry the message of Diversity forward ensuring the Legacy endures. The interlaced leaves and branches on the inside of the bangle reflect the meaning of Mr. Mandela's middle name and can be interpreted as "like the branches of a tree".

Designed and conceived by Oresti Mavrodaris and Talia Savva with the crafting team at the bangle factory making the famous Mandela Hand and the Jewellers of Elegance workshop painstakingly building the bangle from scratch. The bangle was launched in 2011 by Minister Tokyo Sexwale at a prestigious affair in Melrose Arch Johannesburg South Africa.



"One of the greatest values a leader can possess is the gift of Reconciliation; this is a gift that Mr. Mandela has given to us as South Africans and indeed Africa as a continent and the world. To do this well you must embrace Diversity"

#### Tokyo Sexwale

Trustee of the Nelson Mandela Foundation and Minister of Human Settlements in the South African Government

### UKUNGAFANI

Crafted from 18 carat Rose Gold and moulded onto the base of African Iron wood the bangle has the traditional 46664 trademark and the signature left hand of Mr. Mandela. To signify the melting pot of cultures in the South African population the sides of the bangle is set with various coloured Diamonds in white, brown and yellow. The serial name of UKUNGAFANI is engraved inside the bangle onto the branches of the tree made from rose gold.

### **UKUNGAFANI Specifications:**

- Rose Gold 750 grade totalling 257 grams
- 31.33 carats of Diamonds for a total of 198;
  - i. 98 Round Brilliant cut Colour G/H, Clarity VS/SI
  - ii. 100 Round Brilliant cut Brown Cognac colour
- Wrist "slide on" bangle of African Iron Wood sourced from the Eastern Cape
- Serial Name: UKUNGAFANI
- Manufacture Date: April 2011
- Sale Date: To be auctioned
- Sale Place: To be announced
- Current Location: Johannesburg South Africa
- First Owner: To be sold
- Current owner: 46664 bangle program of the Nelson Mandela Foundation
- Sale price: Confidential
- Auctioneer: to be announced

The bangle is the 4th of a unique series of legacy bangles that will carry the message long into the future. A total of only 12 unique Legacy bangles will be made and auctioned.



"Tata Mandela has given us hope, redemption and our future back. He has made me regain belief in my country and its people. I now am a pioneer of African might.

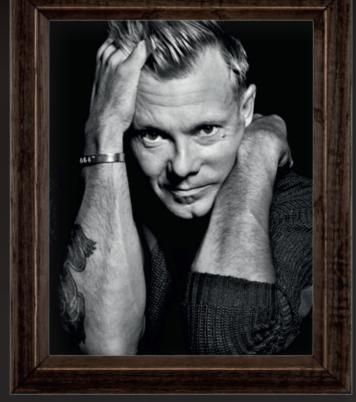
The 46664 Bangle is one of my favourite initiatives and as an HIV/Aids ambassador I try and educate the South African youth to take responsibility over their tomorrow. I believe today our youth is drenched in apathy and denial about their future...

Tata Madiba has taught me that success is knowing your purpose in life, growing your maximum potential, and sowing seeds that benefit others!"

HLUBI MBOYA







Casper Christensen / Stand-up comedian / TV and radio host

Christian Nicholas Stadil / Author

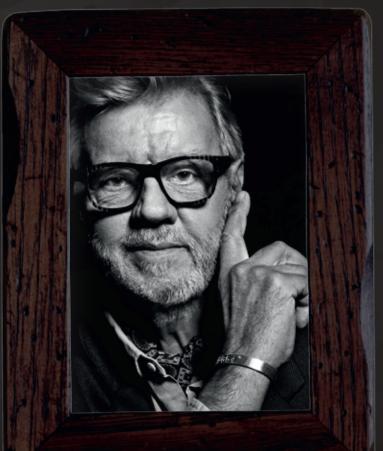


Erann DD / Singer/Composer & Lizette Mikkelsen / Photographer





Dennis Knudsen / Hair and make-up stylist



Sanne Salomonsen / Musician / Singer / Composer

Morten Grunwald / Actor

come o. Africa and South African founder of opt Robert

vist, young locate a ism based on ur achievements luture. The ngles revive rica and global being a weapon

pathy and s. angles will also be raise funds for the school or for partner schools in ıt less privileged areas. The ith Schools in project

will involve children ely devising a business plan through which to sell gles as possible in a eve identified fund-raising

around the world are being given their very own targeted opportunity to get involved in raising money for the fight against HIV /Aids and their the fight against HIV /Aids and uplitment own school driven social uplitment own jets through the launch of the projects through the launch of the Bengle School Program.

46664 Bengle School P I is noped to remout Project globally, with the t of Education in South ming actively involved apartment of Education for City preparing to activate City preparing to activate loss in that region. Next will by Germany and Sweden generally region. The 46664 sections between propagate p schools Program hopes schools Program nopes of a dialogue between sers around the world about. Just and unity through the Aids and unity through the Bengle Schools Projects. Bengle Schools Projects, lifeantly, the impact of the lifeantly, the impact of servicins we will not only be on providing we will not only be on providing ng funds to both the Nelson lela Foundation and involved ols, but also on creating opportunities, stimulating epreneurial ventures in those

king the bangle and boxes they the employment and entrepreneurial in offs from the 46664 Bangle itiatives include boosting local wellery manufacture and co nd raising up crafts

CRAFTSMANSHIP TAKES OFF

46664 Bangle manufactured live at International Airports for Mandela Week.

SON ree sams of. R189 or **Project** more

Funds raised from bangle sales to belieft (117) Also ag and schools' own chosen social upliftment projects

BANGLE

schools program

Johannesburg, 06 August, 2009 -

Johannesburg, Oo August, 2009 School children in South Africa and around the world are being given

Robben Island prisoner number

This provides hands on education through real life experiences of economic management which is increasingly becoming a required increasingly becoming a required part of many school curricule, says Robert Coutts, founder and developer of the Append Departs Institute. of the 46684 Bangle Initiative.

or the 40004 sangle initiative.

"If we have an opportunity to
develop a kinder, more understanded the
generation of children who feet the
passion for halfung attack." Mandela's actual generation of children who feel the passion for helping others, we will surely create the kind of future in which we would want all our children

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of the 46664 bangle initiative. Intent was create with the experiment of the experim

Essentially, the 46654 Bangle Schools Program provides schools with the freedom to choose projects than wish to develop or sentence. with the freedom to choose projects they wish to develop or support in a much bigger way than the recently recommended 67 minutes dedicated recommended 67 minutes dedicated recommended or minutes dedicated to a good cause to commemorate Nelson Mandela's 67 years of fighting agreement expense injuries. region manages 5 of years of fig. against social injustice.
The only requirement for school

The only requirement for school projects to be approved is that they need to focus on the uplitment of separate in underprivileged or less people in underprivileged or less fortunate communities. Schools that fortunate a remote project will be given choose a remote project will be given choose a remote project will be given help in accessing a project manager to manage and monitor execution of the project. These project managers will be drawn from undergraduate learning institutions to create learning institutions to create practical experience for youth globally-rit has long been the dream of the before being extended to schools in Norway and Germany and then further afield as Nelson Mandela's former continues to have an impact for good

practical experience for yourn grouny.

It has long been the dream of the
46864 Bangle program to be able to
reach children all over the world, with Saturday, October 30, 2010 the express desire of enlightenment

continues to nave across the globe.
An extension of the successful asstance and a successful asstance are a successful as a successful asstance are a successful asstance are a successful asstance are a successful asstance are a successful as a successful asstance are a successful as a successful on all issues surrounding social equality upliftment and associated beauty social soci Schools Program involves school Schools Program involves school learners working together as a team to sell copper and silver 45654 benefits in these beauties and their bangles in their homes and their

IT'S NOT TOO LATE TO MAKE A DIFFERENCE

46664 BANGLE

RECEIVES A FRIENDLY RECEPTION IN

WAVER VISITS NELSON

WEATION AND

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46664.com/bangle YOU CAN NOW FIND 46664 ON FACE The Morning Ba

IT'S NOT TOO LATE TO MAKE A DI

ET TO UNLOCKING SUSTAINABLE UPLIFTMEN

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terence. The mission of the project is the tion of 4 000 jobs during the s of manufacture, specifically who seldom got

a link between the individual and the contribution. This we have achieved with great success by individually with great success by individually serialising each bangle and providing a registration process that links to individual to the contributi individual made Th on the web

give them distribution and you give Curio ma

The **Bespoke** Bangles

# (Bespoke)

### Made to purpose or specific to order.

It became very clear in the early days of the program that people wanted to do more than just own a bangle, they wanted a piece of history that reflected their own sentiment but made a significant contribution to a worthy cause in the same stroke.









The Bangle initiative is based on a manufacturing process that can be accomplished at very high standards by previously disadvantaged craftspeople.

The Bespoke program offers an opportunity to reach a higher level of skill while meeting the critical objectives of generating funds and making a personal statement for the new owner.

Bespoke designs range from simple changes to bangles in the current range to very elaborate bangles designed with a specific statement in mind.



### ULTIMATE PERSONAL STATEMENT





Bespoke Bangles are the ultimate personal statement of support. They reflect the owner's will to influence the world around them to engage and start to make a difference to those less fortunate.

Each unique bespoke bangle will never be copied or repeated, making it an investment in every sense of the word.











### gold metals

White Gold, Yellow Gold and Red Gold is marked with the Rainbow nation's national flag made from the stones of the African continent – Black Diamonds, White Diamonds, Yellow Diamonds, Rubies, Emeralds and Sapphires. The bangle rightly carries the name Gold Heritage as we are all a combination of that which has come before us.

The bangle was crafted by Rael and his skilled team of assistants, which included Andreas Salver.

### **Gold Heritage Specifications**

White, Yellow and Red Gold 750 grade 145 grams

Diamonds various sizes totalling: 10 Black (0.1 carats)

113 White (1.3 carats)

A total of 14 Emeralds (0.4 carats)

A total of 12 Sapphires (0.24 carats) in blue

A total of 12 Rubies (2.4 carats) in rec

Clasp mechanism

Serial Name: "Gold Heritage"

Manufacture Date: October 2008

Sale Date: 16th November 2008

Sale Place: Nelson Mandela Gala Dinner Cape Town Yacht Club

**Current Location:** Cape Town South Africa

First Owner: Anonymous

**Current Owner:** Same

Sale Price: Confidential



The current owner of the bangle, which can sometimes be seen on the wrist of his wife at social functions, is a supporter of the Nelson Mandela Foundation and firm believer in the ideals of Mr Nelson Mandela.

This truly beautiful and well-crafted piece of jewellery reflects what's possible with the Bangle Program if people are only given the chance.



### Invictus African Daisy

Not content with just designing a Legacy Bangle for Morgan Freeman, Sabine Roemer wanted to design and make the very first bangle designed specifically for women and have it flaunted on the red carpet at the 2010 Oscars so she too could make her impact on social justice. Lori McCreary, the producer of the film Invictus, worked with Sabine Roemer to craft a unique 46664 Bangle that Lori felt was well worth the effort to be worn on the red carpet to generate funds for 46664 and other Nelson Mandela charities.



"I wear the bangle as a humble reminder of what Nelson Mandela sacrificed; single-handedly creating a cultural mind shift that continues to inspire the world. Wearing this bangle allows me to play a small part in his grand vision."

LORI McCREARY

Sabine, inspired by one of her many visits to Africa, wanted to reflect the African Daisy and capture their brilliance by designing and making a cuff bracelet that flashed with the sparkle of fresh African Daisies by encrusting the flowers with Diamonds and Emeralds. Sabine's passion for unique design is very evident in the end result. The base bangle is a standard 18 carat Gold Limited Edition 46664 Bangle that has been enhanced with white diamonds set into the 46664 trademark. The cuff on either side of the bangle was then built up to flank the bangle with the African Daisy design making a definitive statement worthy of notice and praise.

UK-based jeweller Sabine Roemer created one Bespoke and one Legacy 46664 Bangles (named after Nelson Mandela's Robben Island prison number) which adorned the wrists of Oscar® nominee Morgan Freeman and Invictus producer Lori McCreary at the Oscars held in March.

- Danny K
- Kurt Darren
- Cassette
- Hlubi Mboya
- Sonia Mbele
- Niomi Campbell
- Lee-Ann Liebenberg
- Nicole Flint
- Vanessa Haywood
- Elvis Blue
- Jimmy Colding
- Kaare Norge
- Tasha Baxter
- Tumisho Masha
- John Smit
- Johan Philip Asbæk
- Shaun Bartlett
- Angelique Gerber
- Morgan Freeman
- Lori McCleary

- Henry Rollins
- Christian Nicholas Stadil
- Lewis Hamilton
- Laurence Fishburne
- Clarence Seedorf
- Clint Eastwood
- **Erann DD and Lizette Mikkelsen**
- Angela Bassett
- Katherine Jenkins
- Camilla Ottesen
- Søren Rasted
- Lene Nystrøm Rasted
- Uffe Holm
- Jarl Friis-Mikkelsen
- Mikkel Remee Sigvard
- Sarah Zobel Kølpin
- Lionel Richie
- Caroline Henderson
- Barry Hilton
- Chris Forrest

## Celebrities seen wearing the Bangle

- David Kau
- John Wismas
- Johan Wedell-Wedellsborg
- Rebecca Wedell-Wedellsborg
- Nik Rabinowitz
- Ndumiso Lindi
- Morten Grunwald

Celebrities seen

wearing the Bangle

- Tumi Morake
- Loyiso Bala
- Nikolaj Lie Kaas
- Alexander Kølpin
- Anders Breinholt
- Sanne Salomonsen
- Uma Thurman
- Rene Diff
- Geri Halliwell
- Casper Christensen
- Dennis Knudsen
- Lucas Radebe
- Jamelia

- Alfre Woodard
- Andreas Bo
- Ellen Hillingsø
- Henrik Bülow
- Ida Corr
- Marc Lottering
- Martin Brygmann
- Allan Nielsen
- Søs Egelind
- Jørn Hoel
- HRH Crown Prince Haakon
- Trevor Noah
- Jannie Kjær
- Tina Lund
- Reggie Bush
- Zinedine Zidane
- Aura Dione
- Alsanto
- Liezel van der Westhuizen
- Minki van der Westhuizen

### **Invictus "African Daisy" Specifications**



Yellow Gold 750 grade 158 grams

Base 18 carat Yellow Gold Limited Edition Bangle serial number G # 034

205 Diamonds various sizes totalling 4.35 carats in White

78 Emeralds totalling 5.33 carats

Cuff bangle design

Serial Name: "African Daisy"

Manufacture Date: Feb 2010

**Sale Date:** 08 July 2010

Sale Place: South Africa Bangle Training facility in Norwood Johannesburg

Current Location: Madrid, Spain

First Owner: Anonymous

**Current Owner: Same** 

Sale Price: Confidential

Auctioneer: Private sale via Bangle Program to collector

This is a bangle that we hope to see on the social scene in Europe, and indeed the world, as it is a truly unique and a beautiful piece that should be worn to create awareness while educating others. The bangle found its new home in the hands of a celebrity and avid supporter of 46664 and Nelson Mandela during the 2010 World Cup period and who has made a significant contribution to the 46664 Bangle Program via the purchase.



### The TEKANO Bespoke bangle

A unique 46664 18ct Rose Gold Bangle set in and surrounded with African Black Iron Wood from the Transkei, Mandela's birthplace. An integral part of the 46664 campaign that carries the Mandela message of Social Justice, to a global audience.

The "Sister" Bangle to the legacy UKUNGAFANI and made specifically as a wearable item for those special occasions that allow for a show of who you really are to the world by supporting the 46664 cause, ethos and message of Social Justice.

Made for the 2011 Bangle book launch of 46664 to reflect the equality principals the campaign strives to teach and inspired by the wood and wire creativity of traditional African arts, the bangle reflects these heritages and techniques. Designed by Oresti Mavrodaris of Elegance Jewellers South Africa and manufactured under licence for 46664, a subsidiary of the Nelson Mandela Foundation, the Bespoke bangles are proving to be an investment not only in the jewel value but in our history and the lessons it carries.

Each bangle is made of materials that must withstand the test of time and technically must last at least 1000 years to qualify, apart from the fact that only one of each design is ever made. Each bangle is then documented into the 46664 Bangle book as a record of its significance in the world and acts as a means to carry the Mandela Legacy forward for many centuries to come. A unique investment for those that can appreciate the significance, while joining an elite group of only a few individuals in the world who will ever own this privilege.



# Tekano

The Northern Sotho word for equality

This bangle is made up of 209.1g 18ct rose gold and set with the iconic 46664 trademark and hand imprint. The inside of the bangle is carved to reflect the branches and leaves of a tree to drive home the message that we all come from the same place, whilst reflect the meaning of his name "like the branches of a tree" we are all connected.

Serial Name: Tekano

Manufacture Date: July 2011

Sale Date: to be sold

• Sale Place: To be announced

• Current Location: Johannesburg South Africa

• First Owner: to be sold

Current Owner: 46664 Bangle program of South Africa

Sale Price: Confidential

• Auctioneer: to be announced



## BESPOKE 18 CARAT WHITE GOLD SERIAL NUMBER GW 18 # 00001



The significance of this very classic but simple designed bangle lies in the fact that it rings true to the Mandela Legacy. Prisoner number 466 of the year 1964 (why we say Four, double six, six four) the bangle drive home the message visually with the insertion of Black Diamonds into the last six and four on the face of the bangles iconic trademark. To enhance the visual effect and catch the eye an additional Black Diamond marks the beginning of the first 4, which leads you to take a closer look and specifically notice the last two digits. Made from 18 carat white Gold and set with Black Diamonds to create a beautiful and very wearable bangle, which also reflects that fact that Black and White can work well together as has been the case in South Africa with its transition to democracy. The bangle was additionally altered to remove the copper strip in the back and insert a sterling silver inlay.

Serial Number: GW 18 # 00001Manufacture Date: January 2012

• Sale Date: December 2011

• Sale Place: 46664 Bangles South Africa

• Current Location: Denmark

• First Owner: Michael B Hougesen

Current Owner: SameSale Price: Confidential

• Auctioneer: Private bespoke order

direct with factory





### Bespoke pair

Platinum serial number Plat # 00073 and Pure Gold G24 # 00090

The Pure Platinum and Pure Gold bangles are only available with serial numbers 1 through 90. No more of these, limited edition bangles, made to signify the retirement of Mr. Mandela on his 90th birthday will ever be made. A rare item indeed. Each one of these bangle in the 90th edition limited range make a significant impact but also give prominent and individuals of substance a way to give back while helping us spread the word and ethos of Mr. Mandela. Both bangles were made of pure metals and had the copper inlay removed and replaced with the platinum and pure gold inlay for each respective bangle. Adding drama to an already significant bangle the platinum unit was enhanced with Diamonds set into the 46664 trademark and will most certainly outshine even the best of jewellery pieces.

• Serial Numbers: Plat # 00073 and G24 # 00090 (the very last in the 90th birthday series)

• Manufacture date: March 2012 and December 2011 respectively

• Sale Date: November 2011

• Sale Place: 46664 bangles South Africa

Current Location: Denmark
 First Owner: Rene Sindlev
 Current Owner: Same

Sale price: Confidential

• Auctioneer: Private Bespoke order direct with factory





### The **Platinum** Bangles

# Platinum

Seen as a rare metal and significantly durable it is only fitting that a bangle that will last for more than 10 000 years is at the top of the list when it comes to the collectable series of bangles.

The Platinum Bangles aim not only to create a significant contribution to the 46664 Bangle initiative but also provide a "thank you" to those that have invested in the legacy of Nelson Mandela and his Foundation. Often we forget that the largest part of the donation funds is gathered from the smallest number of community members.





The Platinum Bangles are not only perfection and hand polished for days until perfect but allow the collector a way to receive while giving at the same time. The Platinums are made in a limited quantity of 90 units only. Period. Not only does this create a very rare item but, linked to the Mandela legacy, it is also a unique investment opportunity. Based on current rare items of the Mandela legacy they will appreciate at approximately 1 000% per decade. The 90 units also coincide with the launch of the Bangle Program at the London 90th celebrations of Mr Mandela and the first year that marks the beginning of his actual retirement.

"Each time a man stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he sends forth a tiny ripple of hope... and crossing each other from a million different centers of energy and daring those ripples build a current that can sweep down the mightiest walls of oppression and resistance."

Robert F. Kennedy







#### **Platinum Specifications**

The bangles are made to order in sizes of small and large and they consist of:

- Platinum 950 totalling 83 grams
- The 3D imprint of Mr Mandela's left hand
- A unique serial number PT # 00000 (range 1 to 90)
- Analytical copper inlay to reflect level of acidity of the wearer to enforce the health and healing message
- 46664 trademark logo

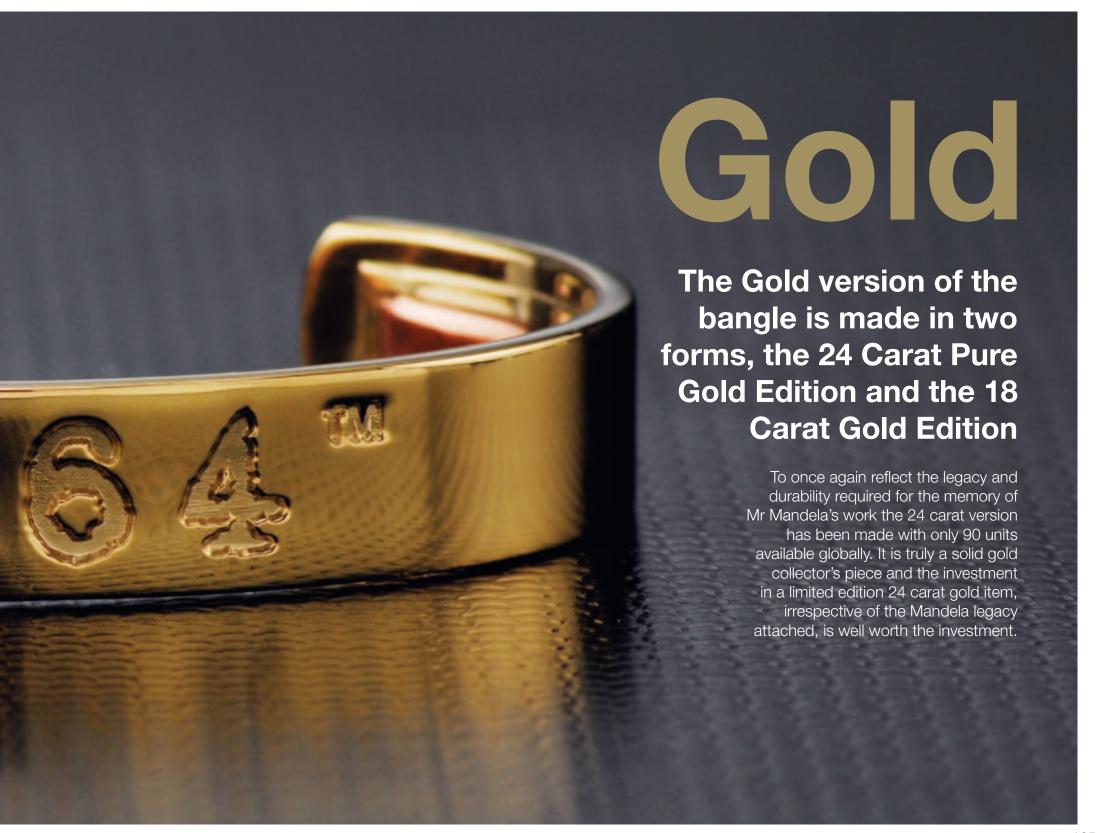




Katherine Jenkins supports the 46664 Bangle Program

The **Gold** Bangles











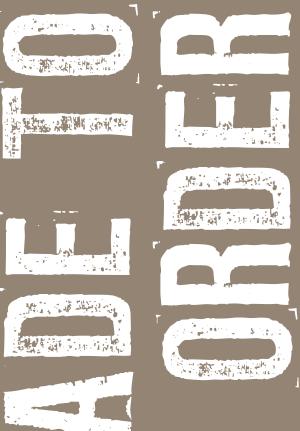
The bangles are handcrafted with the utmost care and wear well even if made from a softer metal. The deep yellow colour of pure gold is something to behold and it must be said that while most who buy them will put the bangle in a safe it is possibly the most beautiful of all the bangles. Surprisingly, the 24 Carat Gold Edition is not as soft as the Pure Silver version, making it an ideal fashion statement of Social Injustice advocacy when worn at appropriate functions.

With each bangle uniquely serialised and certificated, the Limited Edition 24 Carat Gold version is expected to top the list of collectables in the years to come as the 90 units become sold out. As with the Platinum, there will be no more 24 Carat Gold Editions once the original 90 are sold out and we hope to have all the bangles circulating many decades from now as a reminder of the legacy we all need leave behind.



The 18 Carat Gold Edition is part of the limited series and will be manufactured in first edition to Serial Number 466. It is planned as a collector's piece that is very wearable as an everyday item. Demand will dictate if a second edition is manufactured. The investment value of the 18 Carat Gold Bangles is similar to the Platinum and 24 Carat Gold with an adjustment for quantity and gold content, of course. If the collectable coins are anything to go by the value will increase substantially as the program progresses and units become scarce.





## The bangles are made to order in sizes small and large and they consist of:

- Gold 999.99 totalling 54 grams
- The 3D imprint of Mr Mandela's left hand
- A unique serial number G24 # 00000 (range 1 to 90)
- Analytical copper inlay to reflect level of acidity of the wearer to enforce the health and healing message
- 46664 trademark logo

#### and

- Gold 750 totalling 51 grams
- The 3D imprint of Mr Mandela's left hand
- A unique serial number G18 # 00000 (range 1 to 466)
- Analytical copper inlay to reflect level of acidity of the wearer to enforce the health and healing message
- 46664 trademark logo
- Also available in Rose Gold and White Gold



"Everybody can be great. Because anybody can serve. You don't have to have a college degree to serve. You don't have to make your subject and your verb agree to serve... You don't have to know the second theory of thermodynamics in physics to serve. You only need a heart full of grace. A soul generated by love."

Martin Luther King, Jr.



The **Silver** Bangle

This bangle is the mainstay of the entire program and provides a significant contribution boost. Each bangle is handcrafted from Pure Silver and comes with a copper inlay to signify the message of health and healing.

The mission is to be in a position where we are able to sell 2.5 million Silver units in the next 12 years. The significance of that number could mean we eventually turn the tide against HIV/Aids, which is an objective shared by many of us.







imited edition bangles have retailed at an average of R20 000 per unit but 000. We have no doubt that these day and be resold for charity at significant values and hands of collectors, supporters and some very passionate people who are actively helping the 46664 campaign on many fronts. oprecently one lucky person got to bid on and own the last (Serial Number As with the Gold and Platinum, the first 90 serial numbers were imited versions owned by some of the top celebrities around the worl from a limited edition range and have found their way into the significant contribution of R65 contributions to the 46664 campaign. will resurface some



What is the significance of the Silver Bangle? Of all the volume-produced Bangles, the Silver has the greatest possibility to upskill and educate craftspeople as the bangle requires real skill. This skill requirement is used to train and educate people in the program so they can gain access to far greater opportunities in a more formal jewellery trade. At peak volumes we expect more than 1000 people to be actively engaged in manufacturing with a total of at least 4000 passing through the program during its lifetime.

What's more significant is that most of the people will be skilled crafts makers but most likely have never had access to education so employment opportunities are very minimal. The program changes that picture and we help them move into the formal sector by making them employable.

For Josiah a dream has come true – and he'll never forget Nelson Mandela's kindness and humility.

"When I greeted him he started talking to me in Pedi, my home language. I was amazed he spoke it so well."

Josiah Mogane - Made and handed over Madiba's Silver Bangle serialised as SI#46664

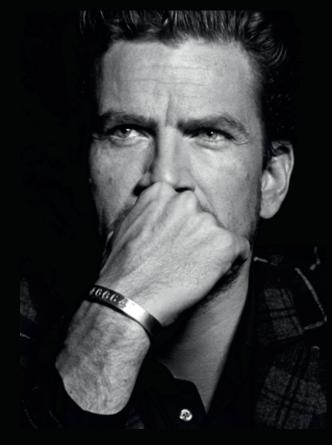




Johan Philip Asbæk (Pilou) / Actor



Camilla Ottesen / TV host



Nikolaj Lie Kaas / Actor



Kaare Norge / Guitarist/Composer



Uffe Holm / Stand-up comedian / TV host



Henrik Bülow / Photographer



### The Silver Bangle

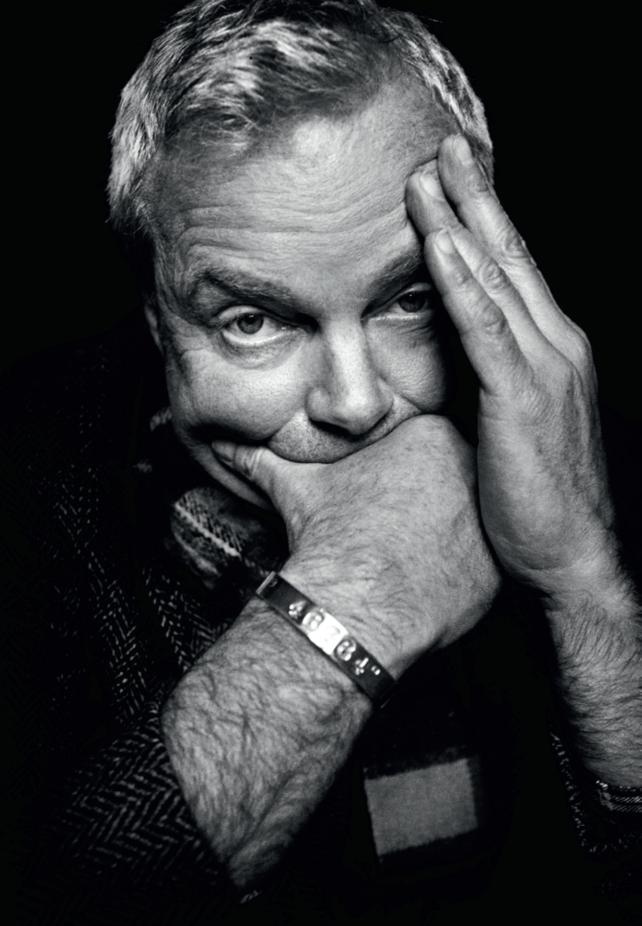
When we look at the silver cornerstone of the program we realise that each bangle version brings something special to the party. The Silver Bangle not only contributes skills upliftment and significant funds but also the added benefit that those who buy Silver Bangles are generally influencers in society and carry our story of hope to many more people as part of the chain of education.

#### The Silver Bangle Specifications:

- 999 Silver totalling 35 grams
- The 3D imprint of Mr Mandela's left hand
- A unique serial number SI # 00000 (range 1 to 46664 in 1st edition)
- Analytical copper inlay to reflect level of acidity of the wearer to enforce the health and healing message
- 46664 trademark logo

"HIV/AIDS is still an unrelenting catastrophe, not least in Africa. Could anyone even imagine not giving their wholehearted support? Nelson Mandela couldn't. He knows what it really means to fight for what you want. I believe the 46664 Bangle campaign is making the fight so visible that even the blind can see it.

Jarl Friis-Mikkelsen, Danish Actor / TV Host



### **Retail Awards**

- Retailer of the Year 2008 Montblanc
- Retailer of the Year 2009 Wempe
- Retailer of the Year 2010 Tigers Eye Group
- Retailer of the Year 2011 Tigers Eye Group



The Copper Bangles

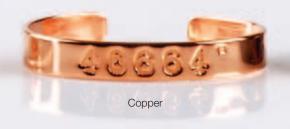






The Copper Bangle also gave job opportunities to a new range of people who did not necessarily have the crafting skills but certainly needed the employment. Relocating the factories also meant being closer to people who need employment the most, with one in White River, Mpumalanga, and the other in the foothills behind Uhluanga in KwaZulu-Natal. It is indeed our wish that the Bangle becomes a symbol of hope and acts as a reminder of your 67 minute commitment to helping others in accordance with the objectives and principles of Nelson Mandela Day – not just one day of the year but the whole year through.

The Copper Bangle comes in three variants, with the normal Copper and Black Pearl Copper finding their way into the hearts of health-conscious people and humanitarians alike. The South African version is aptly named MyCopperMyResponsibility.









Joachim Lund Roed Magnus Lund Roed Andersen Camille Lund Roed Andersen



Nikolaj Kibernich Kamma Kibernich



Klare Fossum Tilde Fossum Konrad Fossum



## Now everyone can make a contribution



# The three units are priced accordingly and the normal Copper and Black Pearl Copper are supplied as:

- Pure Copper and Black Pearl totalling 23 grams
- The 3D imprint of Mr Mandela's left hand
- A unique serial number CU # 000000 (range 1 to 466664 in Mandela Day Edition)
- Analytical Copper reflects the level of acidity of the wearer to enforce the health and healing message
- 162mm long, one size fits all
- 46664 trademark logo

The MyCopperMyResponsibility Bangle is smaller, thinner and made using a completely different process to enable job creation and reach a far greater market.

- 999 Copper totalling 16 grams
- The 3D imprint of Mr Mandela's left hand
- A unique serial number CU # 0000000 (range 1 to 4666664 in Mandela Day Edition)
- Analytical Copper reflects the level of acidity of the wearer to enforce the health and healing message
- 162mm long, one size fits all
- 46664 trademark logo







Ida Corr / Singer



Kim Thurmann



Michael Hougesen / Author

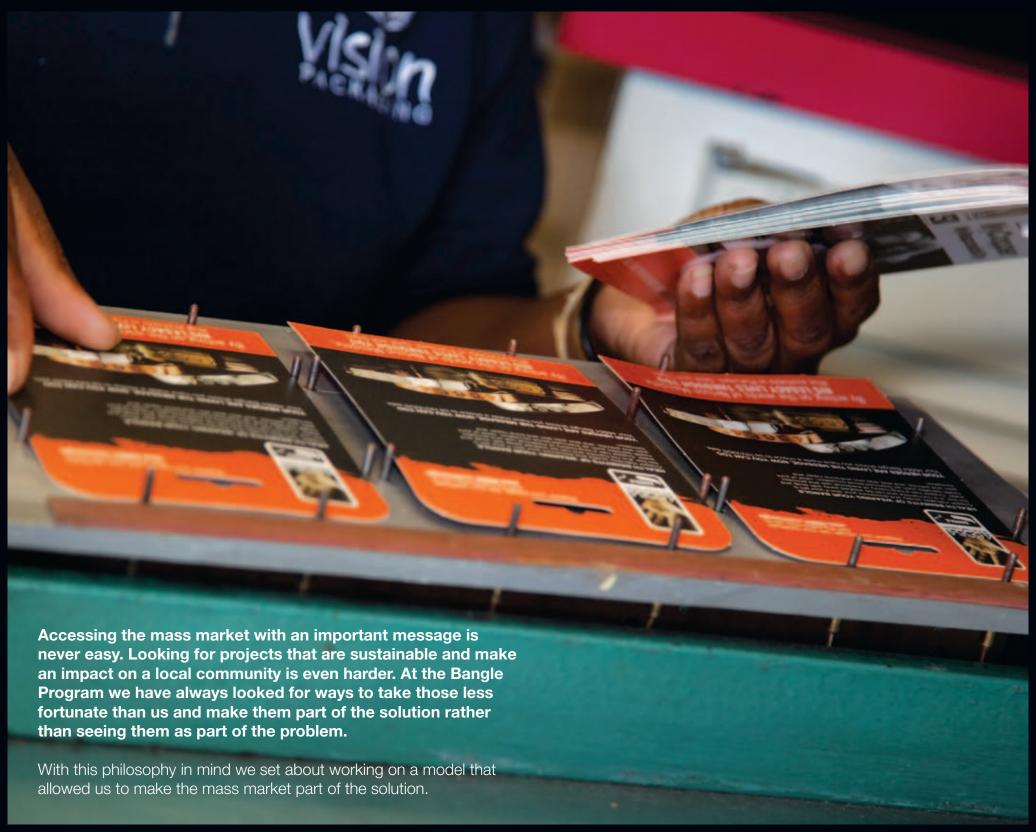


Sarah Zobel Kølpin / Psychologist / Author



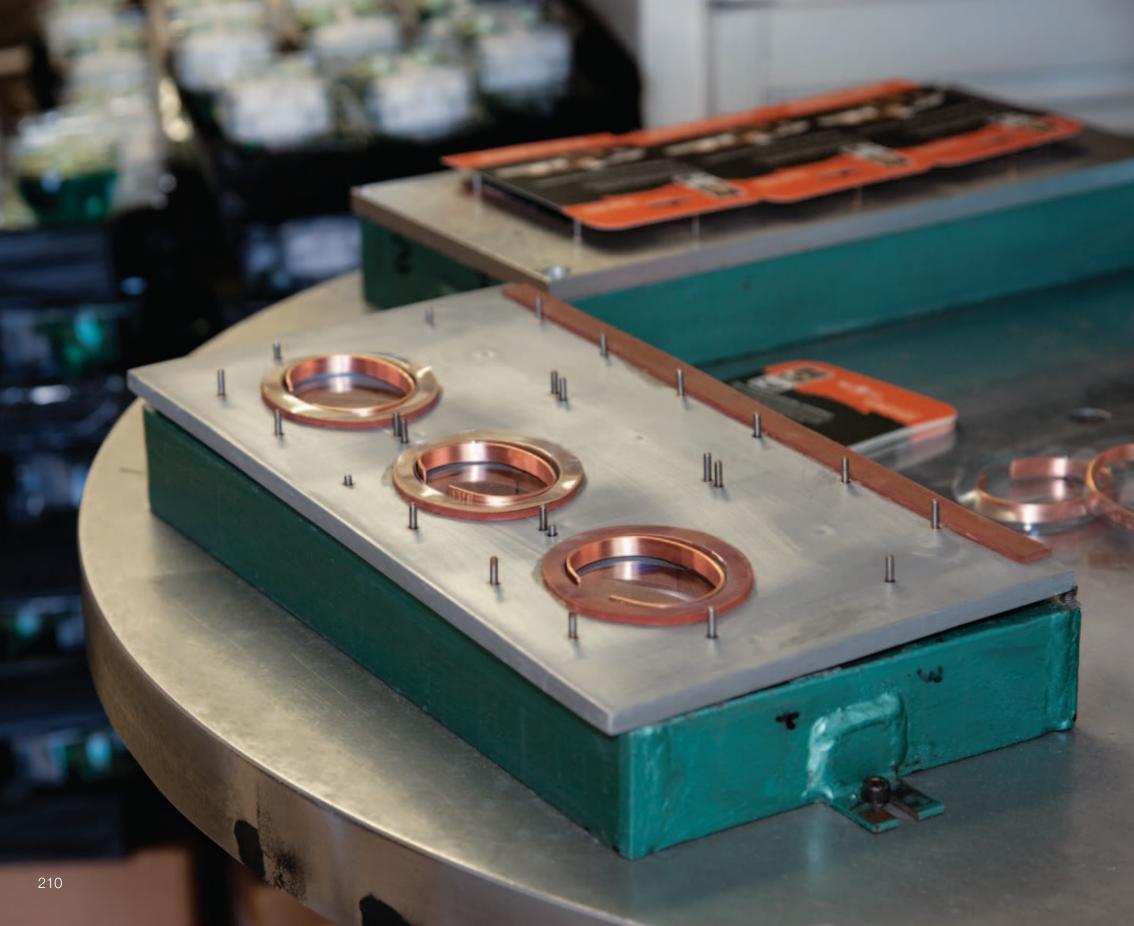
Alexander Kølpin / Ballet dancer / Director



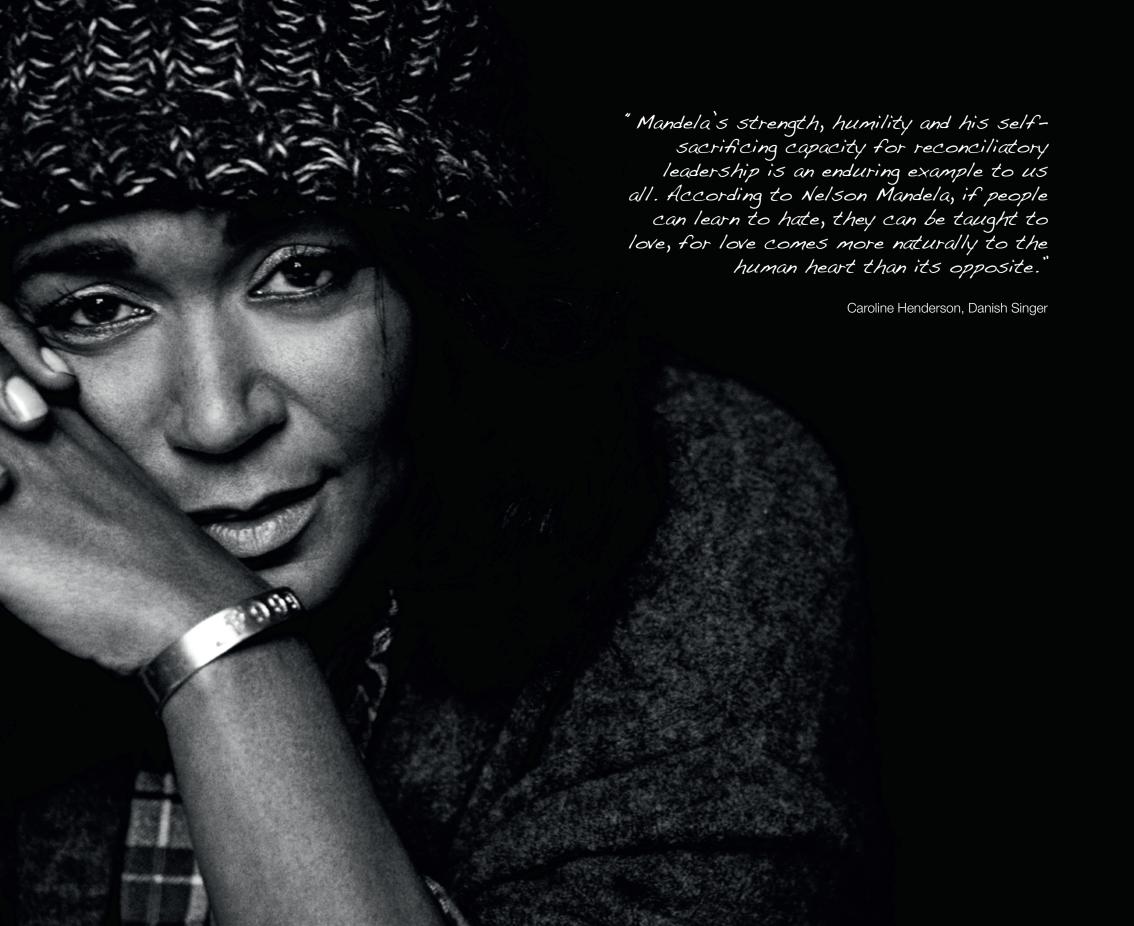




MyCopperMyResponsibility Bangle shows you have taken to heart the words of Nelson Mandela and are committed to creating the kind of future in which you all want to live.



The concept is simple; to teach a valuable life lesson in the art of giving back. To be responsible for the choices you make in life. To commit to being responsible for others.



The Bangle **Boxes** 

How special is the box the Bangle comes in?







The concept, design and messaging on the box is possibly the only time we will have the full attention of each individual who gets to own a special bangle of this nature.



Not only was it imperative to have a box that would be sophisticated, stylish, cool and carry a message of some significance, we needed it to be handmade in South Africa using manual labour and creating jobs. All this and at a price that did not put us out of the market.



The **Next** Phase

## A new box competition was held in the factory, the design specification was:

- Create a box as unique as the first
- Reduce the cost of material and increase the labour component to give jobs
- Make the box more environmentally friendly
- Keep all the important messaging and and unique presentation

**The Result:** A box to launch the next phase of presentation while meeting all the design criteria. Something unique and inspired by a lesson in history and the art of paper crafting.

In our case a recycled paper with no glue but cut to allow folding into a bangle box that makes an incredible gift while still carrying the message of Mr. Mandela in the unique presentation card of the bangle.

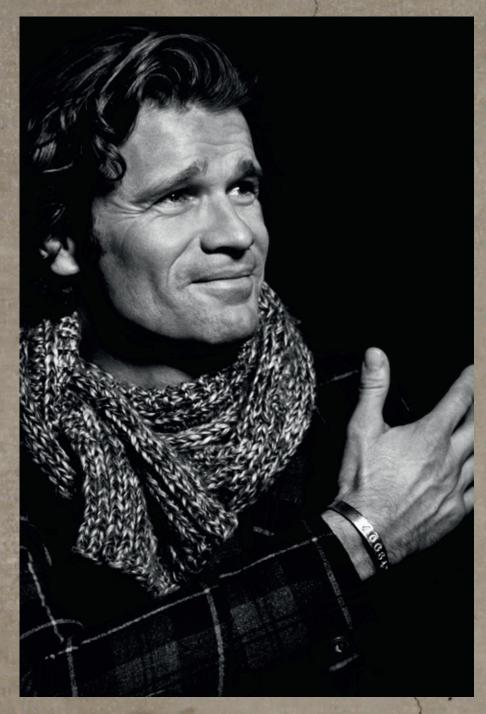


### Origami

The art of folding paper to make an artifact without the need for glue or cutting

The Bangle Program will see us increase the number of factories rather than grow existing ones in order to expand to locations where jobs are desperately needed.

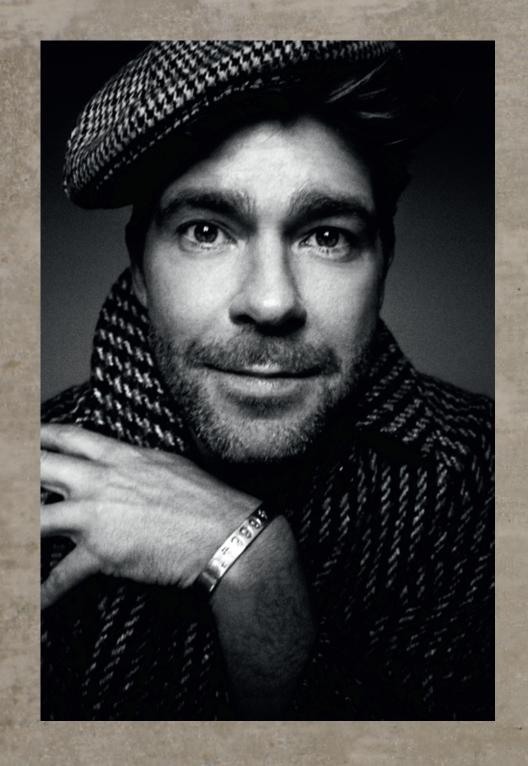




Johan Baron Wedell-Wedellsborg / Shipowner



Rebecca Baroness Wedell-Wedellsborg



"46664 Bangle is Nelson
Mandela's prisoner number.
A symbol of will, faith, love
and the fight against injustice"

Søren Rasted / Musician / Producer





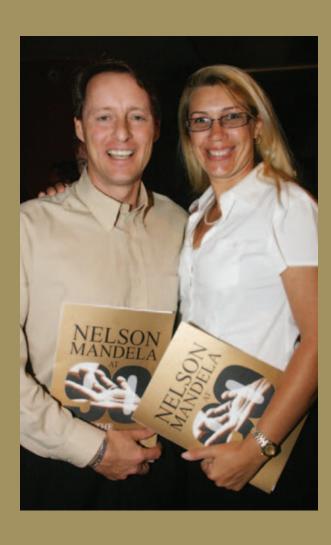
Additional versions of the bangle will be added as demand dictates, expanding the program. The hope is that the bangle becomes a universal symbol of hope to be worn with pride every day.

Through international expansion and sustainable funding to support his vision, Mr Mandela's legacy will live on through the Bangle initiative.

# It's in your hands to make a difference



#### **ABOUT THE 46664 BANGLE FOUNDER**



Born in Johannesburg in 1963, Robert Coutts grew up in a family that ingrained the ideals of sharing and helping those less fortunate.

Even during his two decades in the computer industry, Robert felt a yearning to put into practice the lessons he had been taught as a child, but it wasn't until the late 90s that an encounter with Mr Mandela sparked his desire to be more active in areas of community development and giving back. This led to a number of activities involving children's homes and participating in various corporate social responsibility work initiatives.

In 2004, inspired by his wife, Robert set into action an entire thought pattern and started looking at how donations was a game of diminishing returns. He concluded that the only option was a commercial model with sustainability rooted in a charity initiative.

Shortly after that the business model and the idea for the Bangle Program was sketched on a serviette in the canteen at his office. Many years later, and after selling some assets, the Bangle Program was born, driven by a desire to give back and launched with the passion and the help of many individuals.

#### **ACKNOWLEDGEMENTS**

"As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them." - JOHN F. KENNEDY

It is one thing to have a dream. Another thing having the plan but the challenge comes with putting it into action and making it work. This is impossible without the help and dedication of a whole team of people. We would like acknowledge their efforts:

Initial Contributors: Patrick Landey, Jenifer Preller, Campbell Bridges, Naomi Warren, John Sinclair, Chris Sinclair and Rael Kahn

The Team: Robert Coutts, Michael Hougesen, Glander Mkapeni, Reynolds Zithelotshuma, Rebbeca Tlhomelamg, Julie Murphy, Michael Coutts, Kim Thurmann, Shaun Holt, Roy Pienaar and Gerda Jessie Westra

Family: Thank you to the family members of the Team for your support and encouragement

46664 of the Nelson Mandela Foundation: Mr. Nelson Mandela, Achmat Dangor, Prof. J Gerwel, Minister Tokyo Sexwale, Mrs Gracà Machel, Heather Hendriks, Sello Hatang, Florence Garishe, Buyi Sishudu, Jill Phillips and Frank Meintjies

Extended Team: Alan Mair, David Ungar, Andrea Salver, Oresti Mavrodaris, Michael Bam, Roy Ronquest and Toni Butler

Creation Partners: Definity, Pleiades Media, Amorphous, Prospero, Media Power, Sabine Roemer and Stephan Pieterse

Photographers: Chris Townend, Neil Roberts, Fiona Royds, Heide Smallwood, Henrik Bülow, Lizette Mikkelsen and Elona Sjögren

Retailers: To all the Global Retailers. Special thanks to Lutz Bethge, Gerd Bostel, Kim Eva Wempe, Anja Heiden and Denise Tanur

Bangle Owners: To everyone that owns a 46664 Bangle, your contribution has made a significant impact

Lastly to everyone who has believed in the Bangle Program - a heartfelt thanks. Words are not enough to express our gratitude for your support.

#### **BOOK CONTRIBUTORS**

What an exciting project putting this book together has been. Huge thanks to the team that put all of this together, for the late hours and creative inspiration.

- Robert Coutts (author)
- Catri Velleman
- Kaz Nel
- Clarice Bezuidenhout
- Marianka Els
- Bridgette Scheelke
- Achmat Dangor
- Lutz Bethge
- Michael Bakkestrøm Hougesen
- Dennis Lundø Nielsen
- Lene Søjberg
- Anna Grethe Meier

