CHEETAH PLAINS
PRIVATE GAME RESERVE SABI SAND

A ONE-OF-A-KIND DIAMOND BUYING EXPERIENCE IN THE BUSH AS CHEETAH PLAINS DEBUTS LUXURY BOUTIQUE

Sabi Sand, South Africa (May 10, 2023): Cheetah Plains, the exclusive-use luxury villa and sustainable safari experience in South Africa's Sabi Sand Nature Reserve, is pleased to debut the ultimate Diamond Experience in the bush, from its new exquisitely curated boutique, SHARI'S. As one of the world's most remote private showrooms for diamonds, Cheetah Plains has created a one-of-a-kind shopping experience with access to top-quality ethical diamonds, as well as their very own Cheetah Plains Signature Diamond Collection.

Starting with champagne service, guests of Cheetah Plains will have a one-on-one consultation with South African gemologist and jewelry maker, Kate Shearer, a qualified New York GIA gemologist and jewelry designer. The Cheetah Plains Diamonds are part of a special collection of uniquely cut and GIA-certified loose stones, which are designed into custom pieces for international delivery. Guests are provided with CAD renderings of their one-of-a-kind piece with a 3-6 week delivery, with a percentage of proceeds of the diamond sales donated to the local Lezagwa Utah Community Crèche.

For ready-to-wear pieces, the Cheetah Plains Signature Diamond Jewelry Collection, created by Shari van Niekerk, is an evolving collection that embodies the luxurious style and memorable moments on safari. As is the experience in the wild, her collection is bold, delicate, and evokes the extraordinary. The collection features neckpieces, bangles, bracelets, and earrings manufactured for Cheetah Plains by private jewelry designer Kate Shearer.

All Cheetah Plains' diamonds are ethically sourced and carefully selected for each piece of jewelry, ensuring quality GH color, VS-SI clarity, and natural round brilliant diamonds. Champagne and cognac diamond hues are also incorporated into 14k yellow and rose gold pieces to accentuate their metal settings. Pieces featuring diamonds perfectly cut, individually calibrated, and set by hand to allow for the most sparkle.

Named after Shari van Niekerk, SHARI'S boutique portrays the level of luxury and sophistication that Cheetah Plains is known for around the world, bringing together elements that exemplify luxury in the bush through South Africa's finest designers and artists. Inspired by the villa's unique location in Sabi Sand, fashion designer Gavin Rajah presents a haute couture resort wear collection, which can be paired with a unique collection of safari-inspired leather handbags by Cape Cobra. Year-round guests can find new collaborations with local designers for bespoke travel and decor accessories by Missibaba and Kate Sunley, fashion jewelry by Pichulik, classic bush shoes by Veldskoen, and accessories by Asatsi.

Meanwhile, for art lovers, SHARI'S has a selection of custom-made pieces, such as bronze water lilies and miniature wild dogs by Gail Caitlin, while local artisan crafts, and art books including signed copies of Conor Mccreedy's Limited-Edition BLUE SULTAN, offer something for every guest.

Reservations can be made online at www.cheetahplains.com or by contacting reservations@cheetahplains.com or calling +27 79 694 8430.

About Cheetah Plains: Opened in 2018, Cheetah Plains is home to the exclusive-use luxury villa and sustainable safari experience nestled in South Africa's most celebrated wildlife area, the Sabi Sand Nature Reserve. The eco-luxe experience includes three private villas with four guest bush suites that accommodate up to eight guests each with its own formal lounge, living and dining areas, expansive swimming pool, and outdoor deck that operates off-grid. Each villa comes with a complete hospitality team consisting of an accomplished host, butler, culinary team, and spa therapist, as well as an expert field guide and tracker dedicated to you for the duration of your stay. Families and children of all ages are welcome to experience their own personalized safari, guided bush walks, wellness offerings, fitness gym, and tailored activities for kids. Cheetah Plains sets the standard in South Africa for zero-emission game-viewing utilizing its own fleet of solar-charged Land Cruiser Electric Safari vehicles. A luxury sustainable safari that is beyond expectations.

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