



AMEERA
GROUP

AMEERA GROUP OFFERS A WORLD OF TIMELESS LUXURY, FROM CURATED WATCHES AND FINE JEWELLERY TO INVESTMENT-GRADE DIAMONDS. WE SPECIALISE IN BESPOKE CREATIONS, TURNING YOUR PERSONAL DESIGNS INTO ONE-OF-A-KIND MASTERPIECES, AND PROVIDE A TRUSTED WAY TO SELL OR TRADE YOUR PIECES WITH TRANSPARENT, FAIR VALUATIONS. AT AMEERA, EVERY SERVICE IS BUILT ON CRAFTSMANSHIP, AUTHENTICITY, AND VALUE, ENSURING YOUR STORY IS ALWAYS A STATEMENT ABOVE ALL.

A STATEMENT ABOVE ALL, AMEERA

Ameera Group is a luxury and lifestyle collective renowned for its craftsmanship, authenticity, and enduring elegance. With a foundation built over more than 15 years, Ameera has evolved from a privately owned diamond center into a distinguished name in fine jewellery, timepieces, and bespoke creations.

Located in the heart of **Nelson Mandela Square, Sandton City**, the **House of Ameera** has become a destination for discerning clients seeking exceptional quality and personalised service. From sourcing and polishing the world's most exquisite diamonds to designing timeless jewellery and curating luxury watches, every piece embodies the precision, artistry, and integrity synonymous with the Ameera name.

Our expertise spans **design, manufacturing, and distribution**, offering clients a full-circle experience from concept to completion. Through this integrated approach, we have established a **global footprint**, building lasting partnerships with esteemed jewellers, traders, and private collectors across multiple countries.

Today, Ameera Group continues to expand its presence through innovation and excellence, serving an elite clientele that includes **royal foundations, political leaders, and industry pioneers**. More than a brand, Ameera represents a legacy, one where every creation is a **statement above all**.



WATCHES

OFFERING 1 OF 5

Ameera Group curates an exclusive collection of luxury **timepieces** from the world's most distinguished brands. Each watch represents precision, prestige, and enduring craftsmanship, designed for those who value both artistry and legacy. From contemporary statement pieces to timeless classics, Ameera ensures every watch is more than an accessory, it's a **statement above all**.





JEWELLERY

OFFERING 2 OF 5

Ameera's jewellery collection celebrates **refined beauty and meticulous craftsmanship**. Each creation is expertly designed using the finest materials and gemstones to express individuality, elegance, and timeless sophistication. Whether it's a radiant diamond necklace or a bespoke engagement ring, every Ameera piece is crafted to **captivate for generations**.





DIAMONDS

OFFERING 3 OF 5

At the heart of Ameera lies a deep heritage in **diamonds**, from sourcing and polishing to trading and valuation. Each diamond is ethically acquired and hand-selected for its brilliance, cut, and rarity. Ameera's reputation is built on trust, transparency, and expertise, offering clients the confidence to invest in stones that truly embody **lasting value and eternal beauty**.



BESPOKE CREATIONS

OFFERING 4 OF 5

The Journey to Your One-of-a-Kind Masterpiece

Ameera's **Bespoke Creations** service is where imagination meets mastery. Each custom project begins with a personal consultation, a conversation that transforms your ideas, inspirations, or sentimental stories into a tangible design concept.

Our skilled designers then craft a detailed **CAD model**, bringing your vision to life with precision and artistry. A **wax prototype** follows, allowing you to experience your creation's proportions and details before final production. Once approved, our master jewellers meticulously **fabricate** your piece using the finest materials and stones, ensuring exceptional quality and finish.

The journey concludes with a moment of celebration, unveiling your bespoke masterpiece, ready to be **introduced to the world**. Whether you are creating an engagement ring, a unique timepiece, or a symbolic family heirloom, every Ameera bespoke creation is more than jewellery, it is **a reflection of your story, designed to last a lifetime**.

STAGE 3

Prototype

STAGE 1

Consultation



STAGE 2

Design



STAGE 3

Prototype



STAGE 4

Fabrication



STAGE 5

Introduce it
to the world



SELL YOUR PIECES

OFFERING 5 OF 5

Sell with Confidence, The Ameera Way

At Ameera, we understand that jewellery and timepieces often carry both **financial and emotional value**. Our **Sell Your Pieces** service offers a trusted and confidential way to unlock the worth of your items with complete peace of mind.

Whether you're selling a **luxury watch, diamond ring, or heirloom jewellery**, our experts carefully evaluate each piece to ensure you receive a fair and transparent valuation aligned with current market standards. The process is simple and secure, submit your details and images via our online form, and our valuation team will provide an accurate assessment, followed by a direct offer.

With a reputation built on trust, Ameera guarantees **immediate, discreet transactions** and professional service every step of the way. We treat every client with integrity, ensuring your experience reflects the same level of excellence that defines our brand.

Turn your pieces into opportunity. **sell with confidence, the Ameera way.**





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