

GIVE HER A CROWN

Jaguar and #GiveHerACrown Showcase Bespoke Art Celebrating and Inspiring Women


In August, Jaguar South Africa and #GiveHerACrown revealed the 2023 Crown Collection from the six exceptionally talented female artists participating in this year's #GiveHerACrown campaign. Championing a diverse range of artistic disciplines, the artists have created a collection aimed to inspire and encourage women across the country to embrace their individuality and differences.

Officially launched in 2020, Give Her A Crown, empowered by Jaguar, exists to change the narrative for South African women by telling the stories of the survivors, the activists, the pioneers, and the next generation. The campaign has also played an important role in uplifting female artists by providing a platform to showcase their talent and share their stories to inspire other women.

The campaign for this year saw each of the six artists create a piece aligned with the theme of "Celebrating the exquisite details of women". The result is a collection of bespoke creations labelled the Crown Collection.

Characterised by impeccable design that conveys the creator's intent to inspire and encourage women to embrace their uniqueness and individuality and their inner strength to rise and overcome challenges.

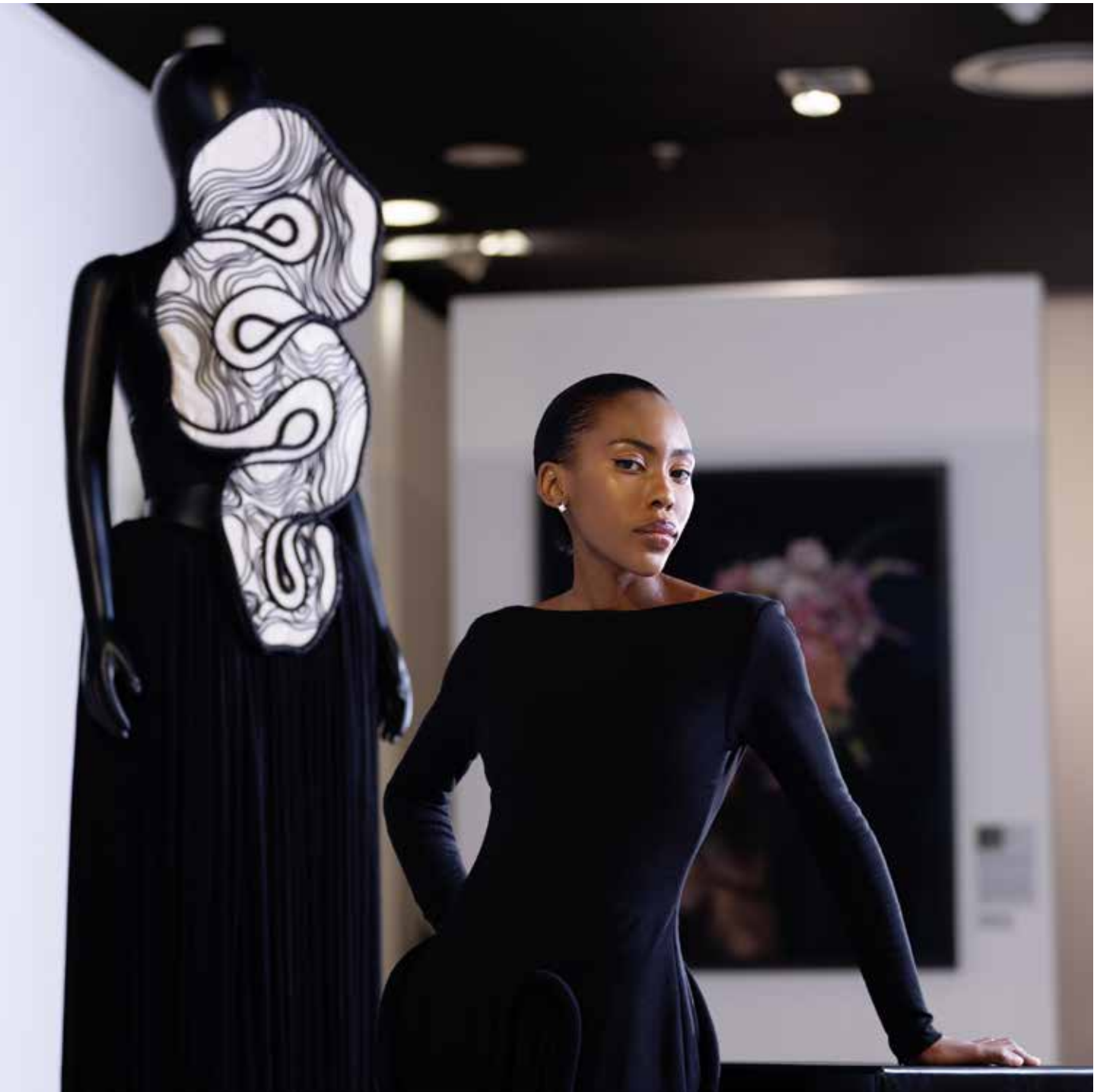
Over the years, the Crown Collection has helped raise funds to start an innovative school education campaign that uses the arts to educate learners on issues of gender equality, as well as establishing the Crown Bursary fund, which enabled deserving female creatives to work towards furthering their education in the sector.

Visit www.giveheracrown.co.za for more information, or follow [@giveheracrownsa](https://www.instagram.com/giveheracrownsa) on Instagram. 





Helena Hugo, a pastel artist, created 'Daphne's Wreath' that signifies intrinsic strength, survival, and new life.



Shelley Mokoena, a fashion designer, showcased 'Ophidia' that uses the enigmatic allure of a serpent to symbolise, with every thread, the intricate process of transformation, renewal, and strength.

Sonja Swanepoel, a sculptor and environmental architect, created 'Avis fragilis', a delicate figure with a shell-like quality that shows how something fragile can also be powerful.



Beth Diane Armstrong, a steel sculptress, unveiled 'Haló', which offers women space to reflect on their strength and purity and to celebrate their femininity.



Andiswa Bhungane, an accomplished resin and acrylic painter, showcased 'Bold and Unbound', symbolising the transition from dark to light as a powerful way to represent the universal experience of overcoming negativity through female empowerment.



Lara Klawikowski, a fashion designer, revealed 'The Beauty of Resilience', an artisanal womenswear piece showcasing women's resilience and the unique and empowered beauty that emerges when a woman realises her own strength.

