



46664 BANGLES Make an imprint!

Nelson Mandela's prison number was 466 when he was imprisoned in 1964. Prisoners on Robben Island were never called by their names, but rather by their number and the year of imprisonment – hence 46664 was Mandela's number when he was imprisoned in Cape Town, South Africa.

In 2002 Nelson Mandela handed this number over to Dave Stewart from the Eurythmics and to Bono from U2 to share his message with the world through musical events. Therefore 46664, a wholly-owned subsidiary of the Nelson Mandela Foundation was launched. The first large and successful 46664 concert followed in 2003. "It's in our hands" is the corresponding campaign of 46664.

It is the African answer to the global HIV/ AIDS epidemic and it's not only funded by donations, but also by the organisation of spectacular concerts and the sale of the 46664 Bangles. The bangle was launched in June 2008, in line of the 46664 concert at the London Hyde Park honouring the 90th birthday of Nelson Mandela.



The story behind the bangle is to make use of the valuable resources of Africa, which are silver, gold and platinum. The bangle is a bracelet engraved with Nelson Mandela's prison number 46664. It's a corporate social initiative that empowers previously unemployed, disadvantaged and HIV-positive people in South Africa. They are manufacturing the bracelet and the corresponding boxes at the therefor established factories.

Furthermore each 46664 Bangle has a unique serial number, which can be registered by the customer on the website <http://bangles.46664.com>. Thereby it is possible to track the purchase and its usage. Also the copper inlay is not irrelevant, it's supposed to have special healing effects.

These jewellery trend fashion bangles and the 46664 campaign are supported by international 46664 ambassadors like Clint Eastwood, Brad Pitt, Bill Clinton, Oprah Winfrey, Lewis Hamilton, Robert de Niro, Will Smith and Elton John, just to name a few.

By now more than 25.000 bangles were sold through only 4 distribution channels since the launch of the 46664 Bangles on the 28th June 2008.



The 46664 Bangle is more than a fashion statement. It's an affirmation of responsibility. Also Heidi Lübke, the owner of Billy's Fashiongroup takes this responsibility. We asked her why:

Question: Mrs. Lübke, why do you support the 46664 Bangle campaign?

Heidi Lübke: At first I'm fascinated of the person Nelson Mandela and his history, his long walk to freedom and the unspeakable deprivations, he suffered from. Nevertheless he radiates charisma without yearning for vengeance or repayment, when he was released from prison after 27 years. He used his power, which he gained during his imprisonment in a positive and effective way. The 46664 Bangles reflect this person and his message in an elegant way, while doing something good.

Question: What exactly happens with the funds of the sale?

Heidi Lübke: At first it is remarkable that about 70% of the generated funds from the sales go directly to the various projects of the Nelson Mandela Foundation. This is a matchless number, which is absolutely notable. Furthermore every customer is able to register the engraved serial number of the bangle to track the money and its usage. It's a great setting up. In addition the manufacturing of the bangles generates employment. So



far there are over 100 working stations in 7 factories. Everything is manufactured by hand, even the extensive packaging. Through this 46664 campaign the notion "helping others to help themselves" gains its true meaning.

Question: Is it true that the proceeds from the sale of one silver 46664 Bangle supplies food for a baby in South Africa for one year?

Heidi Lübke: Yes it is true and it's absolutely unbelievable to provide food for one year through the sale of only one silver 46664 Bangle, don't you think so? For this reason we should realize more often how blessed we are. Hence I just can ask to support this campaign by buying such a 46664 Bangle and to experience the greatest joy: to have the absolute certainty that you did something good and to show this by wearing this beautiful piece of jewellery.

From now on the 46664 BANGLES for women and men are available in SILVER and 18 CARAT GOLD (limited edition) at Billy's Exclusive in Port d'Andratx/Majorca. Also the 46664 BANGLES in 24 carat gold and platinum, as limited edition, are available on inquiry.



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Opening hours: **Monday to Friday** from 10:30 AM to 5:00 PM
Saturday from 10:30 AM to 2:00 PM