

JACQUELINE KWEKA:

THE TREASURE HUNTER
WHO FOUND
STORIES HIDDEN
INSIDE STONES



UNCOVERING
THE PAST

Every stone holds
a story.



PRESERVING
HERITAGE

Honoring culture
through time.



INSPIRING
THE FUTURE

Turning stories into
lasting legacies.

“ Every stone has a story.
I just bring it to light. ”



Some people search for gold. Others search for diamonds. Jacqueline Kweka searches for meaning.

She is called the Treasure Hunter, but not because she spends her days looking for rare gemstones across Tanzania. She hunts for something far more valuable: the stories every gemstone has carried for millions of years, and the human stories that transform those stones into heirlooms, identity and legacy. In a world where luxury is often measured by price, Jacqueline measures it by purpose.

Every Treasure Begins With a Question

Before she became known for fine jewellery, Jacqueline Kweka was known for words. As a young writer and poet, she discovered that language could reveal emotions that ordinary conversations rarely reached. Her passion for poetry eventually crossed borders after she shared her work online, where French producer Dominique Lepine discovered her writing. Their collaboration resulted in *Walk It Out*, a spoken-word poetry album created remotely between London and Paris, proving that creativity could travel farther than geography. (The Citizen)

Yet poetry taught her something unexpected.

Words were not the only things capable of telling stories.

Objects could too.

When Poetry Became Jewellery

Many artists change careers. Few simply change mediums.

Jacqueline did not abandon storytelling when she stepped away from poetry. Instead, she exchanged paper for precious metals. Verses became gemstones. Metaphors became handcrafted jewellery. Rather than asking readers to imagine beauty, she invited people to wear it.

Her transition was shaped partly by motherhood and family life. Instead of viewing these responsibilities as barriers, she searched for another creative path that would allow her to continue building while raising her children. Jewellery became that path—a way to preserve artistic expression without abandoning the life she valued most. (The Citizen)

Tanzania Is Not Just Rich. It Is Beautiful.

To much of the world, Tanzania is recognised for Mount Kilimanjaro, the Serengeti and Zanzibar. Jacqueline sees another kind of national treasure lying beneath its soil: tanzanite, spinel, garnet, tourmaline and quartz. These gemstones travel across the world, often leaving Tanzania as raw minerals before returning as expensive finished jewellery.

She began asking a question many had overlooked.

Why should Tanzania export only its minerals when it can also export its craftsmanship?

That question became a mission.

Through her jewellery brand, Jacqueline champions value addition, African craftsmanship and the international recognition of Tanzanian gemstones. She is helping position locally designed fine jewellery on the global stage while demonstrating that the country's greatest exports need not be raw materials alone. Her work has been exhibited internationally, including at Milano Jewellery Week, while she continues building her brand from Tanzania. (Mwalimu Julius Nyerere Chair)

Treasure Hunting Is Not About Finding Stones

Ask Jacqueline what treasure hunting really means, and the answer reaches far beyond mining.

For her, treasure hunting is listening carefully enough to discover the story someone has never spoken aloud. It is understanding why a grandmother's pearl carries more emotional value than its market price, why an engagement ring becomes part of a family's history, and why a gemstone from Tanzania can become someone's most cherished possession.

Her design process begins not with sketches, but with conversation. She learns about the person before choosing the stone because the jewellery is never intended to be simple decoration.

It becomes biography.

As she has explained, every commission begins with a search for the right gemstone, at the right quality and price, before being transformed into a timeless piece that reflects the client's own story. (The Citizen)

Searching for Home

Jacqueline's life has stretched across cultures. She left Tanzania as a young child and grew up between the Middle East, Europe and the United Kingdom. Living between countries gave her many addresses, but finding home became a lifelong pursuit, quietly shaping everything she would later create.

She has described her writing as an ongoing search for love, understanding, treasure and, ultimately, home. Even today, she continues strengthening her relationship with Kiswahili, recognising it as a language rich with emotional and cultural depth that she wishes to master alongside English. (The Citizen)

Perhaps that is why her jewellery feels less like fashion and more like belonging.

African Luxury, Reimagined

For generations, luxury has borrowed much of its vocabulary from Europe. Jacqueline is helping rewrite that vocabulary from Africa.

Her work demonstrates that African luxury does not require imitation. It requires confidence, confidence in Tanzanian gemstones, confidence in local artisans and confidence that African stories deserve global audiences. Each collection challenges the assumption that luxury must come from somewhere else, arguing instead that the world's next great luxury narrative can emerge from Tanzania itself.

The Courage to Create Slowly

Modern culture rewards speed. Jacqueline values patience.

She chooses selected commissions rather than mass production because she believes excellence cannot be rushed. Every conversation, every sketch, every gemstone selection, every polish and every finish forms part of a deliberate creative process that values craftsmanship over convenience.

The finest treasures are rarely created quickly.

They are discovered deliberately.

More Than a Jewellery Designer

To describe Jacqueline Kweka simply as a jewellery designer would be incomplete.

She is a poet who learned to write without paper, a storyteller who works in silver and gold, an entrepreneur creating greater value from African resources and a creative who refuses to separate beauty from meaning.

Above all, she reminds us that the greatest treasures are not hidden underground.

They are hidden inside people, waiting for someone willing to search.

Perhaps that is why "Treasure Hunter" suits her so perfectly.

While others discover gemstones, Jacqueline Kweka discovers the stories that make them priceless.