

# GEMFIELDS

## Empriyal x Gemfields launch collaboration



London, 2 November 2020

Launching this November is an exciting new collaboration between Empriyal and Gemfields, a world-leading supplier of responsibly sourced coloured gemstones.

With a legacy of over 45 years in the field of cutting and polishing natural emeralds, Empriyal has a passion for the verdant gem and a vision to create everyday emerald jewellery for the modern woman.

Emeralds are believed to symbolise hope, growth and fresh starts – the perfect antidote in current times – and are ideal either for giving as gifts to others or for self-gifting!

Empriyal jewels are designed with a strong, independent woman in mind: a woman who successfully navigates the many spheres of her life, juggling each role with aplomb, be it caregiver, career woman, partner or friend; these jewels are an extension of her personality. The Empriyal x Gemfields collection is versatile and has been designed to be worn from day to night, perfect for adding colour to daily business, brightening up daily errands or standing out at an evening event.

The partnership with Gemfields – which prides itself on always working with transparency across its supply chain and positively contributing to the communities around its mines – represents a true synergy between companies who put integrity, legitimacy and respect for nature at the forefront of all that they do. Each Gemfields emerald featured in Empriyal’s Infinity collection has been hand-selected for its colour, its clarity and, above all, its inimitable character.

The Infinity collection features five emerald pieces, including the emerald Eternity Ring, which is designed to be given as a symbol of lasting affection and is set with an unbroken circle of gems. There are also the Infinity Earrings, comprising Zambian emeralds encrusted in 14k yellow gold; the Emerald Round Bracelet; the Emerald Link Bracelet; and a pair of Emerald cufflinks with Zambian emeralds and white sapphires set in sterling silver. The concept of “infinity” is at the heart of the collection and is represented by the simple lines and unbroken circles that characterise the pieces. This infinity theme is also a nod to all of the front-line workers who continue to give us infinite hope and belief in the spirit of mankind.

Summing up Gemfields and Empriyal’s relationship, Empriyal’s founder, Priya, says: “Gemfields is a pioneer in the field of ethical mining of gemstones, revolutionising the way the gemstone industry functions. It has brought much-needed transparency and consistency to the industry and broadcast the beauty of Zambian Emeralds to the rest of the world like never before. We are very fortunate to have been a part of their journey right from the beginning and are proud to have been their official auction partner for over a decade.”

Eternity Ring, USD \$ 1,000.03  
Infinity Earrings, USD \$ 1,661.07  
Emerald Round Bracelet, USD \$ 1,000.03  
Emerald Link Bracelet, USD \$ 1,271.23  
Emerald Cufflinks, USD \$ 508.49

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Notes to editors

## ABOUT GEMFIELDS

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Gemfields is a world-leading supplier of responsibly sourced coloured gemstones. The operator and 75% owner of both the Kagem emerald mine in Zambia (believed to be the world's single largest producing emerald mine) and the Montepuez ruby mine in Mozambique (one of the most significant recently discovered ruby deposits in the world), Gemfields believes that those who mine gemstones should do so with transparency, legitimacy and integrity.

Gemfields introduced the most technologically advanced coloured gemstone sort house in the world at its operation in Mozambique, with state-of-the-art equipment, like optical sorting machines. In addition, a proprietary grading system, a pioneering auction platform and an active marketing presence have all contributed to Gemfields playing a significant role in the rise of African gemstones. Underlying this achievement has been the strong belief that coloured gemstones should create a positive impact for the country and community from which they originate.

Responsible sourcing for Gemfields means implementing industry-leading policies and practices across operations, transparency in its auction sales process, an active role in working groups to modernise the sector, projects to improve health, education and livelihoods for the communities around its mines and conservation efforts (#conservationgemstones) to protect Africa's great wildlife and biodiversity.

Fabergé – an iconic name with an exceptional heritage – is a member of the Gemfields Group. This partnership, and the beauty of Fabergé's designs and craftsmanship, improves Gemfields' positioning and brand perception, and helps to raise consumer awareness of responsibly sourced coloured gemstones.

As well as supplying the majority of the world's rough rubies and emeralds, Gemfields initiates activations to

build desire for coloured gemstones: for example, collaborations with international jewellery brands and other creative partners. Often surprising, unexpected and unique, these collaborations are chosen to promote consumer awareness and increase the appeal of coloured gemstones, raising their profile, and, in turn, providing greater benefit to their place of origin in Africa.

Gemfields: [Gemfields.com](https://www.gemfields.com) | [Investors](#) | [Instagram](#) | [Facebook](#) | [Twitter](#) | [YouTube](#)

Fabergé: [Fabergé.com](https://www.faberge.com) | [Instagram](#) | [Facebook](#) | [Twitter](#) | [YouTube](#)

Kagem Mining: [LinkedIn](#)

Montepuez Ruby Mining: [LinkedIn](#)