

GEMFIELDS



Gemfields Launches *Sapphire* – completing the ‘Big Three’ Trilogy

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“Emerald is gentle. Ruby fuels passion. Sapphire is spiritual,” enthuses author, Joanna Hardy.

Gemfields is delighted to announce the final instalment in the trilogy of books dedicated to the celebration of coloured gemstones, published by Thames & Hudson in association with Violette Editions. The much-anticipated release of *Sapphire* – which follows on from *Emerald* and *Ruby* – will complete a literary trifecta dedicated to the most revered coloured gemstones: emeralds, rubies and sapphires, often called “the big three”.

A decade in the making, this triptych of beautifully presented books – each with a jewel-coloured cover to set the tone – was written and researched by highly regarded author and gemmologist Joanna Hardy, who has over 30 years of experience with gemstones, working for the likes of De Beers, Phillips and Sotheby’s. *Sapphire* is a must-read for any gem-lover.

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As a world-leading supplier of responsibly sourced coloured gemstones, Gemfields is passionate about this subject. Gemfields has accrued years of knowledge of coloured gemstones as the operator of both Kagem in Zambia, the world's single largest emerald mine, and Montepuez Ruby Mining in Mozambique, the most significant ruby deposit discovered this century. This stunningly illustrated series of books presents the perfect platform for Gemfields to share its passion for these marvels of nature – and to disperse some of the myths and complexity that surround them by making coloured gemstones more accessible to everyone.

At the heart of all of Gemfields' operations is a desire to return significant value to a gemstone's country of origin, in addition to funding projects that benefit both local communities and conservation efforts. The search is now underway for an appropriate blue sapphire deposit for Gemfields to put its name to, and which would complete the "big three" trio of operations in Africa.

"Few things on our planet blend wonder, magic and mysticism quite like the 'Holy Trinity' of coloured gemstones. They chart the history, heritage and legacy of humankind across millennia in a unique and captivating manner. Ten minutes spent browsing the marvellous photos on these pages will cheer any soul. Gemfields is truly honoured to have played a small role in bringing these three works to life in a project that has now spanned almost a decade," says Sean Gilbertson, CEO.

This trio of titles represents perhaps the most comprehensive reference guide in existence to the big three coloured gemstones, a perfect resource for anyone wanting to research or better understand the unique allure which has captivated humankind for centuries. All three books are beautifully researched, written and photographed, and take a deep dive into the history and the spiritual and talismanic properties of each of these gems, as well as touching upon notable pieces of jewellery and the celebrity clientele that helped to maintain their iconic status as red-carpet favourites through the ages. *Emerald*, *Ruby* and *Sapphire* have been enriched by the support of jewellery houses Boucheron, Bulgari, Cartier, Chaumet, Fabergé, Graff, Mellerio, Tiffany & Co., Van Cleef & Arpels and Verdura.

In *Emerald*, we learn how these bright green gems, the birthstone for the month of May, are 20 times rarer than colourless diamonds. They were first discovered over five millennia ago and have only grown in popularity. Their fresh green hue is associated with qualities of healing, rebirth and renewal. They have been beloved by everyone from the Empress Cleopatra to the Indian Mughal emperors and the finest jewellery houses, from Cartier to Boucheron and Bulgari, have placed them at the centre of their creations. *Emerald* showcases over 400 of the most outstanding ancient and

modern pieces featuring emeralds, from the archives of the great jewellery houses. Author Joanna Hardy curates a selection of iconic jewellery from across the ages, art and design writer Hettie Judah delivers a contextual introduction, globetrotter Jonathan Self reveals the secrets of the emerald trade and provides historical background, while the late Franca Sozzani of Italian *Vogue* weighs in on jewellery and style from a personal perspective.

In *Ruby*, we discover how these fiery red gemstones – the birthstone for July – have long represented passion, prosperity and protection. A glittering talisman, they were brought into battle by warrior tribes and have been placed under the foundations of buildings to bring good luck; they are thought to possess the power of life and symbolise the blood flowing through our veins. The Chinese have long deferred to the “lucky” colour red. Joanna Hardy traces the origin of rubies along the Silk Route, from the ancient mines of Burma to European courts and palaces. There are more than 500 stunning visuals of some of the world’s finest pieces from the likes of Harry Winston, Van Cleef & Arpels, Fabergé and Graff. We learn why rubies are called “the king of gems” and about some of the most significant ruby deposits.

The final book in the series, *Sapphire*, continues in the same vein as its predecessor titles, charting the enduring popularity of this mesmerising blue gem from the 4th century BCE to the present day. In Hindu astrology, blue sapphires are associated with the planet Saturn, renowned for its hostile nature, and are, as such, to be worn with respect. They are also seen as offering protection against disease and envy, and are thought to foster friendship, peace and wisdom. Blue sapphires were Jacques Cartier’s preferred gems and have long been a favourite with royalty too: as well as being a top choice of gemstone for royal engagement rings, they have adorned many a crown. Famously, Prince Albert gave Queen Victoria a sapphire on the eve of their wedding. Star sapphires, so called for their tiny inclusions which create an asterism effect, have been especially popular with Hollywood sirens like Joan Crawford.

Sapphires are, above all, a celebration of colour – red ones are, in fact, called rubies – and although sapphires come in a kaleidoscope of shades, it is blue sapphires that are the most beloved, with the benchmark for the perfect colour being ‘the feathers on a peacock’s neck’. Vividly illustrated with upwards of 740 images of pieces, *Sapphire* is as educational as it is entertaining and features a selection of works by 21st century jewellery designers such as Shaun Leane, Hemmerle, Lauren Adriana, Bina Goenka and Mish. There are also previously unpublished photos of blue sapphire pieces from six major private collections.

Joanna Hardy says: “Sapphire is an unassuming gem. It has been overshadowed by diamonds, rubies and emeralds for decades, but ignore it at your peril, for sapphire is a titan of the gemstone world.”

Sapphire: A Celebration of Colour will launch on 7 October 2021, alongside the second edition of *Ruby* and third iteration of *Emerald* – revised and expanded with stunning gemstone inclusions. *Emerald*, *Ruby* and *Sapphire* are each priced at GBP 85 / USD 125 from [Thames & Hudson](#).

High resolution imagery for *Sapphire, Ruby and Emerald*: <https://we.tl/t-kI6Jkeaf5x>

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NOTES TO EDITORS

About Joanna Hardy

Joanna Hardy is an independent fine jewellery specialist with over 35 years’ experience working in the jewellery industry. She began her career training as a goldsmith at Sir John Cass College before working as a rough diamond valuer and grader for De Beers. She then became one of the first women to be a polished diamond dealer in Antwerp, before joining Phillips, the auctioneers, in London. She moved on to Sotheby’s in Bond Street, London, and was their senior jewellery specialist and auctioneer for 14 years until 2009 and has worked independently ever since.

Joanna is accredited lecturer for The Arts Society and writes articles for publications worldwide. She is a published author with her books, *Collect Contemporary Jewellery*, *Emerald*, *Ruby* and *Sapphire*

published by Thames & Hudson in association with Violette Editions, and a contributing author to *Graff* published by Rizzoli and *Cartier Panthère* published by Assouline.

She curates contemporary jewellery exhibitions, has a foundation jewellery course with the online platform Learningwithexperts.com and is the curator for the Omnēque.com antique and contemporary jewellery selling platform.

Joanna is a Fellow of the Gemmological Association, Fellow of The Royal Society of Arts, a Trustee Board member of Gem-A, a Liveryman, Court Assistant of the Worshipful Company of Goldsmiths a member of the British Hallmarking Council and is a regular jewellery specialist on the UK television show BBC Antiques Roadshow.

Further information about Joanna Hardy can be found at [Joanna Hardy](#)

About Robert Violette

Robert Violette is a London-based, American-born editor and publisher of books on contemporary visual arts and design, who founded Violette Editions in 1995. As well as originating, editing and producing all three books in this trilogy on coloured gemstones – *Sapphire* (2021), *Ruby* (2017) and *Emerald* (2013) – over the last 25 years he has also edited and published numerous titles with artists and designers such as Louise Bourgeois, Sophie Calle, Hussein Chalayan, Tom Dixon, Frank Gehry, Annette Messager, Juergen Teller, Sir Paul Smith and many others, including the first monographic publications by both Jeff Koons and Damien Hirst.

Further information about Robert Violette and Violette Editions can be found at [Violette Editions](#)

About Thames & Hudson

Thames & Hudson was founded in 1949 by Walter and Eva Neurath. Their passion and mission was to create a ‘museum without walls’ and to make accessible to a large reading public the world of art and the research of top scholars. To reflect its international outlook the name for the company linked the rivers flowing through London and New York, represented in its logo by two

dolphins symbolising friendship and intelligence, one facing east, one west, suggesting a connection between the Old World and the New.

Today, still an independent, family-owned company, Thames & Hudson is one of the world's leading publishers of illustrated books, with over 2,000 titles in print. They publish high-quality books across all areas of visual creativity: the arts (fine, applied, decorative, performing), architecture, design, photography, fashion, film and music, and also archaeology, history and popular culture. Their children's books list is also expanding. Headquartered in London, Thames & Hudson have a sister company in New York and subsidiary sales and distribution companies in Hong Kong and Paris. Today the group employs 150 staff in London and a further 65 around the world.

Further information about Thames & Hudson can be found at: [Thames & Hudson](#).

About Gemfields

Gemfields is a world-leading supplier of responsibly sourced coloured gemstones. Gemfields' work at 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 – has seen Africa become the world's largest exporter of emeralds and rubies. Gemfields is aiming to complete its portfolio of 'the big three' – rubies, emeralds and sapphires – by acquiring a sapphire licence in Africa as well.

Gemfields' approach to transparency means that the host nations in Africa are now seeing dramatically greater value from their gemstone resources remaining in-country. Gemfields is committed to furthering transparency, legitimacy and integrity in the coloured gemstone business and believes strongly that coloured gemstones should create a positive impact for the countries and communities from which they originate.

Gemfields has established a track record of improving healthcare, education, agriculture and livelihoods for the communities around its mines and of supporting conservation efforts to protect Africa's wildlife and biodiversity (#conservationgemstones). Gemfields' charitable arm – the Gemfields Foundation – gives donors the chance to contribute funding to directly support community and conservation projects in Africa, magnifying the scale of the work already carried out by Gemfields itself.

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.

Further information about Gemfields can be found at Gemfields.com

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