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GEMFIELDS



Gemfields pays a charitable tribute to the 'Big Three' coloured gemstones

*Gemfields and Jewel of Africa create a charitable pendant to celebrate the completion of a landmark
book trilogy*

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The release of *Sapphire* completes the landmark trilogy of coffee table books sponsored by Gemfields and devoted to the 'Big Three' coloured gemstones – emeralds, rubies and sapphires. *Emerald* was released in 2013 and *Ruby* in 2017, meaning completion of the project spans almost a decade of work and research by author Joanna Hardy. To mark the milestone, Gemfields has partnered with Jewel of Africa to create a special limited edition of 100 *Jewel of Africa x Gemfields* pendants crafted in the shape of the African continent and containing the 'Big Three' gemstones in a symbolic continental kaleidoscope. The pendants will retail online via [The Alkemistry](#) with the full sales price of GBP 795 per pendant supporting the construction of a new computer training laboratory for children and adults displaced by the insurgency in Mozambique's Cabo Delgado province.

Africa is today home to the world's largest ruby mine (in Mozambique) and the world's largest emerald mine (in Zambia) and has also during the last decade become the world's number one exporter of both emeralds and rubies. Gemfields is now seeking an African deposit of blue sapphires to complete its gemstone mining hat-trick and to further the contribution made to African host countries by their most beautiful of mineral resources: coloured gemstones. The

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sparkling future of the industry can also be seen in the fact that, during the last decade, the world record prices achieved by international auction houses Sotheby's and Christie's for an emerald and a ruby have surpassed that of a colourless diamond on a per carat basis, and sapphires are widely expected to do the same before long.

The eye-catching *Jewel of Africa x Gemfields* collaboration will launch on 1 September 2021, fittingly the birthstone month of sapphires. Jewel of Africa is a family-run business and is Zambia's leading jewellery manufacturer and an expert in emerald mining. Rashmi Sharma of Jewel of Africa said: *"This particular collaboration is akin to completion of a puzzle, with Gemfields gemstones fitting perfectly into Jewel of Africa's jewellery – two companies whose mutual goal is to benefit African communities. This is about Africa and its resources working for Africa."*

The *Jewel of Africa x Gemfields* pendant features a 0.20 carat round Zambian emerald, a 0.12 carat Mozambican ruby and 0.12 carat sapphire, all set in an 18-karat yellow gold outline of Africa.

Gemfields' CEO Sean Gilbertson said: *"We're delighted to mark the completion of our coffee table book trilogy with the continentally colourful Jewel of Africa x Gemfields pendant. Today, more value than ever accrues to Mozambique and Zambia from their coloured gemstone resources. In designing this piece, Jewel of Africa's talented team in Zambia has brought to life a talisman signifying a key Gemfields tenet: that Africa's gemstone wealth must contribute meaningfully not only to host-country economies but also to host communities and the next generation by way of education, healthcare and livelihoods projects. We look forward to seeing the new computer laboratory in action."*

The new computer laboratory is being led by the Gemfields Foundation, the charitable arm of Gemfields dedicated to supporting communities and conservation in Africa.

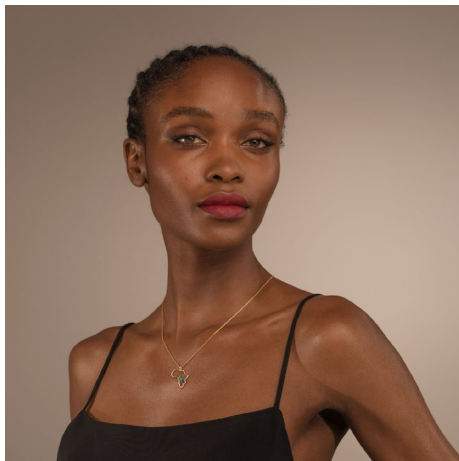
Foundation MD Emily Dungey explained: *"Families fleeing insurgent activity in the northeast of Cabo Delgado are seeking refuge in our area and are presently fully reliant on the support provided by charities, corporations and the government. Having already provided emergency supplies, Gemfields' local operations are funding temporary schooling facilities. The Gemfields Foundation now wishes to fund a computer lab, providing access to critical learning tools so that education can continue despite the present circumstances."*

A UK-registered charity, the Gemfields Foundation is quite unlike other charities in that it funnels 100% of donor funds directly towards projects. The Foundation's administrative overheads are fully covered by Gemfields Limited and teams on the ground are provided by Gemfields' mining operations, meaning the donations received can be fully received and deployed, without deduction, by the relevant community or conservation project.

The *Jewel of Africa x Gemfields* pendant will launch on 1 September 2021 at thealkemistry.com, with a retail price of GBP 795 / USD 795. The full sales price of each pendant will be donated to the Gemfields Foundation.

The *Jewel of Africa x Gemfields* pendant can be purchased here [The Alkemistry](#).

To make a donation or find out more about the Gemfields Foundation please visit [here](#).



High resolution imagery for *Jewel of Africa x Gemfields* pendant: <https://we.tl/t-J7DkFIGZDZ>

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ABOUT JEWEL OF AFRICA

Jewel of Africa aims to become the world's first fully vertically integrated company supplying jewellery to its customers with proof of provenance from 'Mine to You'. For more information, visit [Jewel of Africa](#) and follow us on Instagram [@jewelofafricazambia](#)

ABOUT GEMFIELDS FOUNDATION

Gemfields Foundation is the charitable arm of Gemfields, through which donors can contribute funding to directly support community and conservation projects in Africa, magnifying the scale of the work already carried out by Gemfields itself.

Further information about the Gemfields Foundation can be found at [Gemfields Foundation](#)

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' approach to transparency also means that the host nations in Africa today see 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).

For more information visit [Gemfields](#) and follow us on Instagram [@gemfields](#)

ABOUT THE ALKEMISTRY

The Alkemistry is a place for women that seek more from their jewellery. The jewellery is designed and curated with a philosophy in mind; that luxury should evoke feeling. Feeling empowered, feeling connected or simply feeling yourself. Each piece is made to be treasured for a lifetime, crafted from pure gold, diamonds, pearls and precious gemstones.

As a multi-brand concept, The Alkemistry proudly supports small, independent businesses. Alongside their own exclusive designs, you'll find pieces from international female jewellers. Their family of designers borrow inspiration from the strong women around them and as a result create the most beautiful, luxury jewellery – jewellery that to treasure for a lifetime.

For more information, visit [The Alkemistry](#) and follow us on Instagram [@thealkemistry](#)