



Sandy Leong x Gemfields launch new ruby pieces with a mission to help

New York, 30 November 2021

Following on from a successful collaboration with Sandy Leong Jewelry earlier in the year, Gemfields is delighted to reveal that the New York-based designer is once again leveraging her creations for the greater good. Leong's stunning new collection of five very special ruby pieces will benefit the Gemfields Foundation – the charitable arm of Gemfields – with 10% of all sales going towards the Foundation's community and conservation projects in sub-Saharan Africa.

Sandy Leong has been in the fine jewelry business for over a decade and has always put sustainability and social conscience at the heart of her work. Her designs incorporate a reverence and respect for the natural world and the people who inhabit it. The Sol Collection – which she partnered with Gemfields to launch in March – contributed much-needed donations towards the building of a brand-new primary school in Madagascar. Built this summer in partnership with a local NGO, with help from parents and villagers, this new school will educate and provide hot food and clean water to 195 local students.

The Sol Collection was the first partnership between Sandy Leong and Gemfields to benefit the Gemfields Foundation and both brands are delighted to reveal this new ruby initiative. The five new pieces are the Ruby Hinge Choker, Ruby Cage Ring, Ruby Halo Ring, Ruby and Diamond Pave Stud Earrings and Petite Origin Hoops with Ruby Charms, with prices ranging from USD 1,700 to USD 22,000. In keeping with the passion for responsible sourcing that Leong and Gemfields share, each creation is made from 18k recycled yellow gold and features Gemfields' responsibly sourced rubies from its Montepuez mine in Mozambique.

"I started my company with sustainability and humanitarianism at its core, and have always looked to partner with like-minded businesses," says Leong. Gemfields believes fervently that the value of colored gemstones should circle back to the communities from which they originated, helping to improve the lives of local people. Children and education are causes that Leong feels passionate about, and so it is fitting that her pieces have already made a significant difference in this area – and will continue to do so.

"The generous donation made by Sandy Leong from the Sol collection is already making a difference to children in Madagascar. It has been wonderful to see the school take shape and speak with the pupils who are now taking their classes there, which would not have been possible without Sandy's contribution. I am grateful to Sandy for her continued support with this collection of ruby pieces that truly celebrate the vibrant red gemstone," said Emily Dungey, Marketing & Communications Director of Gemfields and Managing Director of the Gemfields Foundation.

The Sandy Leong x Gemfields ruby collection will be available to purchase at the Four Seasons New York Downtown from Monday 29 November and throughout December, or online at sandyleongjewelry.com



Please see link to hi res product imagery: <https://we.tl/t-bxPaw1MmwN>

Please see link to hi res lifestyle imagery: <https://we.tl/t-5fuu09UrFJ>

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NOTES TO EDITORS

About Sandy Leong

Sandy Leong is proud to design all collections with sustainability at the core of her processes. Conscientious of the long term, global impact of mining, Sandy remains sustainable by thoughtfully constructing each of her pieces in recycled 18 karat gold and ethically sourcing conflict-free diamonds and gemstones. All production is done locally in New York through sustainable manufacturers who are transparent about their commitment to sustainability. Select natural materials are sculpted by artisans in Kenya, supporting local craftsmanship and striving to preserve traditional design methods in sub-Saharan Africa.

In an effort to encourage environmental and social responsibility, Sandy Leong is a member of the No Dirty Gold (NDG) campaign- an international initiative, ensuring that gold mining operations respect human rights and the environment. She has joined the ranks of Tiffany & Co., Cartier and Brilliant Earth, in their pledge to uphold NDG mining standards.

Further information about Sandy Leong Jewelry can be found at sandyleongjewelry.com

About Gemfields

Gemfields is a world-leading supplier of responsibly sourced colored gemstones. Gemfields' work at the Kagem emerald mine in Zambia (believed to be the world's single largest producing emerald mine, owned in partnership with the Zambian Government through the

Industrial Development Corporation) and the Montepuez ruby mine in Mozambique (one of the most significant recently discovered ruby deposits in the world, owned in partnership with a local company called Mwiriti Limitada) has seen Africa become a significant exporter of emeralds and rubies. Gemfields' approach also means that the company's host nations in Africa see dramatically greater value from their gemstone resources remaining in-country than had previously been the case.

Gemfields is committed to furthering transparency, legitimacy and integrity in the colored gemstone business and believes strongly that colored 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 and livelihoods for the communities around its mines, as well as supporting conservation efforts to protect Africa's wildlife and biodiversity (#conservationgemstones).

Further information about Gemfields can be found at gemfields.com

About the 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.

Gemfields Foundation is a UK registered charity that functions quite unlike most charities: 100% of donor funds are directed, in full, to the underlying charitable projects. All overhead, administration, travel and management costs are borne fully by Gemfields Limited and its subsidiary companies. The result is a charitable endeavor that enjoys, at no cost to donors, excellent in-country experience, personnel, infrastructure, support and community liaison teams, uniquely positioning Gemfields Foundation to deliver impactful projects in a highly efficient and timely fashion.

Governed by an international board of trustees originating from five countries, Gemfields Foundation provides a vessel through which donors can leverage proven on-the ground delivery capabilities to swell the benefits which precious African gemstone resources bring to their place of origin and to their host communities.

Further information about the Gemfields Foundation can be found at gemfieldsfoundation.org

About Mozambican rubies

Over 500 million years old, Mozambican rubies are particularly rare – far rarer than colorless diamonds.

A ruby's primary hue must be red – the more vivid, the better. Rubies from different origins tend to each have their own distinctive hue, but those found in Mozambique cover all of the known color ranges, including the rarest pure fluorescent reds.

As a result, Mozambique has become the world's most significant location for sourcing rubies, despite rubies only being discovered there as recently as 2009.

Today, the Montepuez ruby mine, owned by Gemfields in partnership with local company Mwiriti, covers 33,600 hectares.

Gemfields' Mozambican rubies display the most sought-after characteristics that make a ruby desirable, with fluorescence, color and clarity perfection.