

# GEMFIELDS



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## How To Style Coloured Gemstones

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From stacking rings to layering necklaces and mismatching earrings, coloured gems are designed to be worn playfully. The glamour of rubies and emeralds will give uplift to any outfit and help create a personal style statement.

Each and every gemstone is as unique as the person who wears it, with colour, character and inclusions all their own. The decision of how to style gems is a highly individual one, with no hard-and-fast rules: some opt for subtle jewels that blend in and offer understated, everyday styling, while others go for bold colour clashes and eye-popping statement pieces.

*Coloured gems aren't just for jewellery...*

However they are worn, coloured gemstones will bring any outfit to life with their vivid hues and inimitable character. And their utility isn't limited to the obvious items of jewellery: earrings,

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necklaces and bracelets. Francis De Lara's quirky sunglasses, featuring a ruby teardrop, represent a novel way of incorporating gems into a look.

*Don't stop at one...*

Layering necklaces is a perfect way to tap into the trend for 'maximalist' styling. AYA's range of pendants featuring Gemfields' Mozambican rubies on delicate gold chains are perfect for this: layering one over the other creates an elegant mesh effect, a playful look that can dress up a simple outfit without overpowering it and help one transition from day into evening.

Similarly, the maxim of 'less is more' does not apply to rings. From Sandy Leong's Zambian emerald twists and coils, to the more classic bands in Fabergé's 'Colours of Love' collection, stacking them high and mix and matching different ring types works a treat, transforming the hand into an artistic canvas.

*Find a trademark style...*

Why not go all-in for one coloured gemstone piece and make it a trademark style? Whatever the chosen go-to is, it can be styled and paired with any outfit, formal or casual: the jewellery equivalent of having a signature scent. This could be something as simple as a necklace with one or two emeralds, from the likes of Fehmida Lakhany or Margery Hirschey, or something bolder, like Valani Atelier's bracelet with its solid band of emeralds or Misahara's Water Lily ring, featuring a single emerald with 'wow' factor.

*The power of colour...*

Intrinsic to the wearing of coloured gemstones is an understanding of the power of colour itself. Red projects power and passion, while green connotes rebirth, growth, hope and renewal. Harness this power by colour blocking GFG Jewellery by Nilufer's emerald star earrings with an orange outfit to embrace colour and push boundaries. Or, take it one step further and clash colours – perhaps pairing ruby earrings from Bina Goenka with bright blue, green or yellow for something more complex and visually arresting.

When it comes to getting the most out of coloured gemstone jewellery, the key is to wear it in a way that is brave, bold and beautiful, allowing each utterly unique gem to tell its wearer's story.



- ENDS -

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NOTES TO EDITORS

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## About Gemfields

Gemfields is a world-leading miner of responsible 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.

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.

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.

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