

GEMFIELDS



Emerald, the Birthstone of May

LONDON, 1 MAY 2022

May is here, and with its green shoots and sense of rebirth, comes a renewed focus on emeralds, the fitting birthstone of May.

Twenty times more rare than colourless diamonds and credited with everything from curing snakebites to easing childbirth, emeralds have always had an aura of healing about them. Not surprisingly, these glittering green gems have been beloved by everyone from Cleopatra, who used to present them to subjects as talismans, to Catherine the Great, Queen Victoria and Elizabeth Taylor. Ancient Egyptians viewed them as sacred; early Christians believed they represented the resurrection of Christ; Indian Mughal emperors saw their greenness as an emblem of paradise; and Romans believed they could revitalise the souls of all who wore them.

These talismanic properties, coupled with their fresh verdant hue, make emeralds a perfect partner for the glorious month of May: when the land thaws, buds with flower and bursts into a haze of green.

Gemfields Limited, 1 Cathedral Piazza, London, SW1E 5BP, United Kingdom

Tel: +44 20 7518 3400

gemfields.com

Gemfields has been mining emeralds since 2008, when it acquired the Kagem mine in Zambia in partnership with the local government. Zambian emeralds are amongst the world's most sought-after, thought to be more than 500 million years old, and more robust than other origins due to their high iron content. They are known for their extraordinarily deep colour and represent some of the largest and most exceptional emeralds ever found.

When looking to buy an emerald, it is important to bear a few things in mind. First, one should look for evenness of colour with good saturation and try to judge the gemstone in natural light to best assess this. Second, it is desirable to purchase your emerald from a trusted source to ensure confidence that it has been mined responsibly; if buying a significant gemstone, one might request a certificate from a trusted gemmological laboratory. Another consideration is how rare the gemstone is, as rarity is associated with higher value. Ultimately, though, it comes down to taste, as each emerald is utterly unique.

There are also a few cardinal rules when caring for emeralds. To avoid scratches, never store them next to a diamond – the hardest material known to man – or a ruby or sapphire, which are almost as hard. Emeralds can be quite fragile so must not be placed in an ultrasonic cleaner and should be kept away from liquids like perfumes and alcohols and removed before showering.

Without doubt, the greatest joy in owning an emerald is deciding how to style it. An emerald can take centre stage, juxtaposed against a gold band, when worn as a ring, as with Fabergé's featuring Gemfields Cosmic Curve ring from the Colours of Love collection. In a similar classic style, with its sleek band of flawless emeralds, is the Valani Atelier x Gemfields Meredith bracelet. The Shachee Fine Jewellery x Gemfields Petrichor necklace makes imaginative use of emeralds, weaving gold into lace and reviving the micro mosaic to produce a piece that feels like wearable art.

But perhaps the most popular way to wear emeralds is as earrings, with a huge range of styles to choose from, from dangly to modest studs: the Margery Hirschey x Gemfields geometric-style drop earrings combine ancient techniques with a modern sensibility, while the Sandy Leong x Gemfields Oversized Origin hoops feature Gemfields' Zambian emeralds alongside diamonds atop large gold hoops. For something smaller and more subtle, the Misahara x Gemfields Water Lily studs have a delicate floral motif, inspired by nature.

However, you choose to style them, emeralds are just the thing to impart the freshness of this joyous season.

Jewellery featured (clockwise from top left):

Shachee Fine Jewellery x Gemfields Petrithor Necklace, featuring Gemfields Zambian emeralds, £7,500 Direct message [@shacheefinejewellery](https://www.instagram.com/shacheefinejewellery) to purchase

[Sandy Leong x Gemfields](#) Oversized Origin Hoops with Emerald and Diamond Studs, featuring Gemfields Zambian emeralds, \$16,200

[Fabergé featuring Gemfields](#) Colours of Love Cosmic Curve Yellow Gold Emerald Eternity Ring, featuring Gemfields Zambian emeralds, £10,920

[Margery Hirschey x Gemfields](#) Earrings, featuring Gemfields Zambian emeralds, \$9,500

[Valani Atelier X Gemfields](#) Meredith Emerald Bracelet, featuring Gemfields Zambian emeralds, \$195,000

[Misahara x Gemfields](#) Water Lily Studs, featuring Gemfields Zambian emeralds, US\$12,000

High resolution imagery [here](#)

- ENDS -

ENQUIRIES

GEMFIELDS**HEAD OFFICE**

LONDON Helena Choudhury helena.choudhury@gemfields.com

REGIONAL OFFICES

DUBAI Yvonne Ehiguese yvonne@z7communications.com

HONG KONG Diane Chow diane.chow@gusto-luxe.com

LONDON Beniamino Muroi beniamino.muroi@purplepr.com

MUMBAI Andrea Rebeiro andrea.rebeiro@madisonpr.in

NEW YORK Cathy Lee cathy.lee@purplepr.com

SHANGHAI Annie Cao annie.cao@gusto-luxe.com

NOTES TO EDITORS

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 a technologically advanced coloured gemstone sort house 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.

The beauty of Fabergé's designs and craftsmanship helps to raise consumer awareness of responsibly sourced coloured gemstones.

As well as supplying a significant share 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](#) | [FOUNDATION](#)

[INSTAGRAM](#) | [FACEBOOK](#) | [TWITTER](#) | [YOUTUBE](#)

FABERGÉ

[FABERGÉ.COM](https://www.fabergé.com) | [INSTAGRAM](#) | [FACEBOOK](#) | [TWITTER](#) | [YOUTUBE](#)

KAGEM MINING [LINKEDIN](#)

MONTEPUEZ RUBY MINING [LINKEDIN](#)