



FRANCIS DE LARA

GEMFIELDS



Introducing BNV x Francis de Lara featuring Gemfields NFTs

LONDON & HONG KONG, 26 MAY 2022

[Brand New Vision \(BNV\)](#), [Francis de Lara](#) and [Gemfields](#) are set to embrace the future, with the introduction of an exciting collection of NFTs! To be released as a limited edition of just 10, these are the first ever NFTs from Francis de Lara, the world's original jewellery-eyewear house. They were inspired by real-life glasses featuring Gemfields' coloured gemstones. This stunning creation was adapted for the digital world by BNV, a Web3 fashion platform whose vision is to take fashion beyond physical reality into the Metaverse.

The inaugural BNV NFT drop – known as 'Eve' – is based on one of Francis de Lara's inimitable haute couture eyewear designs, bejewelled with Gemfields' Zambian emeralds. Francis de Lara's signature style embraces past and present, combining innovation with strong historical references, in this case nodding to the Renaissance period and the artful romance of that time.

The real-life ['Eve'](#) glasses are completely handmade, featuring two serpents as the glasses' side temples in a design embodying the creationism story. The larger serpent's tail is encrusted with Gemfields emeralds, curling around the wearer's ear and dangling a juicy tourmaline apple as a trompe-l'oeil earring. The second, more demure creature sparkles with cognac diamonds, pink

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sapphires and 18k gold cabochons while gazing towards the sky. There are ‘empty’ trompe-l’oeil settings to give the idea of an ancient piece which has lost some stones over the course of time. Both serpents’ faces feature white enamel details. The front of 'Eve' is half-rimmed and finished with the criss-cross engraved motif.

And what could be a more apt next step in the evolution of this ground-breaking brand than to dive into the Metaverse and the future with NFTs and meta-wearables?

“I hope even in the digital world, people will appreciate and feel the hand-made aspect of my pieces. My artisans and I truly infuse our love and dedication into every single piece through our hearts and hands. There is a little bit of my soul in each Francis de Lara creation,” expresses founder and creative director John-Paul Pietrus.

“Francis de Lara creations are not to be missed, and these first-of-a-kind limited NFTs will be no exception. It is a delight to see Zambian emeralds enter the Metaverse in such inimitable style,” added Emily Dungey, Marketing & Communications Director of Gemfields.

"BNV is absolutely thrilled to launch Francis de Lara's first ever NFT collection. A truly exceptional limited-edition design, that will offer exclusive access and wearability in the Metaverse," says Nathan Minsberg, Metaverse Lead, BNV.

The drop will consist of 10 pairs of 'Eve' glasses at 0.25ETH.

The NFT is a 3D file that will have interoperable capabilities in the open Metaverse and be available as a wearable.

Public sale will open on 28 May (22:00HKT | 14:00 UTC | 10:00 EST) [HERE](#).

Please see link to video and still imagery [HERE](#).

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ENQUIRIES

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NOTES TO EDITORS

About Brand New Vision Ltd

[Brand New Vision \(BNV\)](#) is a premium platform for fashion NFT sales. BNV launched in April 2021 and is headquartered in Hong Kong. The founding team is a combination of long-standing fashion industry business operators with experience in luxury, streetwear, action sports and outdoor and active brands, covering all aspects of the fashion business from design to retail. Along with young talent in the digital world and a team of experienced software engineers and blockchain developers, BNV is uniquely positioned to be the leading fashion NFT platform and gateway to the Metaverse for fashion brands and designers. BNV has investors including Hong Kong-based [Animoca Brands](#), a leader in digital entertainment, blockchain, and gamification with investments across the spectrum of web3.0 and was recently valued at 2.2bn USD.

About Francis de Lara

[Francis de Lara](#) is the world's first fine jewellery-eyewear brand founded by internationally recognised fashion photographer and creative [John-Paul Pietrus](#). It is where beauty, passion, craftsmanship and exquisite forms meet in a creative explosion: where classicism melds with the avant-garde in fine jewellery eyewear.

Following his passion for fine jewellery, Pietrus founded the brand after attending the esteemed Metallo Nobile jewellery school in the Renaissance capital of Florence, Italy. The exquisite pieces use ethically sourced emeralds, diamonds, rubies, amethysts, and other precious stones, plus, gold, silver and precious woods.

Forming the foundation of the collection are these haute couture 'art-glasses', an unexpected form of eyewear. The genesis item, the signature 'Eve', is one-of-a-kind (each pair has a completely unique combination of stones and materials that exists only once in the real world); they are hand-wrought by an artisan in Florence and feature two different bejewelled serpents of sterling silver with 18k gold details as side temples: one in responsibly sourced Gemfields emeralds and the other in cognac diamonds and pink sapphire. The pieces have already featured prominently in hundreds of publications, such as the New York Times, British Vogue and American Harper's Bazaar, and have been worn by fashion stars such as Halima, Erin O'Connor, Tina Leung, Ajak Deng, and Latin American superstar Melissa Barrera.

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.

SOCIAL MEDIA HANDLES:

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#ZambianEmeralds