

SANDY
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Sandy Leong x Gemfields launch the Serenity Collection

LONDON, 27 MAY 2022

Gemfields is delighted to announce its third collection in partnership with New York-based jewellery designer Sandy Leong. The Serenity Collection is centred around Gemfields' *Zambian emeralds* and freshwater pearls, which combine to represent the freshness of a new season. With emerald the birthstone for the month of May, and associated with growth and renewal, this seems a fitting time to launch this modern yet timeless collection.

The new range includes asymmetric bangles, hoop and drop earrings, cocktail rings, pendant necklaces, and updated pearl strands with surprising emerald details. Each piece has been hand-crafted in New York by fine jewellery artisans using time-honoured gemstone-setting and gold-brushing techniques to create the trademark Sandy Leong matte finish.

But there is a twist to this collection, as the formality and 'classic' look of pearls has been reimagined and turned on its head through the use of contemporary geometric designs and varied gemstone sizes. Marrying pearls with the bold green hue of Gemfields emeralds creates a strikingly modern effect. Stacking, always key to Sandy Leong's designs, works particularly well here: the Pearl and Emerald Wave Bangles can be worn individually or combined for more of a statement look. From the Pearl Twist Cocktail Ring with Emerald Pavé to the Pearl Strand Lariat necklace with Emerald Halo, each creation positions these green and white wonders to stunning effect.

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As well as being beautiful, each piece within this Sandy Leong x Gemfields Serenity collection has the added benefit of doing good by helping the Gemfields Foundation, the charitable arm of Gemfields. As she has done with her previous collections with Gemfields, Sandy Leong will contribute 10% of proceeds from sales of Serenity Collection pieces featuring Gemfields' Zambian emeralds towards projects supporting children and education in sub-Saharan Africa. Similar donations from the two previous Sandy Leong x Gemfields collections have already made a tangible difference to the lives of young people, as they helped to fund the reconstruction of a primary school in rural Madagascar.

“Sandy Leong’s generous support to the Gemfields Foundation is already making a difference to children in Madagascar, and we couldn’t be more grateful for such a like-minded and positive partner as we map out our next project. Each piece in the Serenity Collection is a soothing oasis from the turmoil of current affairs, offering an opportunity to pause, absorb the beauty of nature and believe in the growth and new beginnings that it will support in sub-Saharan Africa,” says Emily Dungey, Marketing & Communications Director of Gemfields and Managing Director of the Gemfields Foundation.

"I have had the honour of supporting the Gemfields Foundation since its inception in January of 2021, and with the development of this new collection Serenity, my aim is to continue that support. I truly believe in the important work that the Gemfields Foundation is doing, specifically around creating opportunities for women and children, as well as in education space, " adds founder and designer Sandy Leong.

The Sandy Leong x Gemfields Serenity collection will be available at SandyLeongJewelry.com, with prices ranging from \$650 for the Petite Pearl Pendant with Emerald Beads, to \$16,900 for the Pearl Drop Earrings with Emerald and Diamond Studs.

- ENDS -

Please see link to [videos](#), [model](#) and [product shots](#).

Model images & video credit: Courtesy of Sandy Leong

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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 miner of responsible coloured 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

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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 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 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 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 endeavour that enjoys, at no cost to donors, in-country experience, personnel, infrastructure, support and community liaison teams, allowing Gemfields Foundation to deliver impactful projects in an 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

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