

GEMFIELDS



House of Meraki x Gemfields J'aime Collection

LONDON, 7 NOVEMBER 2022

The House of Meraki x Gemfields J'aime collection is a perfect showcase for the green goddess of the coloured gemstone world. Featuring a carefully curated selection of responsibly sourced emeralds from Gemfields' Kagem mine in Zambia, these exquisite creations have all been lovingly handmade in House of Meraki's London atelier by a family of Italian craftsmen.

J'aime translates as "I love" or "may God protect", making it the ideal moniker for the collection – emeralds being widely associated with hope, growth, life, fertility and peace, and thought to possess healing properties. Far from just being decorative, each piece is intended to bring a powerful positive energy to its wearer. Emeralds, which were formed in the earth over 500 million years ago, are one of the 'big three' coloured gemstones – alongside rubies and sapphires – and have been beloved for thousands of years.

Zambian emeralds have long held a fascination for House of Meraki's founder, Gargi Rathi, who would stare at them in wonder when shopping in the markets of Zambia with her mother as a child, marvelling at their perfect chemistry of colour and clarity. Kagem has been the source of some of the finest emeralds ever seen and currently supplies around one in three of the world's emeralds.

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gemfields.com

Gargi, a trained gemmologist, describes Zambian emeralds as her first love, and in House of Meraki she has managed to recreate the mine-to-market authenticity of the emeralds that enthralled her younger self. She places due diligence on her supply chain, working only with responsibly sourced gems, which are strictly vetted and certified before being cut and polished at the in-house lapidary in Jaipur, India – home to some of the world’s most skilled cutters – and then set at the London atelier.

The House of Meraki x Gemfields J’aime collection features earrings – from dainty studs to stylish hoops – as well as rings, bracelets, necklaces and pendants, which pair delicate emeralds with 18k yellow gold, and occasionally diamonds and pearls. Whether round-, emerald- or pear-cut, the emeralds dominate each piece, their many facets representing the dimensions of a woman’s personality.

Like all House of Meraki creations, the pieces in the J’aime collection have a European aesthetic and elegance to them and were designed to be worn anywhere from the ballroom to the boardroom. The J’aime collection, along with the rest of the House of Meraki range, is now available on both Farfetch (farfetch.com) and Net-a-Porter (net-a-porter.com), as well as on the House of Meraki’s own online platform (houseofmeraki.com).

- ENDS -

House of Meraki x Gemfields J’aime Collection ranges from £920 for the *Alice* studs to £14,820 for the *Jellyfish* earrings.

Please find link to hi res product shots: <https://we.tl/t-x4Iyiqnxny>

Please find link to hi res model shots: <https://we.tl/t-PDiAb07Pt0>

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NOTES TO EDITORS

About Gargi Rathi

Gargi Rathi didn't come to be known as the 'Emerald Lady' across the haute streets of London just like that. Her passion for the gemstone blazed a trail for House of Meraki - the first emerald focused fine jewellery brand in the world.

Gargi's childhood was no stranger to the beauty of gorgeous gemstones. She recounts some of her earliest memories vegetable shopping with her mother in the local Zambian Tuesday market each summer. Amidst the weekly affairs - it was the emerald miners on the side of the street that stole the show. At the time, people knew little about the value of Zambian emeralds, but the sight of those fascinating gems stayed with Gargi throughout her youth.

It was that precious visual, the chemistry of colour and cut where her obsession for emeralds began. Every time she caught that hue of green on an international runway, at an opulent wedding or in a plush store window - her dream to make these glamorous emeralds more accessible to women in their everyday grew stronger.

Gargi put her dream to practice when she completed a course in Gemmology and learnt about fascinating emeralds from all over the world. Today, those emeralds bring a dazzle to the global jewellery market – sourced directly from the mines in Zambia and Colombia, shaped in-house with the best cutters in Jaipur, and mounted by Italian craftsmen with a European aesthetic in her very own boutique atelier in London.

About House of Meraki

Gargi continues to turn fragments of frenzy into immaculate ready-to-wear & bespoke High jewellery via her ability to challenge the ordinary. The brand caters to a range of budgets and tastes

as it harmonizes humble heritage with contemporary sensibilities.

House of Meraki uses a mélange of emeralds from across the globe paired with diamonds and pearls and all that's necessary to bring out their beauty, but at the heart of everything still lies the Zambian emeralds - Gargi's first love.

Versatile and always in Vogue - no two House of Meraki pieces are the same. Their faceted cuts reflect the many dimensions of a woman's personality. From the grace in that ballroom to the boss lady in that boardroom, each jewel captures individualistic character in it.

"Whether one of our accessible pieces is your first-ever rendezvous with fine jewellery as a girl or then a piece you choose at our experienced atelier, it is no wonder that I want every woman to own a Meraki emerald - a statement to remind her always that she is unique, and it is her time to shine"

About Gemfields

Gemfields is a world-leading miner of responsibly sourced 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.

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