

THE LINE

GEMFIELDS



## Introducing ‘Songbird’, a new emerald and ruby jewellery collection by The Line x Gemfields

MUMBAI, 20 APRIL 2023

Mozambican rubies and Zambian emeralds are the stars of a beautiful new collaboration between Gemfields and The Line fine jewellery label. *The Line x Gemfields Songbird Collection* is at once a tribute to Indian traditions, history and artistry and a means of making the high-fashion allure of gemstones accessible, and brought into the everyday.

The songbird’s call remains recognisable through the centuries, much like the distinctive silhouette of fine Indian jewellery. However, each songbird’s voice is its own. It is in this vein that The Line introduces its latest collection: a contemporary take on the known silhouette of much-loved Indian jewellery.

*Songbird* reflects classic Indian jewellery silhouettes – from crescent-shaped hoops, string necklaces and flowering earpieces to shoulder-dusting chandelier earrings and regal chokers, all handmade from 18k yellow gold. Most of the pieces place the pops of colour provided by coloured gemstones alongside delicate pearls for an unmistakably Indian look that’s both time-honoured and contemporary.

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

Tel: +44 20 7518 3400

[gemfields.com](http://gemfields.com)

Each design contains vibrant rubies from the Montepuez mine in Mozambique or verdant emeralds from the Kagem mine in Zambia. Both mines are owned and operated by Gemfields, a world-leading miner of coloured gemstones with responsible practices at its core, making the company a natural partner for The Line.

The Line was founded as a jewellery label by fashion journalist Natasha Khurana in 2015 – after she was inspired by the arresting beauty of loose gemstones. Living between Dubai and New Delhi, Natasha is a lover of fashion, art, history and literature, and is continually inspired by her surroundings, particularly by India and its storied legacy of jewellery craftsmanship.

She recalls her epiphany moment, when she first realised a passion to work with coloured gemstones: “I remember the first time I saw gems, in a packet, loose, unadorned. The colour, the fire of rubies and emeralds! I lost my heart. Gems are what drew me to jewellery as a career. I believe we need to do very little by way of bejewelling gems: when they are this beautiful, they speak for themselves.”

With *Songbird*, Khurana addresses the “weighty legacy of Indian jewel-making and wearing” with lightness – channelling the spirit of the Indian people, who for centuries have thought nothing of donning the most extravagant pieces every day in abundance. This is a tradition that can be seen in religious paintings and archival photographs of Indian royal courts.

With colour an integral aspect of Indian life, and rubies and emeralds both long revered in India, coloured gemstones from Gemfields are a most natural fit for Khurana’s collection of wearable treasures.

“It is a true delight to watch the Indian sun dance through these Zambian emeralds and Mozambican rubies, bringing them to life in Natasha Khurana’s elegant creations. Here is a collection that heroes the versatility of coloured gems – equally as captivating in a playful ear climber as they are in recognisable silhouettes such as the adorned hoops. The Line perfectly marries wearability with a charismatic twist and an elegant simplicity, elevated by the entrancing flicker of dancing coloured gemstones,” said Emily Dungey, Gemfields director of marketing and communications, during the launch event at Soho House in Mumbai.

The Line x Gemfields ‘Songbird’ Collection ranges from ₹1,28,750 for the “*Kundal Earrings with Akoya Pearls ft. Gemfields Mozambican Rubies Earrings*” to ₹8,65,200 for the “*Chaandbali with Rose-cut Diamonds ft. Gemfields Mozambican Rubies Earrings*” and is available on: [the-line.in/](https://the-line.in/)

- ENDS -

Please find link to high resolution product and campaign shots here: [The Line x Gemfields Songbird Collection](#)

ENQUIRIES

<b>THE LINE</b>	
INDIA	Natasha Khurana <a href="mailto:natasha@the-line.in">natasha@the-line.in</a>
<b>GEMFIELDS</b>	
HEAD OFFICE	
LONDON	Helena Choudhury <a href="mailto:helena.choudhury@gemfields.com">helena.choudhury@gemfields.com</a> Albertina Namburete <a href="mailto:albertina.namburete@gemfields.com">albertina.namburete@gemfields.com</a>
REGIONAL OFFICES	
DUBAI	Yvonne Ehiguese <a href="mailto:yvonne@z7communications.com">yvonne@z7communications.com</a>
HONG KONG	Bonnie Zhang <a href="mailto:bonnie.zhang@thisisgusto.com">bonnie.zhang@thisisgusto.com</a>
LONDON	Beniamino Muroi <a href="mailto:Beniamino.Muroi@purplepr.com">Beniamino.Muroi@purplepr.com</a>
MUMBAI	Andrea Rebeiro <a href="mailto:andrea.rebeiro@madisonpr.in">andrea.rebeiro@madisonpr.in</a>
NEW YORK	Joseph Morrow <a href="mailto:Joseph.Morrow@purplepr.com">Joseph.Morrow@purplepr.com</a>
SHANGHAI	April Huang <a href="mailto:April.huang@thisisgusto.com">April.huang@thisisgusto.com</a>

NOTES TO EDITORS

---

## About The Line

The Line is a jewellery label founded in 2015. Based in India and UAE, it makes jewellery that

brings the beauty of precious gemstones and metals into the everyday look. The Line's work is inspired in India's legacy of working with gemstones, and its historic and continued love affair with wearing jewellery. The Line want consumers to be able to continue this dalliance with gems and jewels through handmade treasures that live and breathe with them at work and play all day, every day.

## About Natasha Khurana

Natasha is a fashion journalist by training. She started The Line with the intention of making the beauty of coloured gemstones accessible on a daily basis. Her work aims to combine the zeitgeisty immediacy of fashion with the legacy of fine jewellery, to cut away the fuss and remove the 'seriousness' from fine jewellery. She lives and works between Dubai and New Delhi, and loves fashion, art, all things design, cinema, history and literature.

## About Gemfields

Gemfields is a world-leading responsible miner and marketer of 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 mining 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 mined 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](#)