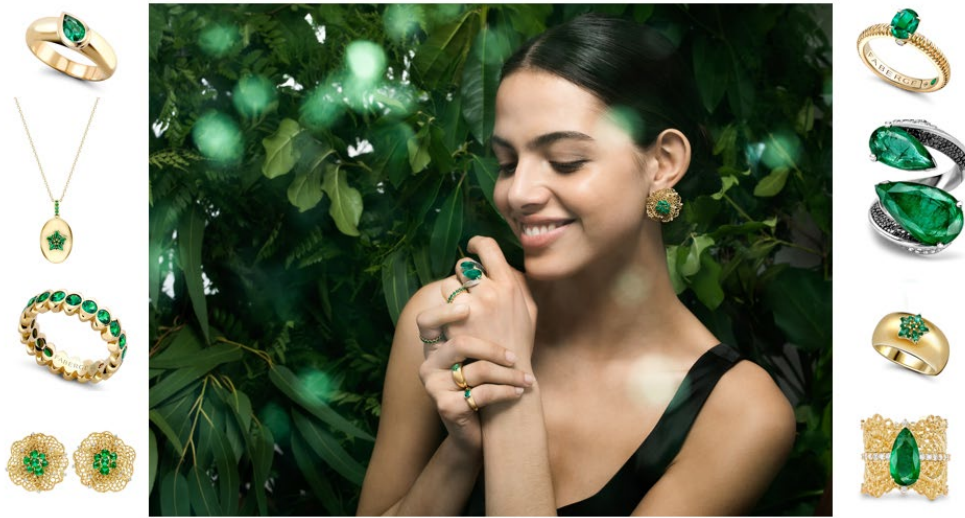


# GEMFIELDS



## Emerald Month: Celebrating the Birthstone of May

LONDON, 1 MAY 2023

Emeralds are the glorious birthstone for those lucky enough to be born in May – the month long associated with peace and serenity, and the rebirth and renewal and sense of new beginnings that come with the changing of the seasons. Twenty times rarer than colourless diamonds and credited with talismanic properties, from curing snakebites to predicting the future, emeralds have long been associated with hope and renewal, their fresh green hue symbolising the end of winter and the budding of new life.

The most beloved of coloured gemstones – one of the ‘Big Three’, alongside rubies and sapphires – emeralds have been revered by everyone from Cleopatra to Moses and the early Christians, Romans and Indian Mughal emperors, who thought their green colour represented paradise. Hollywood siren Elizabeth Taylor had a fetish for them, and they are still a most popular and glamorous choice for celebrities such as Zoe Kravitz, Angelina Jolie, Jessica Chastain and Sofia Carson walking the red carpets today. Formed deep beneath the Earth some 500 million years ago and often dearer than colourless diamonds, emeralds are, in many ways, peerless.

Gemfields Limited, 1 Cathedral Piazza, London, SW1E 5BP, United Kingdom  
Tel: +44 20 7518 3400  
[gemfields.com](http://gemfields.com)

As the majority owner of the Kagem emerald mine in Zambia, the source of some of the largest and most exceptional emeralds the world has ever seen, including the recently unearthed Kafubu cluster weighting 37kg, Gemfields is something of a specialist when it comes to these glorious verdant gems. Gemfields owns the Kagem mine in partnership with the Zambian government and believes that when it comes to mining these mystical gemstones, transparency, legitimacy and integrity must always be paramount.

A testament to the raw beauty of Zambian emeralds and Gemfields reputation for responsible mining, Gemfields has successfully partnered on collections with some of the world's leading fine jewellers. These artisans share Gemfields love for these divine green beauties, as well as its passion for sustainability and for supporting local communities around its mine, resulting in an array of fine jewellery pieces that are both stunning and created with integrity. A recent collaboration with Sandy Leong - in which 10% of proceeds from sales will be donated to the Gemfields Foundation, the charitable arm of Gemfields - is one such example.

Emeralds lend themselves to all kinds of jewellery, and with their beauty and aura of healing, they make perfect presents. Birthstone gifting has increased in popularity exponentially in recent years, with birthstone engagement rings cited as a breakout trend. And spring is the season when buyers' thoughts will inevitably turn to emeralds as potential tokens of affection.

Whatever the occasion, rings are a natural choice. Fabergé x Gemfields Cosmic Curve Yellow Gold and Emerald Eternity ring from the Colours of Love collection is one example of a timeless design; another is AYA x Gemfields Emerald Pear ring, with a pear-shaped emerald on a generous gold band; Shachee Fine Jewellery x Gemfields intricate emerald ring with white diamonds and laced gold gives the look a more whimsical twist; Fehmida Lakhany x Gemfields' show-stopping ring features a Gemfields Zambian emerald with 'wow' factor; and GFG Jewellery by Nilufer x Gemfields gives emeralds the floral treatment with its Fleur Bombe Emerald ring and Fleur Emerald necklace.

Whatever emerald gift is chosen to mark the advent of May, it is vital to understand the basic rules of choosing and caring for a gemstone, such as looking for evenness of colour and saturation and viewing a potential gemstone purchase in natural light for the most accurate appraisal. Clarity is key, but one shouldn't be put off by inclusions as they bring about the gemstone's character. Above all else, a buyer should select the gemstone that they fall madly in love with. And when it comes to emeralds, that part really isn't hard.

Imagery featured (clockwise from top left):

AYA x Gemfields Emerald Pear ring. Price: GBP 2,500

[Main shot] Gemfields x brand partners Emerald Month Campaign

Fabergé x Gemfields Colours of Love Yellow Gold Oval Emerald Fluted ring with Diamond Shoulders. Price: GBP 7,680

Fehmida Lakhany x Gemfields Emerald and Diamond ring. Price: GBP 8,000

GFG Jewellery by Nilufer x Gemfields Emerald Fleur ring. Price: GBP 2,850

Shachee Fine Jewellery x Gemfields Emerald Chapter of Forest series ring. Price: GBP 2,200

Shachee Fine Jewellery x Gemfields Emerald Rhododendron earrings. Price: GBP 3,000

Fabergé x Gemfields Colours of Love Cosmic Curve Yellow Gold Emerald Eternity ring. Price: GBP 13,440

GFG Jewellery by Nilufer x Gemfields Emerald Fleur necklace. Price: GBP 3,100

- ENDS -

Please find link to high resolution product, still life and model shots here: [Gemfields x Partners Emerald Month Campaign Assets](#)

#### ENQUIRIES

**GEMFIELDS**  
HEAD OFFICE

LONDON      Helena Choudhury [helena.choudhury@gemfields.com](mailto:helena.choudhury@gemfields.com)

Albertina Namburete [albertina.namburete@gemfields.com](mailto:albertina.namburete@gemfields.com)

REGIONAL OFFICES

DUBAI	Yvonne Ehiguese yvonne@z7communications.com
HONG KONG	Bonnie Zhang bonnie.zhang@thisisgusto.com
LONDON	Beniamino Muroi Beniamino.Muroi@purplepr.com
MUMBAI	Andrea Rebeiro andrea.rebeiro@madisonpr.in
NEW YORK	Joseph Morrow Joseph.Morrow@purplepr.com
SHANGHAI	Edith Li edith.li@thisisgusto.com

## NOTES TO EDITORS

---

### 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.faberge.com) | [INSTAGRAM](#) | [FACEBOOK](#) | [TWITTER](#) | [YOUTUBE](#)

KAGEM MINING [LINKEDIN](#)

MONTEPUEZ RUBY MINING [LINKEDIN](#)