

GEMFIELDS



Celebrate Valentine's Day with rubies and emeralds from Gemfields

LONDON, 14 FEBRUARY 2023

Long associated with passion, prosperity and protection, the fiery red ruby is ideal for Valentine's gifting. This elegant gemstone adds glamour to any piece of jewellery, and its rosy hue embodies the romanticism of this day devoted to love. Whether twinkling subtly in a necklace or making a bold statement in a standout pair of earrings, rubies can be counted on to up the ante. They have long been prized, by everyone from ancient warriors to the A-listers of today, for their vivid – often fluorescent – red glow.

Rubies often cost more per carat than colourless diamonds, and dating back more than 500 million years, Mozambican ones are some of the oldest, rarest and finest in the world. The Montepuez mine, majority owned by Gemfields, has been the site of some of the most exceptional rubies the world has ever seen – all responsibly sourced.

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The finest jewellery labels are adept at harnessing the power of rubies and the “lucky” colour red. The Fabergé x Gemfields Treillage Brushed Rose Gold & Diamond Set Ruby Heart Surprise Locket features a heart-shaped ruby at its centre – encased in an 18k rose gold egg studded with round white diamonds. AYA x Gemfields Graduating Ruby Pendant makes a more subtle nod to the seductive power of rubies, with a string of graduating gems set in 18k yellow gold.

The statement Francis de Lara x Gemfields Kinee’s Love Earrings feature tear-shaped rubies while the GFG Jewellery by Nilufer x Gemfields Lily Earrings contain heart-shaped rubies. For a grand gesture, a timepiece is a more novel way of channelling the passion of rubies. The Backes & Strauss x Gemfields Queen of Hearts Red Rose has 36 heart-shaped rubies encircling the watch face.

Rubies are not, however, the only coloured gemstone made for Valentine’s gifting: emerald-green is the colour of the heart chakra. For those favouring emeralds as a token of love, one romantic option is the Donna Hourani x Gemfields To Glory Bracelet, which is part of the designer’s ‘The Bridge’ collection, whose name was inspired by one of Hourani’s favourite mantras, the quote by Rumi: “Love is the bridge between you and everything.” This stunning piece features a colourful medley of gems in which emeralds serve as a bridge of love between one’s true self and goals in life.

- ENDS -

Product (clockwise from top left):

Francis de Lara x Gemfields Kinee’s Love Earrings USD 10,560

Donna Hourani x Gemfields To Glory Bracelet USD 16,800

AYA x Gemfields Graduating Ruby Pendant GBP 2,220

GFG Jewellery by Nilufer x Gemfields Lily Earrings USD 1,550

Fabergé x Gemfields Treillage Brushed Rose Gold & Diamond Set Ruby Heart Surprise Locket USD 11,520

Backes & Strauss x Gemfields Queen of Hearts Red Rose USD 100,000

ENQUIRIES

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NOTES TO EDITORS

About Gemfields

Gemfields is a world-leading miner and marketer 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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