



Gemfields rubies and emeralds dazzle in new pieces from IVY New York

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Gemfields is delighted to announce a new brand partnership – with fine jewellery label IVY New York. The brainchild of designer, and lifelong gem enthusiast, Vlad Yavorskyy, IVY was conceived as a lifestyle brand, born out of Vlad’s loves of photography, travel, art, jewellery and books – and his deep passion for vibrant coloured gemstones. The jewellery line represents the joyful gathering of all of these interests into a single artform.

At the heart of this new collaboration is colour. “I’ve always regarded colour as a glimpse into the soul of a gem,” explains Vlad, recalling a dramatic trek up the Tian Shan mountain range in Central Asia over 35 years ago and being pulled along by an old pack horse to access a cave full of “the reddest of rubies”. Gemstones – formed deep beneath the earth many millions of years ago – are, for him, intrinsically linked to Mother Earth, “like a pulsating heart shaped over the years”.

As a world-leading responsible miner and marketer of coloured gemstones, and the majority owner and operator of both the Montepuez ruby mine in Mozambique, and the Kagem emerald mine in Zambia, Gemfields shares Vlad's devotion to coloured gems. Montepuez is one of the most significant recently discovered ruby deposits in the world, while Kagem is believed to be the single largest producing emerald mine. "The near-miraculous set of circumstances required for gemstone formation leads to our almost innate fascination with them," says Emily Dungey, Gemfields' marketing and communications director. "IVY New York's collection cleverly draws our attention to the inimitable natural beauty of each gemstone, enabling its character to stand out."

IVY New York has at its core the principle of responsible sourcing, which aligns with Gemfields' aim to mine responsibly. This means, among other things, continuous improvement at an operational level, transparency in the auction sales process, industry-leading practices to modernise the sector, projects to improve health, education and livelihoods in the local communities around the mines and conservation efforts to protect Africa's great wildlife and biodiversity.

The new IVY x Gemfields collection features earrings, rings, bracelets and necklaces crafted from 18k gold with responsibly mined Mozambican rubies and Zambian emeralds, set alongside rose-cut diamonds in an array of enticing designs: from bold emerald statement rings, to ruby and diamond chandelier earrings, to floral-inspired rings and regal ruby chokers. Vlad describes the process of cutting a gemstone as like a "work of art". Each piece in the collection was designed and handcrafted in-house, and each one ensures coloured gemstones take centre stage.

"Like a painting needs a frame, a gemstone needs an exquisite setting in which to shine," says Vlad, who drew design inspiration for the collection from everything from the grand balls of the 19th century to the sparkle in the eyes of the women who might wear the pieces. But his main inspiration, as always, was the gemstones themselves: "their kaleidoscope of colours... the bewitching emerald, with its vibrant green, captivating and penetrating the souls of both women and men... and the fiery gift of a red ruby".

He sums up the mesmeric effect that rubies and emeralds can have on those in their thrall: "Sometimes, just one glance at that unparalleled red or deep green, and you'd willingly part with all your wealth to possess a piece of it."

The IVY New York x Gemfields Collection is available on: ivynewyork.com

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NOTES TO EDITORS

About IVY New York

Vlad Yavorsky has been a gem-lover all his life. For him, a gemstone is a work of art; and just as a painting needs a beautiful frame, a gemstone needs an excellent cut and exquisite setting to shine its brightest. It was with this vision that IVY Jewelry was born. Each IVY jewel is designed in-house, handcrafted with a finesse that complements each person's unique personality.

With IVY, Vlad has gathered all of his passions – which include travel, photography, art, jewelry and book publishing – into a single artform. IVY is about more than just gemstones: it represents a lifestyle of refined knowledge, precious moments, and artisanal beauty to share and inspire.

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.

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