

SHRUTI SUSHMA

GEMFIELDS



Shruti Sushma x Gemfields unveil inaugural emerald jewellery collection

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Gemfields is delighted to have joined forces in a new brand partnership with fine jeweller Shruti Sushma. The India-based mother-daughter label is revered for using high quality gemstones in elegant designs that hark back to the glamour of bygone days and channel India's renowned heritage of fine craftsmanship. With showrooms in Ahmedabad and Bangalore, Shruti Sushma caters to a discerning clientele, in India and beyond.

Gemfields is a world-leading responsible miner and marketer of coloured gemstones, and the majority owner of the Kagem emerald mine in Zambia – source of some of the most exceptional emeralds. Zambian emeralds are prized for their deep green hue, clarity and often exceptional size. Those from Kagem are mined with transparency, legitimacy and integrity, and the company is committed to respecting the environment and ensuring that mining profits circle back to benefit local communities in African host countries.

“I believe that responsible mining of emeralds transcends mere extraction; it embodies a dedication to safeguarding ecosystems, honouring communities, and securing a sustainable legacy for both

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nature and future generations,” says Shruti Sushma’s founder Sushma Chhajer. “Gemfields has been a pioneer in championing these principles, leading the way in responsible practices in the industry. Zambian emeralds from Gemfields boast a remarkable hardness, making them particularly well-suited for daily use, ensuring enduring beauty that withstands the rigours of everyday life.”

Sushma’s daughter and business partner Shruti Chhajer adds: “The exceptional colour and clarity of Gemfields emeralds provides the perfect canvas to craft captivating and distinctive designs that resonate with our clients, who appreciate both aesthetic beauty and ethical considerations in their jewellery choices.”

The collaboration features Kagem’s emeralds in a myriad of designs, often paired with diamonds or tanzanites. Floral motifs dominate the collection of earrings and necklaces: from the Waterlily Emerald and Diamond Earrings, with their meticulous rendering of tiny waterlily flowers, to the Sugarloaf Long Emerald Chain necklace, with its sugarloaf-cut emeralds and diamonds creating a subtle floral tapestry. The Cabochon Emerald Earrings take inspiration from the Indian Mughal era, while the Amore Emerald and Tanzanite necklace uses gemstones to embody love. All are crafted from 18k gold.

Shruti Sushma began 25 years ago, when Sushma – raised in a family of textile merchants in India – educated herself about gemstones and began designing jewellery, armed with determination, but no formal training. It wasn’t long before her curious daughter Shruti joined her in the business, and the two were travelling together, seeing clients and attending trade shows. They opened their first showroom in 2008. Their designs have redefined Indian style, with their delicate, wearable aesthetic, less heavy in metal than the traditional Indian look.

A devotee of chakra healing, Sushma gravitates towards emeralds for their aura of peace and renewal. This partnership with Gemfields marries exceptional Indian design with remarkable coloured gemstones: a balm to the soul.

The Shruti Sushma x Gemfields emerald jewellery collection ranges from GBP 7,000 for the Emerald and Diamond Double Hoops to GBP 50,000 for the Balance Emerald Necklace and is available at shrutisushma.com

- ENDS -

Please find link to high resolution product and campaign imagery [HERE](#)

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NOTES TO EDITORS

About Shruti Sushma

Sushma Chhajjer started designing jewellery in 1997 with no formal training, family background or trade contacts. Raised in a family of textile merchants in India, she saved up USD 5,000 and educated herself on design, colour and diamond grading. Armed only with drive and innate talent, she carved a path in the industry.

Sushma was a rare woman in the male-dominated world of high jewellery. She travelled around India for viewings with clients and attended trade fairs to understand the global jewellery landscape.

Her daughter Shruti, observing from the sidelines, decided to join her, enrolling at the GIA in 2006. The early pieces they created had very little metal compared to traditional designs: delicate and wearable, they redefined Indian style.

In 2008, the pair opened a studio in Ahmedabad and, in 2018, another in Bangalore. Sushma is a devotee of Chakra healing and sees gemstones as a balm to the soul. The Balance Collection reminds the wearer to find balance within; while the Ganesha Collection, inspired by Hindu god Lord Ganesha, is an offering to the heavens.

Underpinning Shruti Sushma's designs are high quality, investment-grade gemstones. These are assured with a certification from European or American labs. Old European and rose cut diamonds evoke the elegance of the past, alongside rubies, emeralds and sapphires and spinel, tourmaline and amethyst. Wedding jewellery is especially popular, with a new setting called Embrace symbolising everlasting union.

Shruti Sushma creates treasures that can be passed from mother to daughter, just as they have passed their skills and insight to one another. Their designs are capturing a newly powerful female audience, with half their clients now women buying for themselves, and Shruti Sushma has featured in *The New York Times*, *Robb Report*, *Tatler*, *Vanity Fair*, *Vogue* and *Forbes*.

The duo believe that this is just the beginning of their creative journey.

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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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