

FENTON

GEMFIELDS



## Fenton x Gemfields launch emerald-themed capsule collection with a conscience

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Gemfields has teamed up with fine jeweller Fenton on an exclusive six-piece capsule collection, launched to coincide with emerald month in May. Based in the elegant enclave of Mayfair in London, Fenton specialises in crafting modern heirlooms for the conscious consumer, using only hand-selected, responsibly sourced gemstones.

As a world-leading responsible miner and marketer of coloured gems, Gemfields is proud to be partnering with Fenton, a certified B-Corp. Zambian emeralds from the Kagem mine – which Gemfields majority owns and operates– were a natural fit for this new range, which celebrates the green shoots and sense of hope and renewal that are long associated with the month of May, and with emerald, its fitting birthstone. Gemfields strives to provide a positive impact in the country from which the gemstones originate, focussing on responsible mining practices and funding projects that benefit the health, education and livelihoods of community members. The company has established multiple schools, clinics, farming cooperatives and a vocational training centre.

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

Tel: +44 20 7518 3400

*gemfields.com*

Each emerald featured in the Fenton x Gemfields capsule collection was chosen for its unique interplay of colour and clarity, resulting in pieces that celebrate the innate beauty and individuality of these precious green gems. The collection comprises an elegant tennis bracelet set in recycled 18k white gold with Zambian emerald baguettes, punctuated by Solar Diamonds®; Art Deco-style emerald and Solar Diamonds drop earrings in recycled 18k yellow gold; and four striking rings – each with an emerald-cut green gem at its centre. Each design is worthy of becoming a collector’s item and suitable for marking life’s big milestones – the Trilogy, Garland and Toi et Moi styles all perfect as engagement rings.

Founded in 2019 by Laura Lambert and Kathrin Schoenke, Fenton takes pride in doing things differently. Its unique regulated supply chain has allowed it to cut out the middlemen and deliver fine jewellery at more affordable prices, without unnecessary mark-ups. Its B-Corp certification recognises its commitment to meeting the highest verified standards of social and environmental performance, transparency and accountability. Use of conflict-free Solar Diamonds – which are lab-grown using solar energy – are a key part of Fenton’s sustainable strategy and sit beautifully alongside Gemfields’ Zambian emeralds.

“We love working with Gemfields’ Zambian emeralds for their combination of unique beauty and for the way that Gemfields has always pushed to be at the forefront of what it means to mine responsibly,” explains founder Laura Lambert. “We feel this is especially important in industries known for unclear mark-ups and for questionable sourcing practices that result in conflict, environmental issues and inflated consumer prices,” she adds.

Fenton’s fresh approach, and commitment to prioritising the planet, sits perfectly with Gemfields’ own brand ethos of operating with transparency, legitimacy and integrity and ensuring that gemstone profits circle back to help communities in the countries of origin and beyond. Profit from the sale of each piece of the collection will be donated to Gemfields Foundation, which undertakes projects to alleviate the effects of poverty in sub-Saharan Africa. The Fenton x Gemfields capsule collection embodies the essence of sustainable practice and the promise inherent in Spring.

“I am so pleased to partner with Fenton to bring to life this beautiful collection of Zambian emerald jewellery pieces. Not only are the pieces themselves beautiful, covetable and a celebration of each unique gemstone, but their legacy will be positive impact in sub-Saharan Africa, something that I am passionate about facilitating,” said Emily Dungey, Marketing and Communications Director for Gemfields and Managing Director for Gemfields Foundation. “Emeralds are said to symbolise

hope, growth and renewal, so it is wonderfully fitting that these Zambian emeralds will aim to deliver just that,” she adds.

The Fenton x Gemfields collection ranges from GBP 1,900 to GBP 9,500 and is available on [FENTONAND.CO](http://FENTONAND.CO)



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#### ENQUIRIES

**FENTON** Danny Poci [marketing@fentonand.co](mailto:marketing@fentonand.co)

**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)

## GEMFIELDS

### REGIONAL OFFICES

DUBAI Yvonne Ehiguese [yvonne@z7communications.com](mailto:yvonne@z7communications.com)

HONG KONG Emma Wong [emma.wong@thisisgusto.com](mailto:emma.wong@thisisgusto.com)

LONDON Beniamino Muroi [Beniamino.Muroi@purplepr.com](mailto:Beniamino.Muroi@purplepr.com)

MUMBAI Andrea Rebeiro [andrea.rebeiro@madisonpr.in](mailto:andrea.rebeiro@madisonpr.in)

NEW YORK Meline Agabaian [Meline.Agabaian@purplepr.com](mailto:Meline.Agabaian@purplepr.com)

SHANGHAI Bolong Zheng [bolong.zheng@thisisgusto.com](mailto:bolong.zheng@thisisgusto.com)

## NOTES TO EDITORS

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### About Fenton

Fenton is a fine jeweller based in the heart of Mayfair specialising in responsibly sourced gemstones and conflict-free Solar Diamonds lab grown by solar energy. As a certified B Corporation, Fenton takes pride in creating modern heirlooms to mark life's special milestones. Through its unique supply chain, Fenton cut out unnecessary middlemen markups, to deliver only the best for quality, value, and peace of mind.

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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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