GEMFIELDS



Gemfields announces the publication of a new book exploring real-life gemstone adventures across Africa over the last 60 years

LONDON, 10 JUNE 2024

No Stone Unturned: The Hunt for African Gems takes readers on a thrilling rollercoaster ride with 24 adventure stories based on true events spanning the last 60 years. These tales, recounted by captivating personalities from the gem trade to author Richa Goyal Sikri, capture the fast-paced and dramatic nature of the business, as well as historical moments related to notable gem deposits in Africa. Each story brings to life the exhilarating highs and perilous lows of the trade, offering an insightful look into the vibrant journey of coloured gemstones from mine to market.

"The spirit of adventure deep-rooted in the coloured gemstone industry is rarely captured, and the wonderful characters that make this industry so colourful too often take their stories to the grave," remarks Gemfields' CEO Sean Gilbertson. "Gemfields commissioned this book in 2020 to capture some of these stories and to honour legendary individuals from the industry and tell their tales of courage, luck, energy, passion and expertise. Richa has diligently captured countless hours of stories

and injected her energetic writing style to create a first-of-a-kind work that inspires and intrigues readers as they accompany marvellous personalities on journeys through the world of coloured gemstones."

The author, Richa Goyal Sikri, is an accomplished journalist and storyteller specialising in the gemstone and jewellery industry. She explains: "This book aims to shine a light on African gem deposits – the leading source of coloured gemstones globally – and the extraordinary individuals connected to each story. It unravels the mineral mysteries of the Earth and the secrets of the gem trade, laced with humour and culture. Hopefully, the stories will transport you to a vibrant world, where you'll learn, laugh, fall in love and, like me, never want to leave."

Richa says of the process of writing No Stone Unturned: "The coloured gemstone industry is shrouded in mystery. The first challenge was to identify the individuals with tales to tell, convince them to participate and let me explore their memory palaces over several interviews, extracting vital details, which I combined with fictional elements to craft a story. The next part involved pouring over scientific articles, and conducting secondary research, to distil the information gathered into a few sentences that would be easily understood. The final touch was writing an author's note for each story, which updated the reader not only about the protagonist in the story, but also the featured gemstone, in most cases sharing previously unpublished information and industry insights in a simplified manner."

Richa Goyal Sikri has a bachelor's degree in commerce and a master's degree in business administration. She has completed several courses with the Gemological Institute of America (GIA), including 'Colored Stone Grading' and 'Gem Identification'. She spent the first 20 years of her career in various leadership positions within the travel and tourism industry working with clients across Asia, Africa and other international markets. In 2014, as a connoisseur of gems and jewellery, she began curating educational visits to mines and gem-cutting centres globally for groups of aficionados seeking to better understand the journey of a gem from mine to market. Based on her experiences, Richa debuted her unique storytelling style on Instagram in 2017, garnering widespread interest and engagement from the press and industry stakeholders.

Since 2018, Richa has pursued the second chapter in her career in the gem and jewellery sector, delivering talks, projects, digital storytelling campaigns and articles for many notable organisations, including the Art Science Museum in Singapore, renowned jewellery companies like Buccellati and Fabergé, publications such as Harper's Bazaar, Robb Report, India Today and Vogue and prestigious industry bodies worldwide.

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Richa lives with her husband and son in Singapore and experiences FOMO every time someone calls her from a gemstone mine. *No Stone Unturned* is her first book, published by Austin Macauley Publishers, and is available on austinmacauley.com, online retail platforms like Amazon and all major booksellers.

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About Richa Goyal Sikri

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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.

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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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About Austin Macauley

For more information, please visit austinmacauley.com

Notes:

- 1. With offices in London, New York and Sharjah, Austin Macauley is an independent publisher of fiction, non-fiction and eBooks: www.austinmacauley.com
- 2. Author images and review copies are available on request
- 3. Authors may be available for interview or promotion events

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