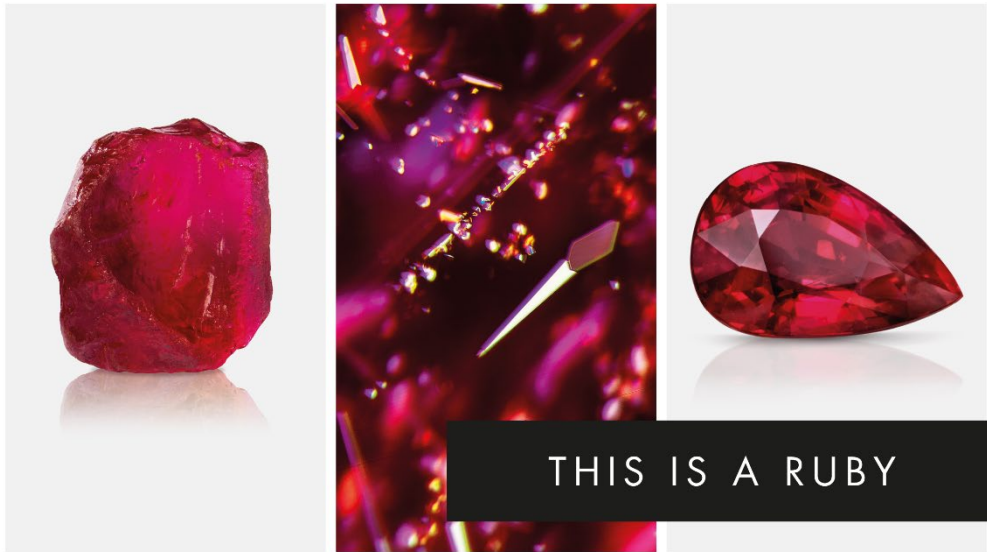


GEMFIELDS

GEMFIELDS



Gemfields 2024 'This is a Ruby'

Ruby month heralds high summer, and the second chapter in Gemfields' campaign to celebrate the story inside every gemstone...

LONDON, 20 JUNE 2024

Ruby is the sultry gemstone of summer – the birthstone for the month of July. A miracle of nature, formed deep beneath the Earth some 500 million years ago, rubies are rarer than colourless diamonds, achieving the highest price per carat at auction of any gem (coloured diamonds excepted). Associated with passion, prosperity and protection, their red hue – which can vary from purplish to orangey, with pure red typically the most coveted – incites strong emotion. It also invokes a sense of celebration, which perfectly matches the high spirits of summer's peak month of July.

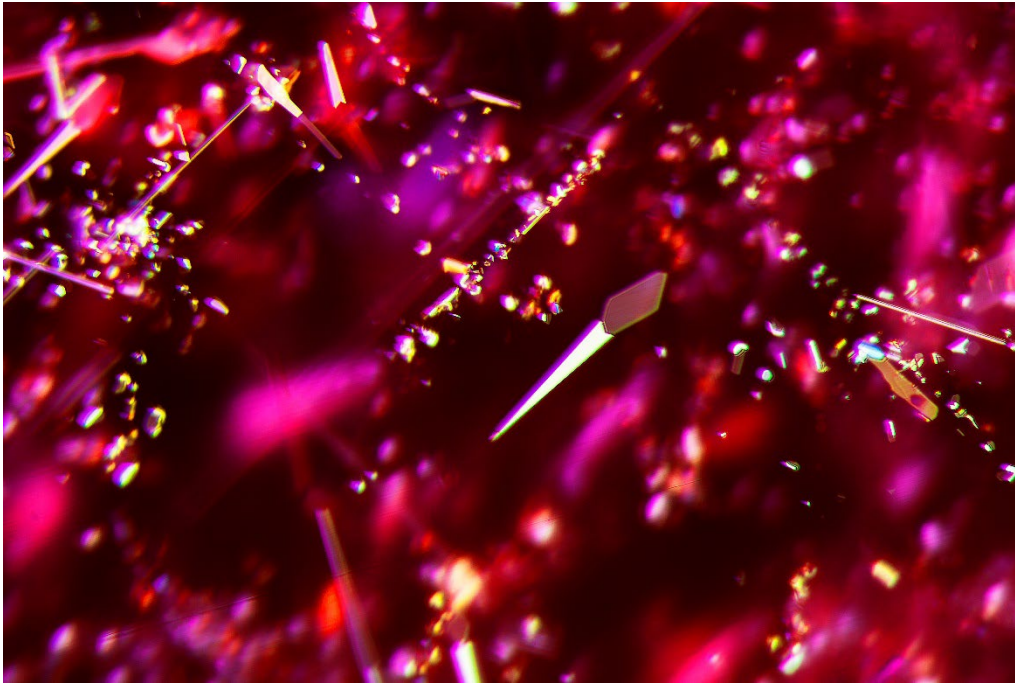
As with Gemfields' emerald month campaign in May, this year's ruby month theme is around the story within each gemstone, homing in on inclusions – the tiny marks which give each ruby its

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

Tel: +44 20 7518 3400

gemfields.com

character. Mother Nature's fingerprint, inclusions help to distinguish between natural and synthetic rubies and ensure no two are the same. The campaign highlights the journey each ruby takes from mine to market, transforming from its rough form to the cut-and-polished treasures that are showcased in designs by Gemfields' jewellery brand partners in their latest collections.



Courtesy of E.Billie Hughes/Lotus Gemology

Gemfields is proud to be a world-leading responsible miner and marketer of coloured gemstones and the majority owner and operator of Montepuez Ruby Mining, which is situated in North-eastern Mozambique, at a critical geological junction of treasure-bearing rock. Montepuez has been the source of some exceptional rubies brought to market in recent years.

Adored since ancient times and hailed as talismans – by the Chinese, in particular, who revere the 'lucky' colour red – rubies have a timeless appeal. They were carried into battle by ancient warriors and are favourites on the red carpet with the A-listers of today, adding sizzle to any awards season ensemble. Gemfields is delighted to have partnered with talented and likeminded fine jewellers who share a passion both for rubies and for responsible sourcing.



Fabergé x Gemfields (left to right: Ruby & Pink Diamond Cluster Earrings; Ruby Heart Surprise Locket; Ruby Eternity Ring)

First among these is Fabergé, the iconic artist jeweller which is part of the Gemfields Group. Fabergé's affinity for rubies is clear, from statement Ruby and Pink Diamond Cluster Earrings, romantic ruby rings in its Colours of Love collection to its beguiling Essence Rose Gold Unheated Ruby Heart Surprise Locket.



Sandy Leong x Gemfields (left to right: Origin Ruby Baguette Earrings; Ruby Baguette Tennis Bracelet; Round Ruby and Diamond Signet Ring)

Another collaboration putting rubies front and centre is the new Lunar Collection by New York-based designer Sandy Leong Jewelry. Mozambican rubies sit perfectly in Leong's latest designs – inspired by her childhood memories of Chinese New Year and by the storied association of rubies with Chinese culture, once again, harnessing the celebratory spirit of these fiery red gems. The nine-piece collection features rubies from Gemfields' Montepuez ruby mine alongside conflict-free

diamonds and recycled gold. There's a ruby baguette tennis bracelet, pendant and stacking ring, among others – all perfect for everyday or special occasions.

10% of the net proceeds from the sales of the Lunar collection will be donated to the Gemfields Foundation, the charitable arm of Gemfields, which supports projects to enhance lives and livelihoods in Africa and fulfil Gemfields' mission that coloured gemstones should bring benefit to their country of origin.



IVY New York x Gemfields Ruby and Diamond Rings

Highlighting the suitability of rubies for engagements and romantic gifting is IVY New York. This esteemed brand partner recently introduced a range of ruby and diamond rings, underscoring rubies' twin reputation as both the essence of love and the heart of Mother Earth.

- ENDS -

For inclusion imagery please credit: *Courtesy of E. Billie Hughes/Lotus Gemology.*

ENQUIRIES

GEMFIELDS

HEAD OFFICE

LONDON Helena Choudhury helena.choudhury@gemfields.com

Albertina Namburete albertina.namburete@gemfields.com

REGIONAL OFFICES

DUBAI Yvonne Ehiguese yvonne@z7communications.com

HONG KONG Emma Wong emma.wong@thisisgusto.com

LONDON Beniamino Muroi Beniamino.Muroi@purplepr.com

MUMBAI Andrea Rebeiro andrea.rebeiro@madisonpr.in

NEW YORK Meline Agabaian Meline.Agabaian@purplepr.com

SHANGHAI Bolong Zheng bolong.zheng@thisisgusto.com

NOTES TO EDITORS

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.

GEMFIELDS

[GEMFIELDS.COM](https://www.gemfields.com) | [INVESTORS](#) | [FOUNDATION](#)

[INSTAGRAM](#) | [FACEBOOK](#) | [TWITTER](#) | [YOUTUBE](#)

FABERGÉ

[FABERGÉ.COM](https://www.faberge.com) | [INSTAGRAM](#) | [FACEBOOK](#) | [TWITTER](#) | [YOUTUBE](#)

KAGEM MINING [LINKEDIN](#)

MONTEPUEZ RUBY MINING [LINKEDIN](#)