



Gemfields partners with GUILD again to present ‘*Aurora Awards International Gem and Jewelry Competition*’

Celebrating the Rise of Innovation in the Jewellery Industry

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Under bright starlight on 25 September, Gemfields, a world-leading responsible miner and marketer of coloured gemstones, joined hands once again with the Guild Institute of Gemology (GUILD), the first and only international gemmological institute in China, to host the gala ceremony of the third Aurora Awards International Gem and Jewelry Competition at the IBC International Business Centre in Shenzhen, China. The event brought together elite representatives from across the global jewellery industry, creating a dazzling celebration of gemstone artistry and creative design.

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

Tel: +44 20 7518 3400

gemfields.com



As an industry leader, Gemfields provides responsibly mined coloured gemstones while actively promoting their beauty to the global markets. After co-hosting the second Aurora Awards with GUILD last year, Gemfields has developed a profound appreciation of the Chinese market's strategic importance and immense potential in the global jewellery industry. Over the past year, Gemfields has deepened its engagement with the Chinese market, launching various initiatives such as releasing a Chinese consumer research report in attitudes towards ruby, partnering with a Chinese jewellery designer, and collaborating for the first time with a virtual artist to enhance awareness and desirability for coloured gemstones among Chinese consumers. This year, the continued participation of the third Aurora Awards further solidifies Gemfields' commitment to advancing the coloured gemstone industry in China, enhancing awareness of responsible mining and promoting market demand.

As a global jewellery competition, the rigorous and authoritative judging system is undoubtedly the cornerstone of Aurora Awards. This year's distinguished jury and experts from renowned international brands and authoritative associations assessed the competition entries through diverse perspectives and global standards, ensuring a comprehensive evaluation and fair results.

Notably, Sean Gilbertson, CEO of Gemfields, lent his support again this year and was joined by Emily Dungey, Gemfields' marketing and communications director and the managing director of the Gemfields Foundation. On her role as part of the judging panel, Emily said, "It is an honour

to be invited as a judge for this prestigious event and to witness creative brilliance in the jewellery world. The exacting set of circumstances required for coloured gemstones to form is so rare, that each example we find is a piece to be treasured. The Aurora Contest highlights not only this inherent beauty gifted from Mother Earth, but it also celebrates the best of human skill, in bringing these vibrant treasures to life.” In addition, Gemfields’ corporate responsibility director, Edward Johnson, delivered an in-person address on behalf of Gemfields at the award ceremony in Shenzhen.



Aiming to deepen consumer’s appreciation of gemstone beauty and artistry, Gemfields not only co-hosted the Aurora Awards International Gem and Jewelry Competition but has also recently introduced its “7Cs” guide to coloured gemstones. This guide highlights the extraordinary beauty and rarity of coloured gemstones, offering a new aesthetic perspective and an informative reference for consumers looking to appreciate and purchase coloured gemstones. Moving forward, Gemfields aims to strengthen its close relationship with the Chinese market, playing a more active role in promoting the coloured gemstone industry both in China and globally.

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ENQUIRIES

GEMFIELDS

HEAD OFFICE

LONDON Helena Choudhury helena.choudhury@gemfields.com

Albertina Namburete albertina.namburete@gemfields.com

REGIONAL CONTACTS

DUBAI Yvonne Ehiguese yvonne@z7communications.com

HONG KONG Cindy Choo cindy.choo@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 GUILD

Founded in 1980 in Los Angeles, GUILD Gem Laboratories is one of the world's top gemmological institutes, with a wealth of experience in identifying and grading coloured gemstones, as well as determining their origins and detecting any treatments they may have received. GUILD has created a comprehensive database that covers all of the important gemstone varieties in the market. Every one of its reports is backed up by its firsthand field research and deep academic research background. Currently, GUILD has branches in Los Angeles, Shenzhen, Guangzhou, Zhuji (Pearl City) and Bangkok, providing professional gemstone identification services to domestic and foreign practitioners. It uses its professionalism, experience, scientific knowledge and innovative spirit to benefit the international coloured gemstone industry at every level, from start-ups to established brands in the Asia-Pacific region and around the world, sharing with each the special GUILD expertise.

[GUILD GEM LAB](#)

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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