



## Zambian emeralds take centre stage in Kimberly McDonald x Gemfields collaboration

LONDON, 02 OCTOBER 2024

New York-based designer Kimberly McDonald is known for her asymmetrical gem-set jewellery, where each gem is set at different angles and heights, giving a playful aesthetic and sense of individuality to her designs. She has now teamed up with Gemfields on a mini collaboration showcasing Zambian emeralds, which lend themselves perfectly to a signature style she describes as “letting the natural speak for itself”.

The new emerald suite from Kimberly McDonald x Gemfields is an explosion of green, unashamedly commanding full attention for the verdant gem. Kimberly’s Irregular Shaped Emerald Drop Earrings and her Irregular Shaped Emerald Tennis Necklace feature responsibly mined emeralds from the Kagem mine in Zambia, which is majority owned and operated by Gemfields and has been the source of some of the world’s most exceptional emeralds.

The drop earrings contain more than 26 carats of emeralds that have been carefully colour-matched for impact – with pear-shaped stunners dangling from a chain of smaller emeralds in a scattered irregular design, true to Kimberly’s trademark playful aesthetic. The pendant-style necklace boasts the same, colour-matched hue, with an asymmetrical, scatter-style emerald chain leading to an eye-catching pear-shaped gem as its drop, with over 34 carats in total.

Zambian emeralds are older in formation than their Colombian counterparts, dating back around 500 million years. Emerald deposits in Zambia were discovered far more recently, accounting for why they were late to grace the red carpet and earn international appreciation. Zambian emeralds derive their intense green colour from the presence of chromium, iron and beryllium in their crystal structure; and they’re usually lacking in vanadium, resulting in a bluish-green, sharp and often eye-clean emerald. Iron is pivotal in bonding the elements tighter, making the crystal less fragmented and more easily wearable. Gemfields’ highly skilled team sort gems found at the mine into over 200 grades, enabling customers to colour match jewellery suites with ease, a practice that would have taken years to achieve before Gemfields’ proprietary auction and grading system.

Since launching her eponymous business in 2007, after a career as a curator of fine jewellery for private clients, Kimberly is best known for creating one-of-a-kind jewellery pieces that tell a story and invite a meaningful connection. Her designs have graced the likes of Michelle Obama, Cindy Crawford and Cameron Diaz, to name just a few, with the former First Lady wearing one of her pieces to the second Inaugural Ball.

“I hope that when people experience one of my pieces, not only are they transfixed by the beautiful gem and craftsmanship; I hope that they are also inspired to be more mindful and protective of the planet that provides these magnificent little treasures that we wear as talismanic symbols of beauty and transducers of energy,” says Kimberly, whose responsible mindset makes her an ideal brand partner for Gemfields, who share this value. Working with all natural, reclaimed and recycled materials, Kimberly describes her brand ethos as “creation without destruction”.

“In marvelling at Kimberly McDonald’s designs, we are able to appreciate the impact of colour. The fresh, verdant green is a calming oasis for the eye, while the playful asymmetrical settings allow light to dance through each gem, heightening the impact of these beautifully colour-matched pieces,” said Emily Dungey, Gemfields’ Marketing and Communications Director. “It is a delight to celebrate the emerald in this manner, truly letting the gemstones tell their story.”

A world-leading responsible miner and marketer of coloured gemstones, Gemfields is committed to the principle that coloured gems should create a positive impact for their country of origin. As well as the Kagem mine in Zambia, Gemfields is also the majority owner and operator of the Montepuez ruby mine in Mozambique. In both countries, Gemfields aims to contribute to local communities, funding projects in the areas of health, education and livelihoods.

The Kimberly McDonald x Gemfields collaboration is available to purchase at Bergdorf Goodman, New York.

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#### ENQUIRIES

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#### NOTES TO EDITORS

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## About Kimberly McDonald

Kimberly McDonald (aka KMD) launched in 2007 in New York City, following her freelance career as a curator of private clients' fine jewelry collections. Composing collections left a mark on her, sparking the creation of a brand where every one-of-a-kind piece carries a story and invites connection. A reflection of her connection to stones and natural materials, connection between the collector and a piece, between KMD and trusted suppliers, between the company and the planet. Connection is a hallmark of the brand and a love of all things natural is more than a foundation for her work as a designer; sustainability is integral to the brand's existence.

Creation without destruction is just how she operates. She seeks out the finest natural materials, reclaimed gold, and recycled diamonds to handcraft the collection in the United States with sustainability in mind. Kimberly's design aesthetic has always focused on letting the natural speak for itself, so these environmentally respectful practices evolved organically.

## 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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