

GEMFIELDS



Embrace the spirit of giving this season with new jewellery pieces featuring Gemfields emeralds and rubies

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Gifting season is fast approaching, and as the twinkling lights of the holiday period grow brighter, so does the lure of vibrant coloured jewels. With this in mind, Gemfields highlights brand-new jewellery starring its Zambian emeralds and Mozambican rubies which make for perfect gifts.

A world-leading responsible miner and marketer of coloured gemstones, Gemfields is the majority owner and operator of the Kagem emerald mine in Zambia and the Montepuez ruby mine in Mozambique. As well as sources of exceptional coloured gemstones, the mines strive to operate responsibly, providing a positive impact.

Gemfields is always thrilled to see its emeralds and rubies dazzling in designs by its fine jewellery brand partners – and never more so than in the bustling holiday season, when thoughts turn to the joys of giving. Rubies, long associated with passion, prosperity and protection, and emeralds, linked to growth, hope and renewal, are ideally suited to gifting someone special.

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This year, Gemfields highlights previously unseen pieces by Francis de Lara, Nilufer Fine Jewellery, Margery Hirschey, Ruth Tomlinson, Sandy Leong Jewelry, Shachee Fine Jewellery, Shruti Sushma, and Eshli Fine Jewelry, all of whom share Gemfields' passion for coloured gems and commitment to responsible practices.

Rings are hard to beat for a meaningful and memorable gift. The Eshli Fine Jewelry x Gemfields Cabochon Emerald Half Eternity Ring and the Margery Hirschey x Gemfields Ruby and Diamond Studded Cigar Band offer novel takes: the former classic, the latter quirky and asymmetric, both placing coloured gems alongside diamonds for maximum effect.

Earrings also never fail to delight. The Shachee Fine Jewellery x Gemfields Mystique Earrings are mosaic-style drop earrings glittering with Mozambican rubies; while the Shruti Sushma x Gemfields Emerald Ying Yang Earrings are elegant, classic drops encased in 18k gold.

Necklaces are perennially popular in the holiday season, and there are a range of new options, from the Nilufer Fine Jewellery x Gemfields Fleur Vlinder Necklace, a delicate locket, to the statement-making Ruth Tomlinson x Gemfields Emerald Cluster Necklace. For a romantic gift, the Sandy Leong Jewelry x Gemfields Coeur Ruby Pendant boasts a heart-shaped Mozambican ruby on a recycled yellow gold chain.

The Fabergé x Gemfields Essence Rose Gold Ruby Heart Surprise Locket epitomises the iconic artist-jeweller's fine craftsmanship and love of surprise, making it a fail-safe choice. For those that covet the extraordinary, there is the FDL Editions by Francis de Lara x Gemfields Tuxedo Eyewear – luxury glasses featuring a Gemfields emerald teardrop.

And that's a wrap!

- ENDS -

ENQUIRIES

GEMFIELDS

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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.

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