

# GEMFIELDS



## Celebrate Valentine's Day with rubies and emeralds from Gemfields

LONDON, 14 FEBRUARY 2025

As Valentine's approaches and thoughts turn to love, coloured gemstones spring to mind as the perfect romantic token. Fiery red rubies, which have long been associated with passion, and emeralds, whose vibrant green is the colour of the heart chakra, naturally feature in this yearly celebration of love.

Coloured gems add glamour to any piece of jewellery. Whether twinkling subtly in a necklace or making a bold statement in a standout pair of earrings, rubies and emeralds can be counted on to up the ante.

Rubies and emeralds often cost more per carat than colourless diamonds and are far rarer too, dating back more than 500 million years. The Montepuez ruby mine and Kagem emerald mine, both majority-owned by Gemfields, have been the source of some truly exceptional, responsibly mined coloured gemstones.

Jewellery and fragrance both feature heavily on Valentine's Day gift lists, and the ruby 'Kiss' perfume bottle necklace – from the recently launched **Rachel Quinn x Gemfields** *Crazy Love* collection – combines the two perfectly! **Bina Goenka x Gemfields** statement earrings, meanwhile, marry rubies and pearls in a most harmonious union.

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*gemfields.com*



LEFT TO RIGHT: BINA GOENKA X GEMFIELDS RUBY AND PEARL EARRINGS; FABERGÉ X GEMFIELDS TREILLAGE EMERALD HEART SURPRISE LOCKET; RACHEL QUINN X GEMFIELDS RUBY 'KISS' PERFUME BOTTLE NECKLACE; SHACHEE FINE JEWELLERY X GEMFIELDS EMERALD GARDEN EARRINGS.

Rubies are not, however, the only coloured gemstone made for Valentine's gifting. For those favouring emeralds as a token of love, one romantic option is the **Shachee Fine Jewellery x Gemfields** emerald garden earrings. Using signature micro-mosaic techniques, Shachee also brings another popular Valentine's motif into the mix in the form of flowers.

Previously available only in ruby, this Valentine's Day, the **Fabergé x Gemfields** Treillage Heart Surprise Locket now features emerald and diamond options too.

Whether celebrating a passionate romance or a blossoming new beginning, Mozambican rubies and Zambian emeralds are a perfect inclusion on any Valentine's Day gift list!

-ENDS-

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## NOTES TO EDITORS

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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.

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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