



## Gemfields joins forces with Goldsmiths, with a special emerald capsule collection

LONDON, 31 MARCH 2025

Gemfields is delighted to announce a brand-new capsule collection with renowned British watch and jewellery retailer, Goldsmiths. The two have come together to create a three-piece emerald-inspired jewellery suite to coincide with the first green shoots of spring. Infused with the freshness of early spring flowers, the three-piece curation consists of a ring, earrings and necklace, all pairing on-trend 18ct yellow gold with the vivid green hue of Gemfields' responsibly mined Zambian emeralds, accentuated by emerald-cut diamonds.

Goldsmiths is one of the UK's leading names in luxury watches and fine jewellery, with 60 showrooms across the country. The brand proudly showcases a stunning selection of fine jewellery including its own extensive brand collection, presenting exquisite jewellery that combines timeless elegance with modern design and thoughtful interpretation.

Gemfields is a world-leading responsible miner and marketer of coloured gemstones, and the majority-owner and operator of 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). Believing that those who mine gemstones should do so with transparency, legitimacy and integrity, and that coloured gemstones should create a positive impact for their places of origin, it has championed industry-leading policies and practices across operations and funded projects to improve health, education and livelihoods in the communities around its mines in Africa.

“We are delighted to partner with Gemfields to present this enchanting new 18ct gold emerald collection,” says Kesah Trowell, Head of Sustainability for the Watches of Switzerland Group (Goldsmiths’ parent company). “As a world-leading responsible miner, Gemfields’ modern approach to industry practices and its commitment to caring for local communities chime with our goal to offer gorgeous ‘feel-good’ pieces from highly reputed sources that help clients make more sustainable choices.”

The three beautiful pieces in this inaugural Goldsmiths x Gemfields collection all feature a contemporary rubover setting – a bezel setting that uses a metal rim to secure a gemstone – creating a halo effect. This technique presents a platform for each emerald to shine brightly, highlighting the parallel facets, striking green colour palette and exceptional natural beauty of these beguiling, responsibly mined gemstones. The result is an elegant collection which can be worn together or separately, with a healing aura and freshness that perfectly complements the start of spring.

“Gemfields’ Zambian emeralds take centre stage in this timeless capsule collection with Goldsmiths. Considered contemporary settings provide the opportunity for the gemstones to sparkle without obstruction, allowing the wearer to fully appreciate the emerald’s character. Zambian emeralds were formed over 500 million years ago, and each gem tells the story of its formation, making every piece unique. The verdant green speaks of lush foliage, peace and harmony, making these gemstones the perfect choice as we step into spring,” says Emily Dungey, Gemfields’ Marketing and Communications Director.

The Goldsmiths x Gemfields emerald capsule collection is available on [GOLDSMITHS](#)



LEFT TO RIGHT: GOLDSMITHS X GEMFIELDS: EMERALD AND DIAMOND EARRINGS (GBP2,250); EMERALD AND DIAMOND 3 STONE RING (GBP3,950); EMERALD AND DIAMOND PENDANT (GBP1,750).

-ENDS-

Please find link to high resolution still life and product imagery [HERE](#)

#### ENQUIRIES

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**GEMFIELDS**

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#### NOTES TO EDITORS

## About the Watches of Switzerland Group

The Watches of Switzerland Group is the UK's largest luxury watch retailer, operating in the UK, US and Europe comprising seven prestigious brands; Watches of Switzerland (UK and US), Mappin & Webb (UK), Goldsmiths (UK), Mayors (US), Betteridge (US), Analog:Shift (US) and Hodinkee (US), with a complementary jewellery offering. From 8 May 2024, the Group also owns the exclusive distribution rights for Roberto Coin in the USA, Canada, Central America and the Caribbean.

As at 26 January 2025, the Watches of Switzerland Group had 217 showrooms across the UK, US and Europe including 95 dedicated mono-brand boutiques in partnership with Rolex, OMEGA, TAG Heuer, Breitling, TUDOR, Audemars Piguet, Longines, Grand Seiko, Roberto Coin, BVLGARI and FOPE and has a leading presence in Heathrow Airport with representation in Terminals 2, 3, 4 and 5 as well as seven retail websites.

The Watches of Switzerland Group is proud to be the UK's largest retailer for Rolex, OMEGA, Cartier, TAG Heuer and Breitling watches.

[WWW.THEWOSGROUPPLC.COM](http://WWW.THEWOSGROUPPLC.COM)

## 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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