



## Gemfields partners with PureJewels on emerald-themed collection for May

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Emerald is the fitting birthstone of May, the month when green shoots burst forth and fields turn green. Coinciding with this highpoint of spring is a new partnership between Gemfields and PureJewels, a fine jewellery label dedicated to quality, craftsmanship and heritage, with roots in India and Africa. The PureJewels x Gemfields *Zariya* collection puts emeralds from Gemfields' Kagem mine in Zambia front and centre in designs inspired by the fresh buds of May.

PureJewels was founded in 1950 in Nairobi by Indian-born Bhanji Gokaldas, who followed in the footsteps of his forefathers — master goldsmiths and metallurgists — into the world of jewellery. Today, the brand is run from an atelier in London, where it remains faithful to its cultural heritage and to preserving traditional techniques and artisanal excellence: honouring the past while embracing the future – in other words, celebrating journeys.

“As we mark 75 years, PureJewels remains dedicated to preserving heritage crafts. Partnering with Gemfields for this milestone allows us to reinforce our commitment to a responsible supply chain and to showcase the real impact of responsible sourcing – a value deeply embedded in our brand,” says Jayant Raniga, CEO and third generation of PureJewels, speaking of the collaboration.

Gemfields is a world-leading responsible miner and marketer of coloured gemstones, always striving to work with transparency, legitimacy and integrity and adhering to the principle that gems should bring tangible benefit back to their countries and communities of origin. The Kagem mine – majority owned and operated by Gemfields in partnership with the government of Zambia – has been the source of some of the world’s most exceptional emeralds, while its profits have positively impacted health, education and livelihoods projects in the local area.

Each piece from PureJewels carries a story, and those in the *Zariya* collection are no exception. Taking its name from the Hindi word “Zariya”, meaning a medium, source, or pathway, the collection was inspired by the concept of introspection and designed to usher the wearer into a space of reflection, alignment and balance. The designs are handcrafted in London using traditional techniques such as wire-drawing, forging and stressing gold, using the brand’s signature 22k Sunrise Gold, whose regal golden glow pairs perfectly with the majestic green of Zambian emeralds.



**TOP ROW LEFT TO RIGHT:** PUREJEWELS X GEMFIELDS: SOLO EMERALD STUDS; SHOOTING STAR EMERALD DROPPER EARRINGS; SHOOTING STAR EMERALD LARIAT; HORIZON EMERALD NECKLACE

**BOTTOM ROW LEFT TO RIGHT:** PUREJEWELS X GEMFIELDS: SOLO EMERALD PENDANT; ECHO EMERALD NECKLACE; VISION EMERALD RING; VISION EMERALD NECKLACE

“Thought to symbolise hope, growth and the natural world, emeralds couldn’t be more appropriate for a collection dedicated to introspection and balance. The calming green hue of Zambian emeralds sings in PureJewels’ clever settings, flowing light through the gemstone facets so that they dance when worn. The PureJewels x Gemfields *Zariya* collection lends itself equally to stacking for a modern look, or a single, elegant statement with a pleasing pop of green,” says Emily Dungey, Gemfields’ Marketing and Communications Director.

Highlights from the *Zariya* collection include a Shooting Star Emerald Cuff and Dropper Earrings with a twisted design exuding timeless charm. There is also an elegant Solo Emerald Pendant and Horizon Emerald Necklace with an intricate twist-wire design, and two show-stopping rings.



**TOP ROW LEFT TO RIGHT:** PUREJEWELS X GEMFIELDS: SOAR EMERALD PONCHA; HORIZON EMERALD RING; SHOOTING STAR EMERALD CUFF; HORIZON EMERALD BRACELET

**BOTTOM ROW LEFT TO RIGHT:** PUREJEWELS X GEMFIELDS: VISION EMERALD BRACELET; HORIZON EMERALD HOOPS; SOLO EMERALD DROPPER EARRINGS

"Each PureJewels creation is a testament to tradition and innovation. Whether it is a cherished heirloom passed through generations or a new piece that marks a personal milestone, we craft with purpose - to honour history, elevate artistry, and celebrate the journey of every wearer," says Raniga.

The PureJewels x Gemfields *Zariya* collection ranges from USD 1,210 to USD 6,300 and is available on [PureJewels](#)

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## ENQUIRIES

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### **GEMFIELDS**

#### HEAD OFFICE

LONDON      Helena Choudhury [helena.choudhury@gemfields.com](mailto:helena.choudhury@gemfields.com)

Albertina Namburete [albertina.namburete@gemfields.com](mailto:albertina.namburete@gemfields.com)

## NOTES TO EDITORS

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### About PureJewels

PureJewels is about celebrating journeys. Its founders were master goldsmiths and metallurgists, passing down their skills through generations. From India to Africa to England, PureJewels continues the legacy, preserving heritage craftsmanship with every piece they create. Honouring the past while embracing the future, they preserve age-old techniques by applying them to contemporary designs. PureJewels pieces are not just worn; they carry a story.

"Each PureJewels creation is a testament to tradition and innovation. Whether it is a cherished heirloom passed through generations or a new piece that marks a personal milestone, we craft with purpose - to honour history, elevate artistry, and celebrate the journey of every wearer," says Jayant Raniga, CEO of PureJewels.

### 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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