

MINING AND MARKETING

GEMFIELDS' MINE AND MARKET APPROACH

GEMFIELDS' OWNERSHIP OF FABERGÉ: PROS AND CONS

JULY 2020

GEMFIELDS



Responsibly sourced Zambian emeralds and Mozambican rubies.

Championing transparency and trust in the coloured gemstone industry.

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AGENDA

GEMFIELDS

1. Welcome & Introduction
2. Gemfields as a 'mining and marketing' business: the importance of gemstone marketing
3. The pros & cons of Gemfields' ownership of Fabergé
4. Comments, Questions & Answers

Today's Speakers

- a. Emily Dungey (joined Jan 2018)**
 - Marketing & Communications Director, Gemfields
- b. Adrian Banks (joined May 2009)**
 - Product Director, Gemfields
- c. Josina von dem Bussche-Kessell (joined Feb 2012)**
 - Global Sales Director, Faberge
- d. Antony Lindsay (joined Jul 2010)**
 - Managing Director, Faberge



“MINE TO MARKET”:



- Gemfields is not pursuing a vertically integrated model or strategy.
- Gemfields does no cutting & polishing (ceased in 2009).
- ALL mined gems are sold in the rough form at auctions (save for low grade emerald and beryl which is sold in the rough form by way of direct sales in Jaipur, India).
- Gemfields does not pass any of its mined gems to Fabergé (Fabergé purchases gemstones on the open market from any supplier it chooses).

“MINE AND MARKET”:



- Gemfields' mined product has no terminal market, market price or price index.
- Pricing is extremely subjective.
- The per carat price of Gemfields' rough emeralds vary more than 2 million times from the bottom-of-the-range product to the top-of-the range (rubies: 20 million times).
- Marketing therefore plays a pivotal role in aiding consumer demand and pricing.
- De Beers is the classic case-study of marketing creating demand for a mined product.

The De Beers case study: intentions

GEMFIELDS

WINNING OVER CONSUMERS AND DOMINATING THE JEWELLERY MARKET



Through history, coloured gemstones have been chosen for significant pieces of jewellery.

As times evolved, the most significant jewellery purchase in most people's lives became the engagement ring.

De Beers changed the jewellery industry with their 1939 consumer ad campaign, pitching a solitaire diamond as the only acceptable engagement ring.

Their New York ad agency, Ayer, marketed an idea, not a diamond or brand: that *diamonds* (and only diamonds) were synonymous with romance, and that the measure of a man's love (and even his personal and professional success) was directly proportional to the size and quality of the *diamond* he purchased.

The market share was ultimately won by the unwavering use of an aggressive marketing campaign.

De Beers didn't wait for their customers (jewellery brands) to do this for them.

The first phase was market research.

The De Beers case study: approach

MULTIFACETED MARKETING DIRECT TO CONSUMERS

GEMFIELDS

The second phase took a multifaceted approach:

1. Educate: educate the public about the 4 Cs. Every one of De Beers' ads featured an educational tip called, "How to Buy a Diamond."
2. Influence:
 1. Movie idols were given diamonds to use as symbols of love.
 2. A weekly service called "Hollywood Personalities," which provided 125 leading newspapers with descriptions of the diamonds worn by movie stars.
 3. Stories and society photographs were offered to selected magazines and newspapers to reinforce the link between diamonds and romance. Stressed the size of diamonds and photographs conspicuously showing the hand of a well-known woman.
 4. Lecturers visited US high schools to teach thousands of girls about the diamond engagement ring.
 5. A series of portraits of "engaged socialites" to create prestigious "role models" for the poorer middle-class wage-earners.
3. Reiterate: De Beers paid jewellery brands a % of the advertisement cost to feature diamond jewellery pieces and the De Beers slogan. The result was a boom in diamond jewellery advertising.



The De Beers case study: cost and outcomes

GEMFIELDS

THE COST OF MAGNITUDINAL CHANGE IN CONSUMER BEHAVIOUR

The sales of diamonds in the United States rose from USD 23 million to USD 2.1 billion between 1939 and 1979. The cost of advertising rose from USD 200,000 to USD 10 million a year.

In 2017, Forbes reported that De Beers planned to spend USD 140 million on diamond jewellery advertising in 2017.

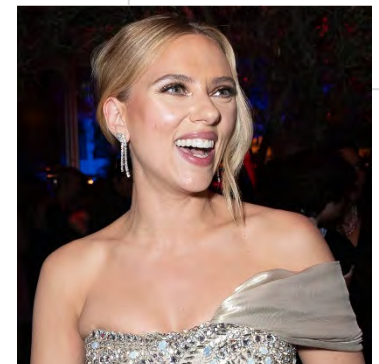
In 2018, marketing spend was reported by Reuters at USD 170 million.

In 2019, DeBeers were quoted as saying that their spend would exceed 2018's expenditure.

Arguably De Beers adopt the same marketing strategy today:

1. Market Research: Yearly studies into the changing consumer, see 'The Diamond Insight Report 2019'.
2. Educate: The 4Cs are now the industry accepted standard.
3. Influence: Forevermark's dominance of the red carpet through stylist fees and sponsorships, renewing to enrol new generations, new international markets and not stand still.
4. Reiterate: 'A diamond is forever' was consistently applied and has made common parlance.

THE
DIAMOND
INSIGHT
REPORT
2019
DIAMONDS ARE FOREVER
BY THE MOUNTAIN VIEW



Changes in the jewellery industry

GEMFIELDS

MOVING AWAY FROM THE DIAMOND ENGAGEMENT RING MONOPOLY

And yet.... the market is changing and there is an increasing opportunity for coloured gemstones.

1. The rise in self-gifting;
2. Increasing spending power of women;
3. Changing attitudes to marriage, new demonstrations of commitment, same-sex relationships;
4. Growing markets with differing customs, e.g. China's multiple-gift courtships;
5. Increasing desire to show individualism, be unusual and demonstrate unique personality;
6. Increased interest in responsible sourcing, sustainability, environmental effects and journey to market;



The rise in self-gifting jewellery

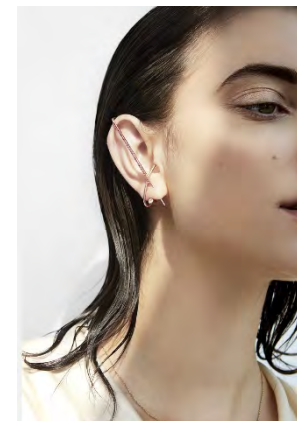
GEMFIELDS

MOVING AWAY FROM THE DIAMOND ENGAGEMENT RING MONOPOLY

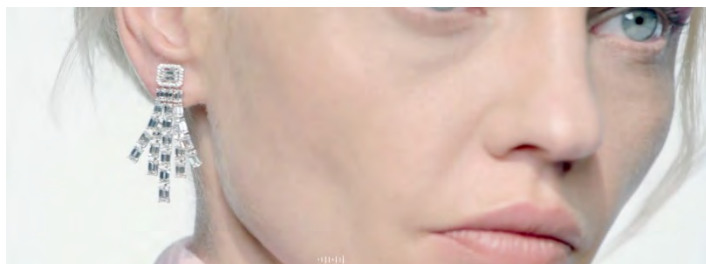
“As women have become increasingly independent, so have their shopping habits,” says jewellery designer Diane Kordas. “When I started my line, I designed with these women in mind: empowered women, buying for themselves, with their own style and identity.” Today, 63% of Kordas’s sales are self-purchases.



“Around 80% of our sales are women buying for themselves,” says Katherine Kim, founder of LA-based Katkim



Self-gifting isn't restricted to more affordable jewellery. Valérie Messika, the daughter of a prominent Parisian diamond dealer, launched her own brand in 2002 with the aim of, as she says, “desacralizing diamonds”. “Back then, women would only wear diamonds as an engagement ring or for formal evening events,” she continued. “Now, it's totally normal for women to buy themselves a piece to wear every day.” Messika has seen women invest in one-of-a-kind high-fine jewellery with six- or seven-figure price tags because they like the daring yet wearable designs.



<https://www.net-a-porter.com/en-gb/porter/article-ae0bc9e80d88245d/fashion/art-of-style/fine-jewelry>

Gemfields' research into the Chinese market

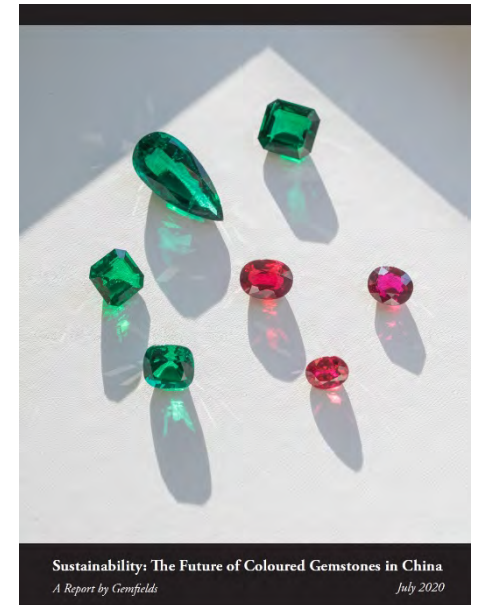
UNTAPPED POTENTIAL IN A GROWING MARKET

GEMFIELDS

China's middle-income households are increasing in wealth, and it is customary for couples to gift multiple times during courtship. This market demonstrates an opportunity for coloured gemstones.

Our market research conducted in Q4 2019 (to be launched 07/2020) provided the following insights:

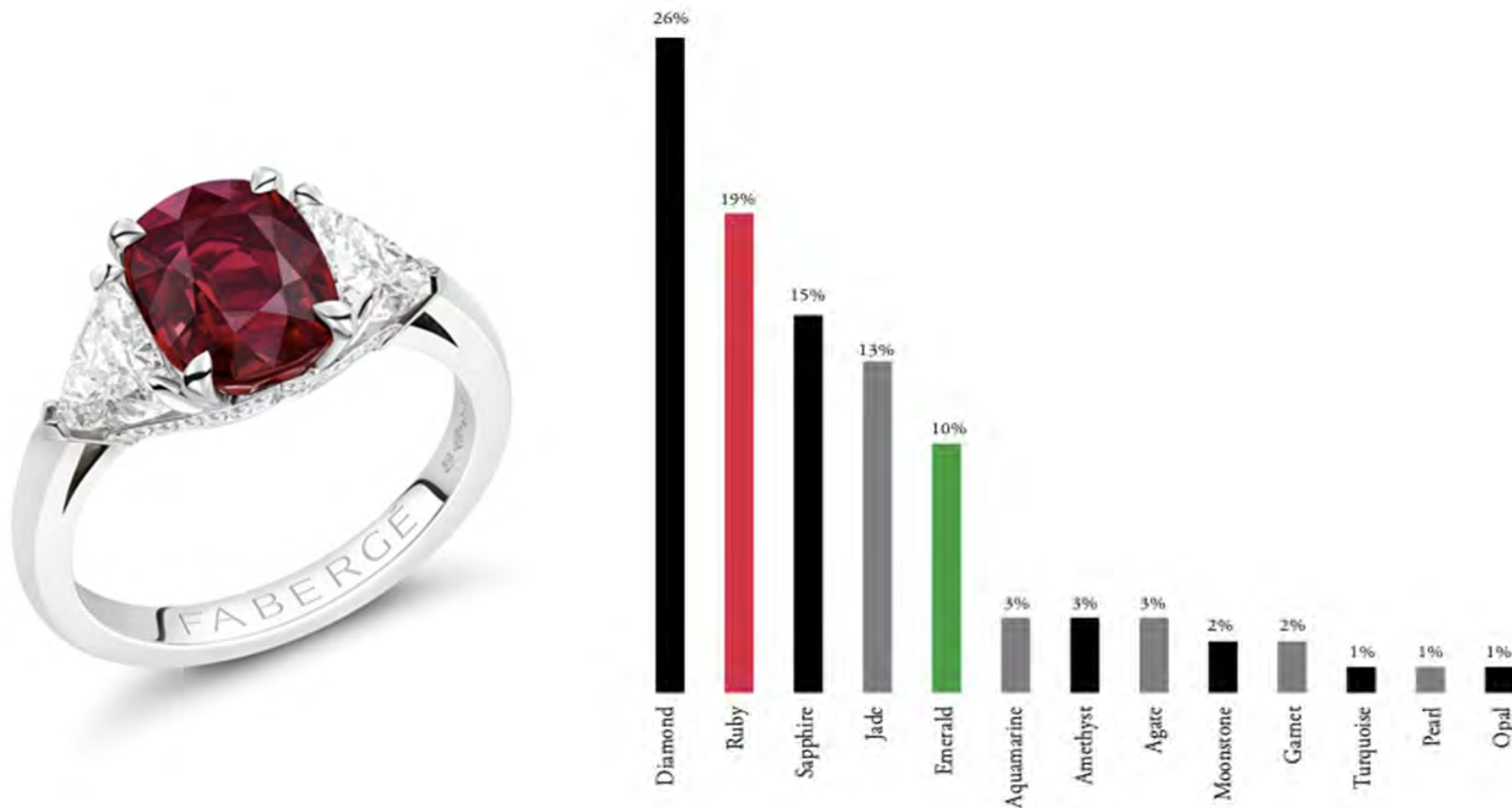
- a. Confirmed that diamonds are preference but rubies closely follow;
- b. Rubies are the gemstone of choice for future purchases;
- c. An overwhelming number of jewellery lovers seek modern-looking jewellery and styling advice for coloured gemstones;
- d. 100% of respondents believe it is 'important to very important' that gemstone mining must be conducted in environmentally and socially responsible ways;
- e. The vast majority of respondents are willing to pay a premium for responsibly sourced gemstones.



Quantitative: Focus groups and one-on-one interviews with jewellery owners Beijing, Shanghai and Chengdu.

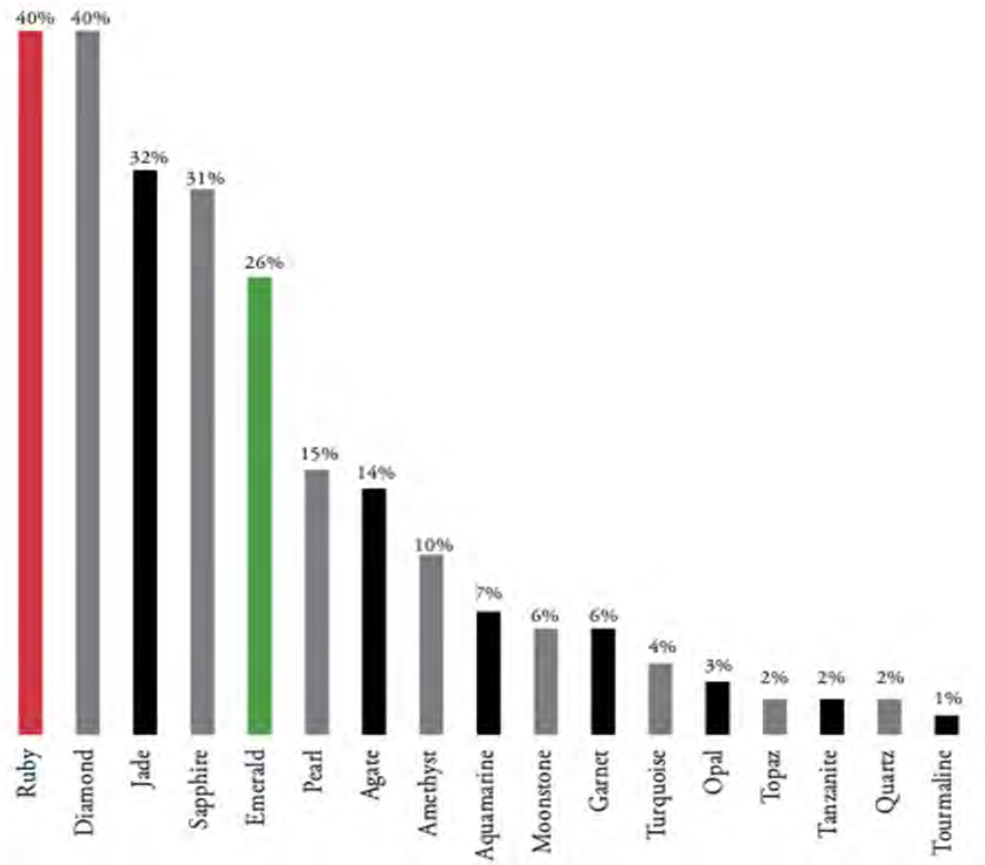
Quantitative: Survey of 805 participants across a number of Tier 1 and 2 cities in China

Today, diamonds are the most preferred, followed by rubies



Source: 'Sustainability: The Future of Coloured Gemstones in China', Research Report Conducted Q4 2019 by Gemfields
Quantitative focus groups and one-on-one interviews with jewellery owners Beijing, Shanghai and Chengdu. Quantitative survey of 805 participants across a number of Tier 1 and 2 cities in China

Rubies and diamonds were the most self-purchased gemstones in the past 12 months

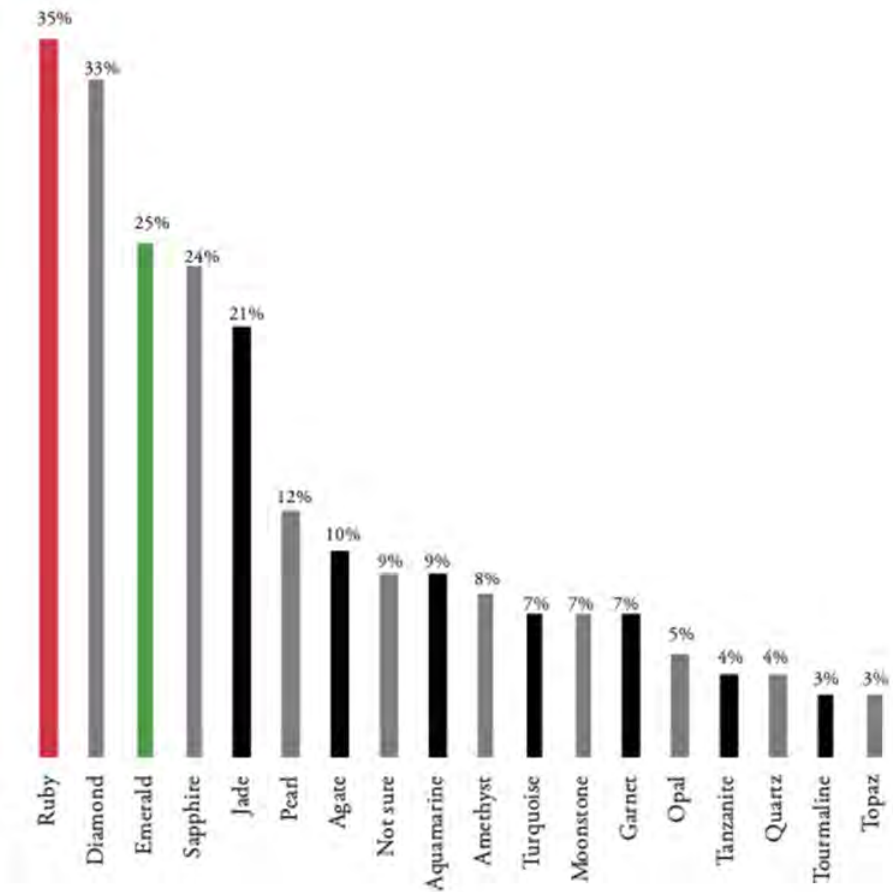


Source: 'Sustainability: The Future of Coloured Gemstones in China', Research Report Conducted Q4 2019 by Gemfields
Quantitative focus groups and one-on-one interviews with jewellery owners Beijing, Shanghai and Chengdu. Quantitative survey of 805 participants across a number of Tier 1 and 2 cities in China

Rubies are the first choice for future purchase

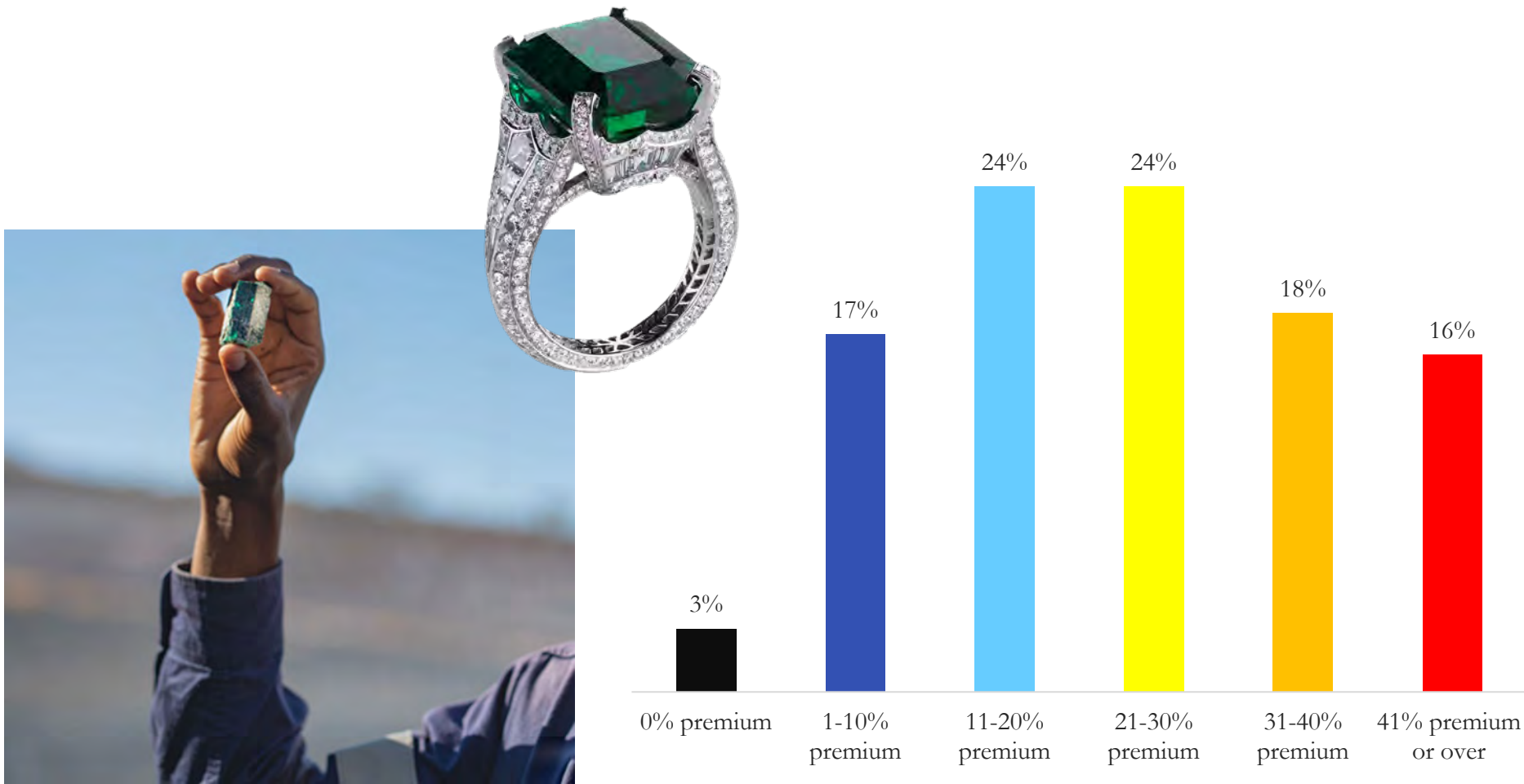
FOLLOWED CLOSELY BY DIAMONDS AND EMERALDS

GEMFIELDS



Source: 'Sustainability: The Future of Coloured Gemstones in China', Research Report Conducted Q4 2019 by Gemfields
Quantitative focus groups and one-on-one interviews with jewellery owners Beijing, Shanghai and Chengdu. Quantitative survey of 805 participants across a number of Tier 1 and 2 cities in China

97% of consumers are willing to pay a premium for responsibly sourced gemstones



Source: 'Sustainability: The Future of Coloured Gemstones in China', Research Report Conducted Q4 2019 by Gemfields
Quantitative focus groups and one-on-one interviews with jewellery owners Beijing, Shanghai and Chengdu. Quantitative survey of 805 participants across a number of Tier 1 and 2 cities in China

Changes in the jewellery industry mean opportunity

STRIKE NOW TO MOVE AWAY FROM THE DIAMOND MONOPOLY

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There is already an inherent love for coloured gemstones that has withstood the ages.

With attitudes shifting and traditions changing, there is an increasing opportunity for coloured gemstones.

The coloured gemstone industry therefore needs consumers to be:

- Educated
- Influenced
- Emotively engaged in coloured gemstones; and
- For this message to be repetitively reinforced.



Gemfields' approach to marketing coloured gems

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Responsibly sourced Zambian emeralds and Mozambican rubies.

Creating sustainable livelihoods through local development programs.

As a respected industry leader, Gemfields is uniquely placed to market and promote coloured gemstones.

1. To emotively engage consumers with the individuality and natural beauty of coloured gems;
2. To educate consumers and give them confidence to buy;
3. Utilise moments of influence such as Hollywood's red carpets and social media;
4. To rally jewellery brands to partner and echo these sentiments.

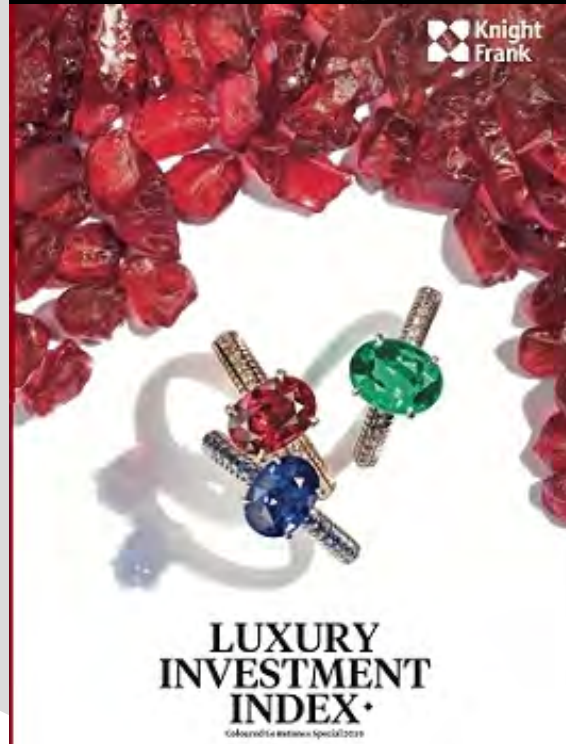
Undertaking activity in these areas, in a coordinated and targeted fashion, will continue to influence consumer behaviour in a similar manner to De Beer's 1939 campaign (the results of which will be directly related to how aggressive the campaign is applied, which is in turn directly related to expenditure and the cleverness thereof).

A Story in Every Gemstone

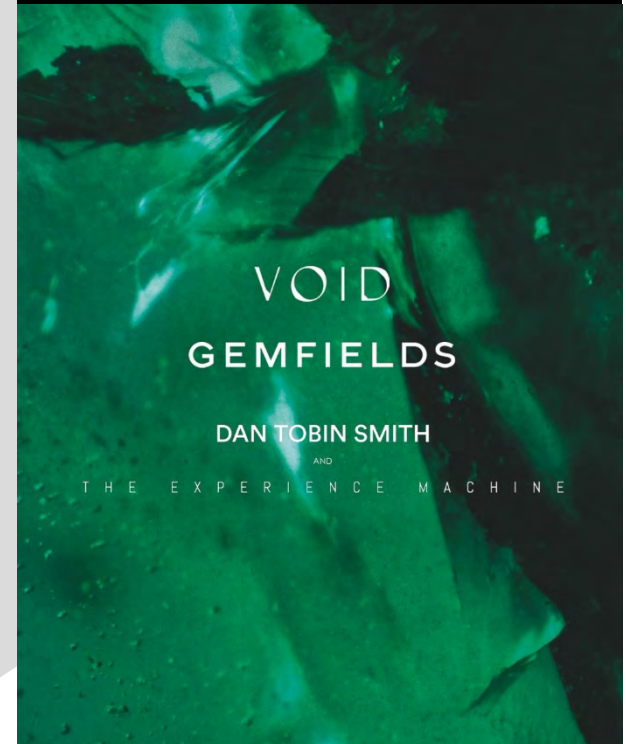
Education



Leadership



Visibility



A Story in Every Gemstone

Visibility

Jewellery



Fashion



Arts



Common questions regarding Gemfields' approach

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Responsibly sourced Zambian emeralds and Mozambican rubies.

Empowering local communities by establishing schools, education initiatives and scholarships.

Why focus on consumers, and not just trade?

GEMFIELDS

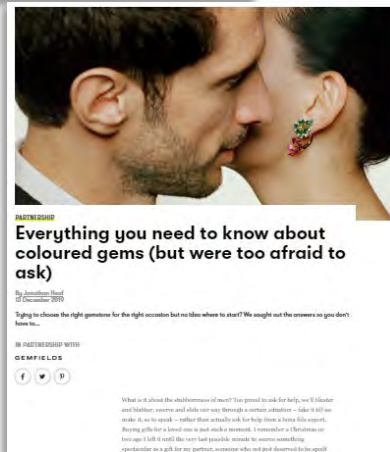
OR, WHAT DOES B2C ADD TO GEMFIELDS, A B2B BUSINESS ?



The market will not grow without consumer demand:

- Consumers need to be educated on how to buy coloured gems so they are confident going into a store and purchasing one. We cannot expect jewellery brands that find diamonds easier to sell to do this for us.
- Consumers need to be inspired and influenced by seeing coloured gemstones on people of influence and in magazines. This won't happen by itself and large diamond brands pay big fees to dominate red carpets.

Jewellery brands don't yet understand or realise the increased profit margins they can gain by selling coloured gemstones.



The trade responds to consumer demand. If consumers demand responsibly sourced gems, and Gemfields is the leading supplier of these, our sales will grow.

But our marketing efforts benefit all gem suppliers?

GEMFIELDS

WHY MARKETING MUST IDENTIFY GEMFIELDS AS THE FAVOURED CHOICE

Gemfields doesn't own ALL of the coloured gemstone mines and is therefore not the sole beneficiary of its B2C marketing and advertising efforts.

De Beers' marketing also uplifted all diamonds, but it had far greater market share than Gemfields does today. Therefore Gemfields' approach is slightly different to that of De Beers' 1939 campaign.

Gemfields cannot focus unilaterally on the coloured gemstones themselves, and must weave the following messaging into its marketing efforts:

- To grow the Gemfields brand: recognition of the name, the values, our leadership position.
- To grow the importance of responsible sourcing. This is a differentiator for the Gemfields brand.
- To grow the credibility and acceptability of African gemstones – more recently discovered and not Colombian or Burmese, but uniquely special, free from the negativity wrapped into these origins and benefiting African nations, communities and conservation efforts.
- To build understanding of traceability and demand for proving origin.



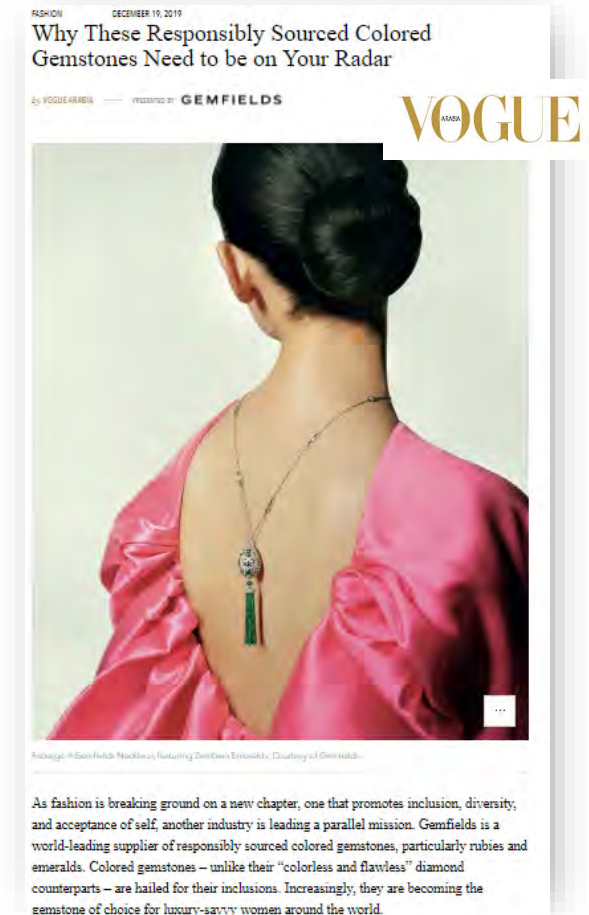
Why can't others advertise coloured gems for us?

CAN COLOURED GEMS SELL THEMSELVES?

GEMFIELDS

Why can't other companies advertise coloured gemstones on Gemfields' behalf?

- Coloured gemstones are still the 'outsiders', gaining in popularity, but not yet the unprompted choice.
- They are not incentivised to do so. They will make pieces that contain diamonds (which are easier to get hold of) and their advertising will go on the products they find easiest to sell. Without propping up the coloured gemstone market, diamonds will quickly eat up share of voice.
- Most jewellery brands do not have the advertising budgets needed for the red carpet, so Hollywood moments (which hugely influence jewellery trends and confidence in gemstone value) will be missed.
- There isn't a single accepted approach to educate consumers on how to buy coloured gems: approaches differ and will confuse consumers, leading them to feel underqualified and too embarrassed to attempt purchase.

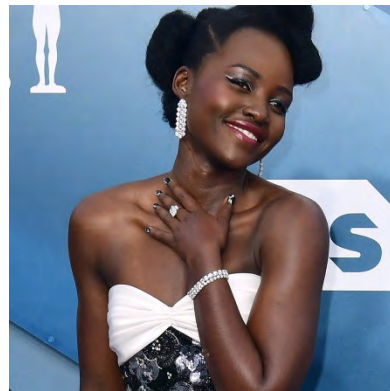


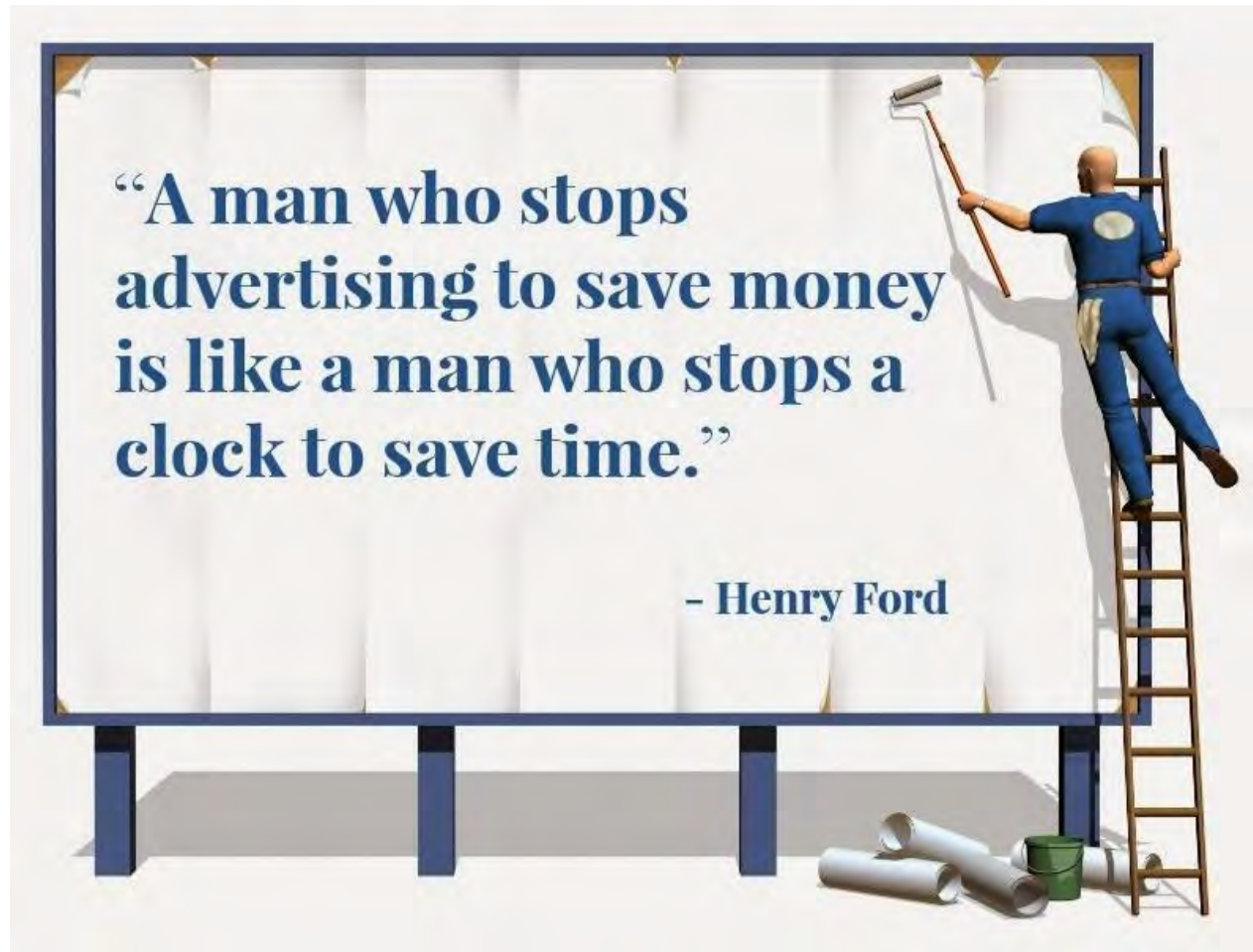
What happens if Gemfields stops marketing?

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CAN COLOURED GEMS SELL THEMSELVES?

- De Beers' marketing budget of circa USD 170 million is not insignificant, it dwarfs the majority of jewellery brands and the red carpet, digital searches and product placements is therefore likely to be dominated by diamonds.
- Magazine/digital article pages will have less coloured gemstone jewellery pieces to choose from for shoots.
- If they are incentivised or the process is made easier, jewellery brands will opt to make diamond pieces, meaning consumers have limited choice when it comes to coloured gemstone pieces and sales will decline.
- It should be expected that De Beers show further interest in the China market and the growing wealth of middle-income families. The China market is one that typically favours the colour red, and there is a significant opportunity for ruby sales. Leaving this market open to a diamond-takeover is remiss.
- Today, the diamond market is in real trouble. We might see an aggressive marketing strategy from the diamond sector to reinstate the leadership position of diamonds and regain their value.





The TanzaniteOne Story

GEMFIELDS

How a decline in marketing spend played a key role in damaging a once great gemstone

1. TanzaniteOne was the worlds' leading supplier of Tanzanite for two decades.
2. This relatively unknown gemstone was mined in Tanzania by TanzaniteOne (ex Afgem) since 1999.
3. The Tanzanite Foundation was formed by TanzaniteOne to market tanzanite and was a pioneer in the gem industry by being the first coloured gemstone specific marketing agency, encouraging more designers to work with tanzanite whilst stimulating consumer demand.
4. Popularity of Tanzanite soared and by 2005 TanzaniteOne was generating US\$40m in annual revenues.
5. Marketing campaigns such as 'Be Born to Tanzanite' were launched and several prominent South African jewellers reported that tanzanite sales surpassed their diamond sales.
6. In 2008 Tanzanite Foundation's marketing budget was significantly reduced due to the world economic crisis but, as sales recovered the marketing budget was never reinstated to previous levels.
7. This resulted in very little consumer advertising taking place and the gemstone gradually lost its appeal.
8. 10 years later the price of tanzanite (only one source in the world) is less than 50% what it was in 2008.
9. Very sadly, from being an industry leader this mine is no longer in operation.



Lessons from the Chinese Market

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The potential consequences of not marketing

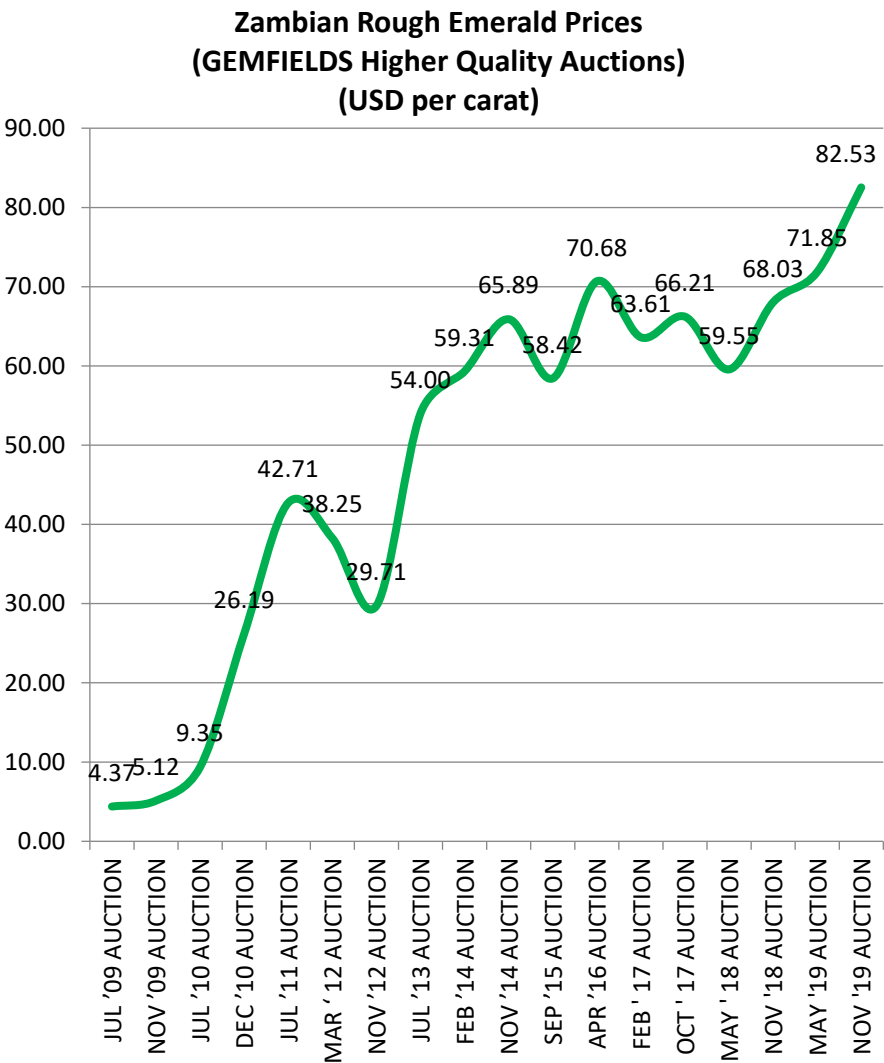
1. China is a relatively new market for coloured gemstones but has quickly become one of the most important.
2. In 2012 and 2013 the Chinese were buying large volumes of rubellite (red tourmaline) and large size tanzanite.
3. The market seemed to be very strong and dealers began to forget about traditional markets such as the US.
4. Prices of rubellite increased by over 300% for certain qualities.
5. Then in 2014/15 demand from China for both tanzanite and rubellite plummeted for no apparent reason, it seems like China just lost interest in these gemstones.
6. China is currently the most important market for Mozambican rubies and is becoming increasingly important for Zambian emeralds.
7. Whilst emerald and ruby are precious gemstones and less susceptible to fashion trends, it is extremely important that Gemfields continues to market these gemstones in order to stimulate demand and create aspiration.



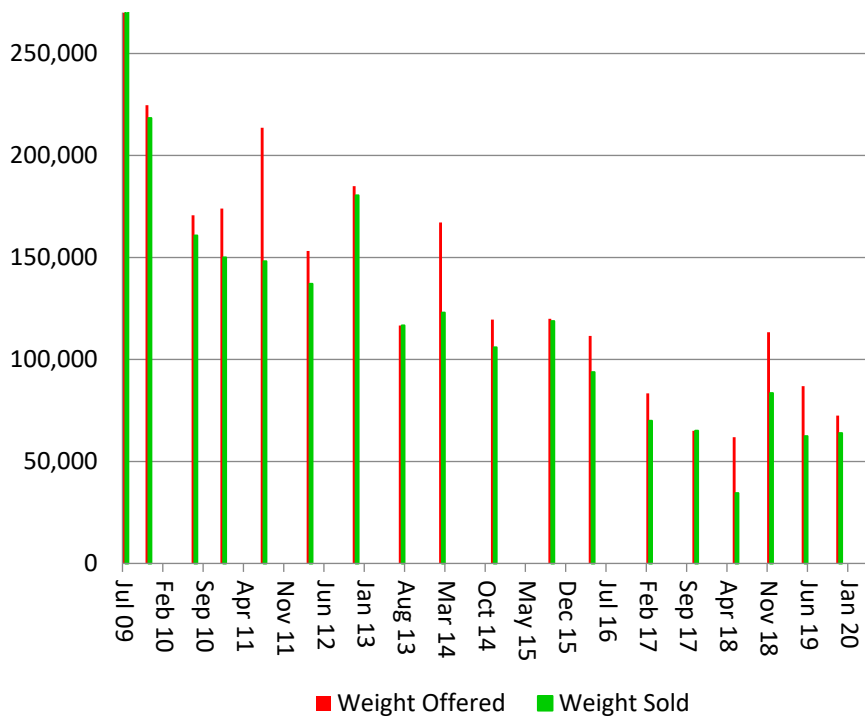
Gemfields' Marketing Spend Boosted Emerald Prices



Gemfields Higher Quality Auction Results (USD per carat)



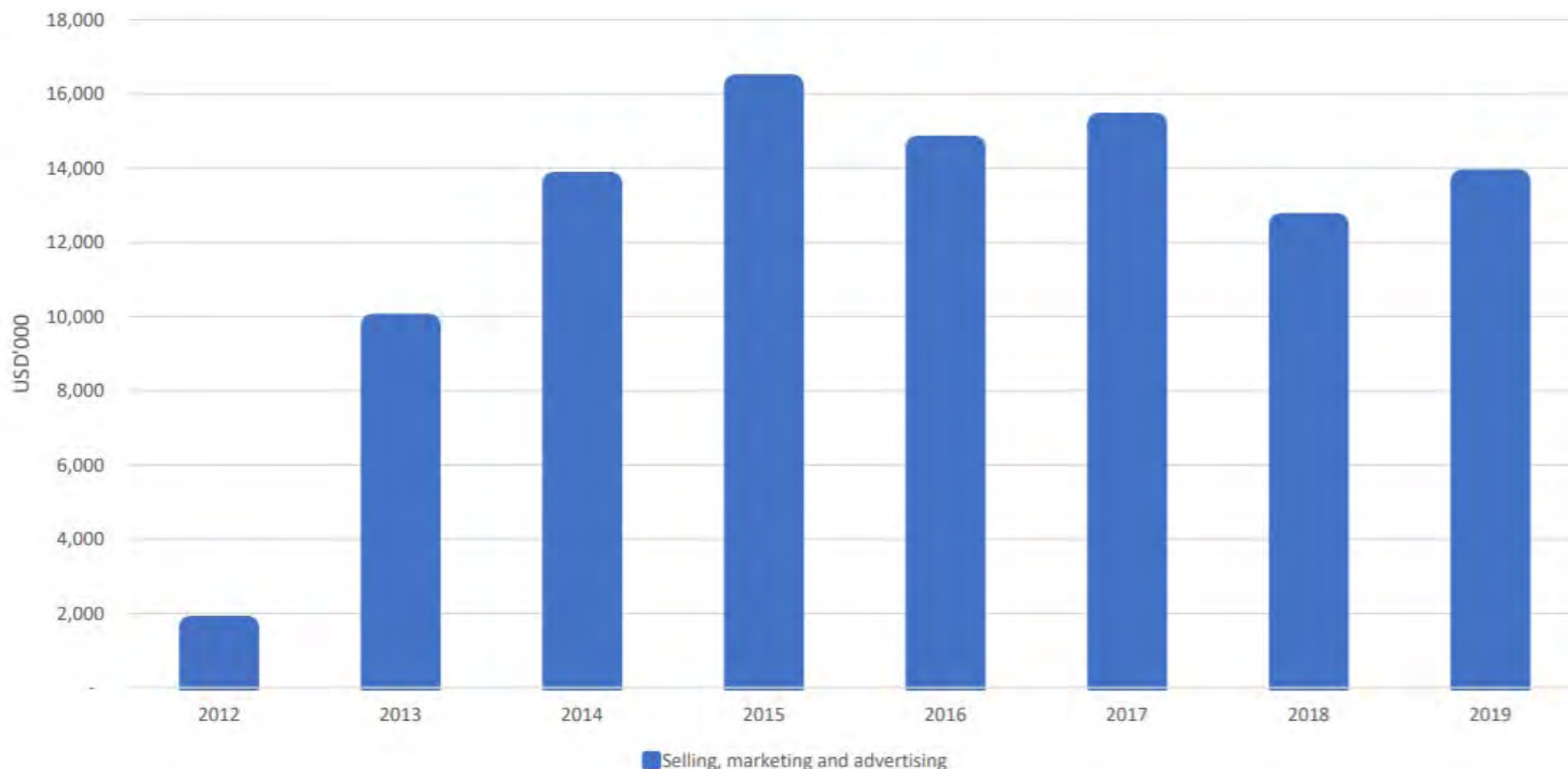
**Kagem Rough (Higher Quality)
Emerald Auctions**
Weight Offered vs Weight Sold (grams) - HIGH GRADE



Gemfields' group-wide selling, marketing & advertising spend

USD million (includes FABERGÉ)

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1 For the years 2012 – 2017, financial periods run from 1 July – 30 June. For years 2018 onwards, financial periods run from 1 January – 31 December. Therefore costs associated for the period 1 July – 31 December 2017 have been omitted from the graph. 2017 bar relates to the period 1 July 2016 – 30 June 2017. Costs for the period 1 July 2017 – 31 December 2017 were USD 5.2 million.

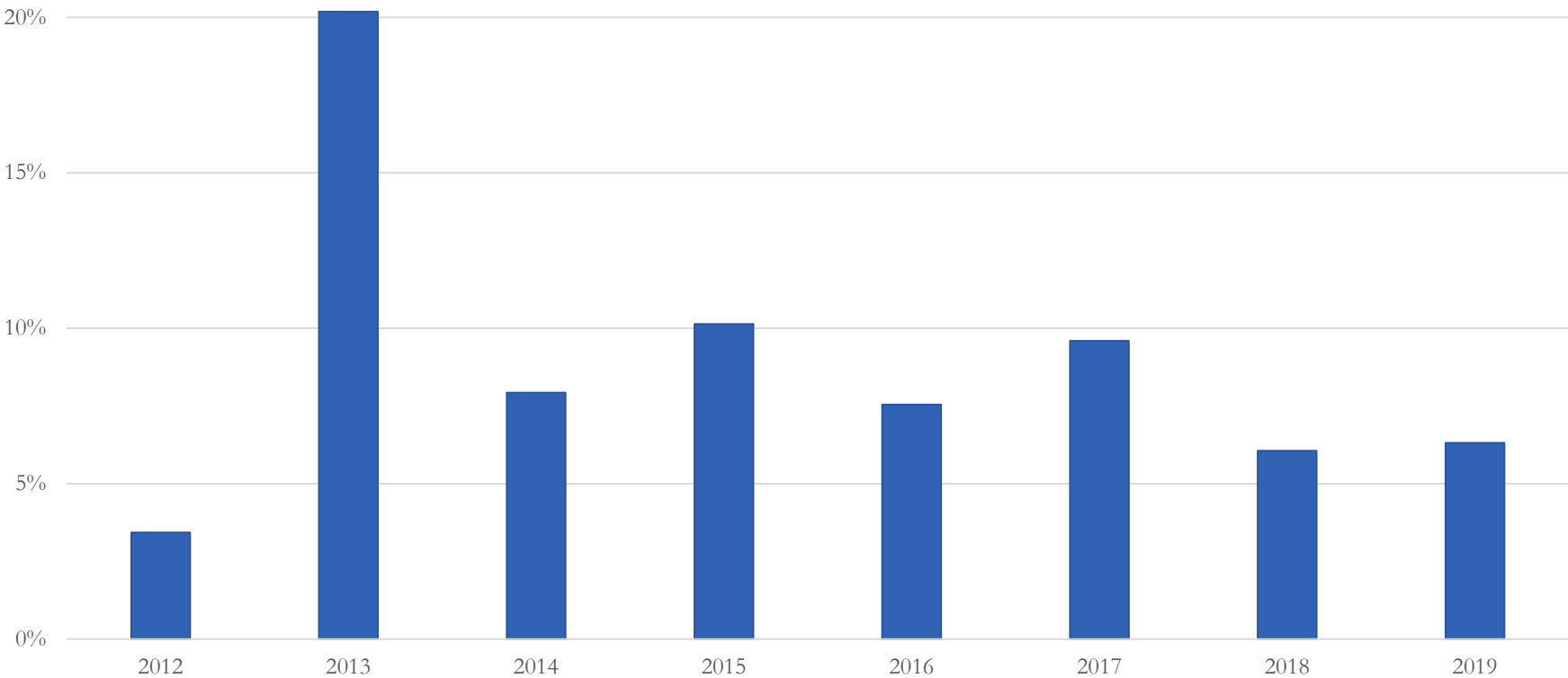
2 Figures pre 2018 relate to Gemfields Ltd (formerly Gemfields Plc).

The figures shown INCLUDE Fabergé's product development, insurance and logistics costs

Gemfields' Annual Selling, Marketing & Advertising Spend

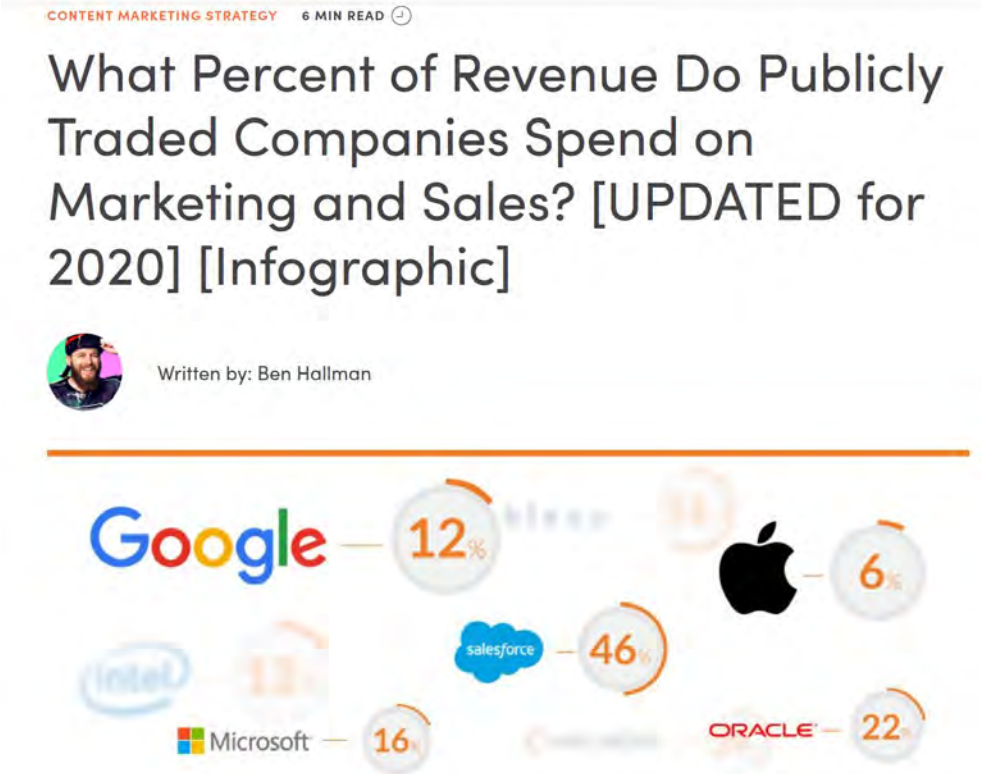
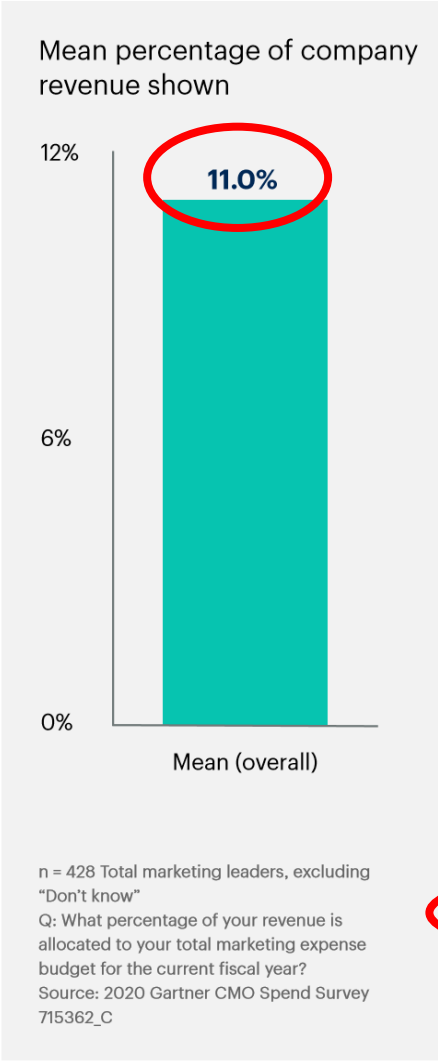
GEMFIELDS

... AS A % OF TOTAL GROUP REVENUE



Group revenue represents total Group revenue from auctions and Fabergé. The selling, marketing and advertising costs include Fabergé and auction costs.

What % of revenue spend on marketing is typical?



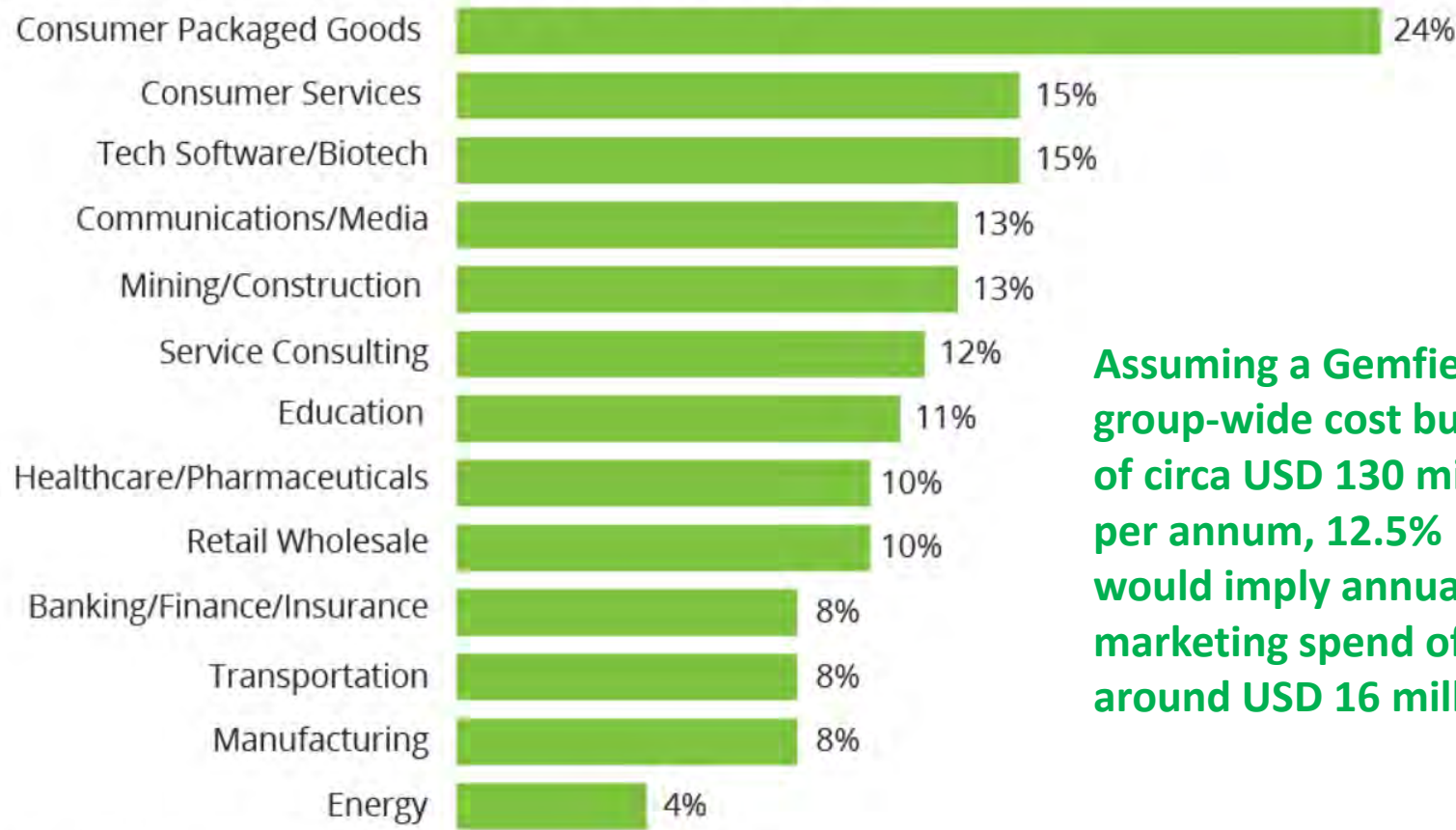
This suggests, at 10% of revenue, that Gemfields should spend some USD 20 million.

But the main message is clear: Unless you're Apple, spending less than 10% of your revenue isn't going to cut it.

What is a typical % of budget spent on marketing?

Figure 1: Marketing Budgets By Industry

Marketing accounts for what percentage of your overall budget?



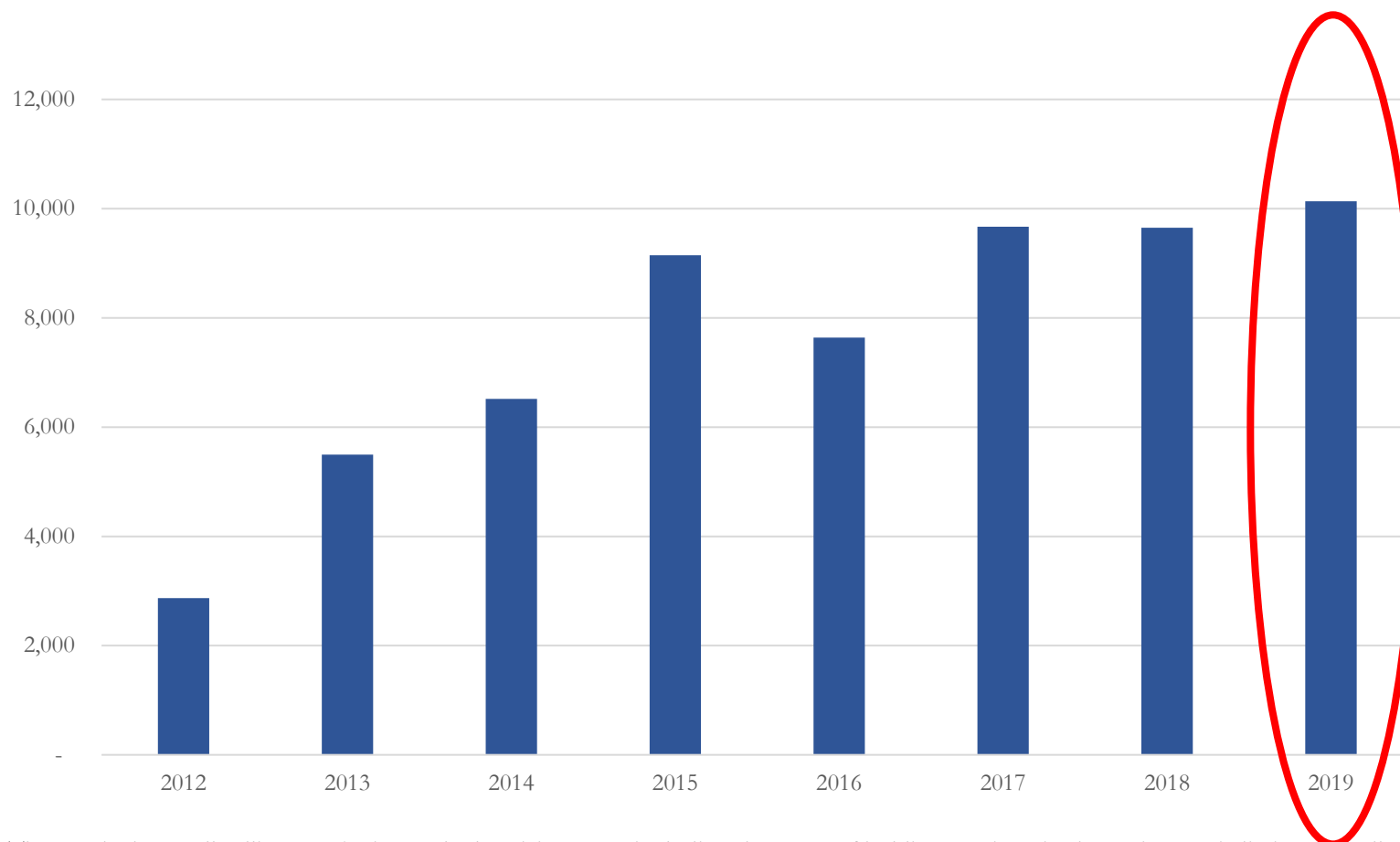
Assuming a Gemfields group-wide cost budget of circa USD 130 million per annum, 12.5% would imply annual marketing spend of around USD 16 million.

Source: The CMO Survey and Deloitte Digital

Gemfields' Annual Selling, Marketing & Advertising Spend

GEMFIELDS

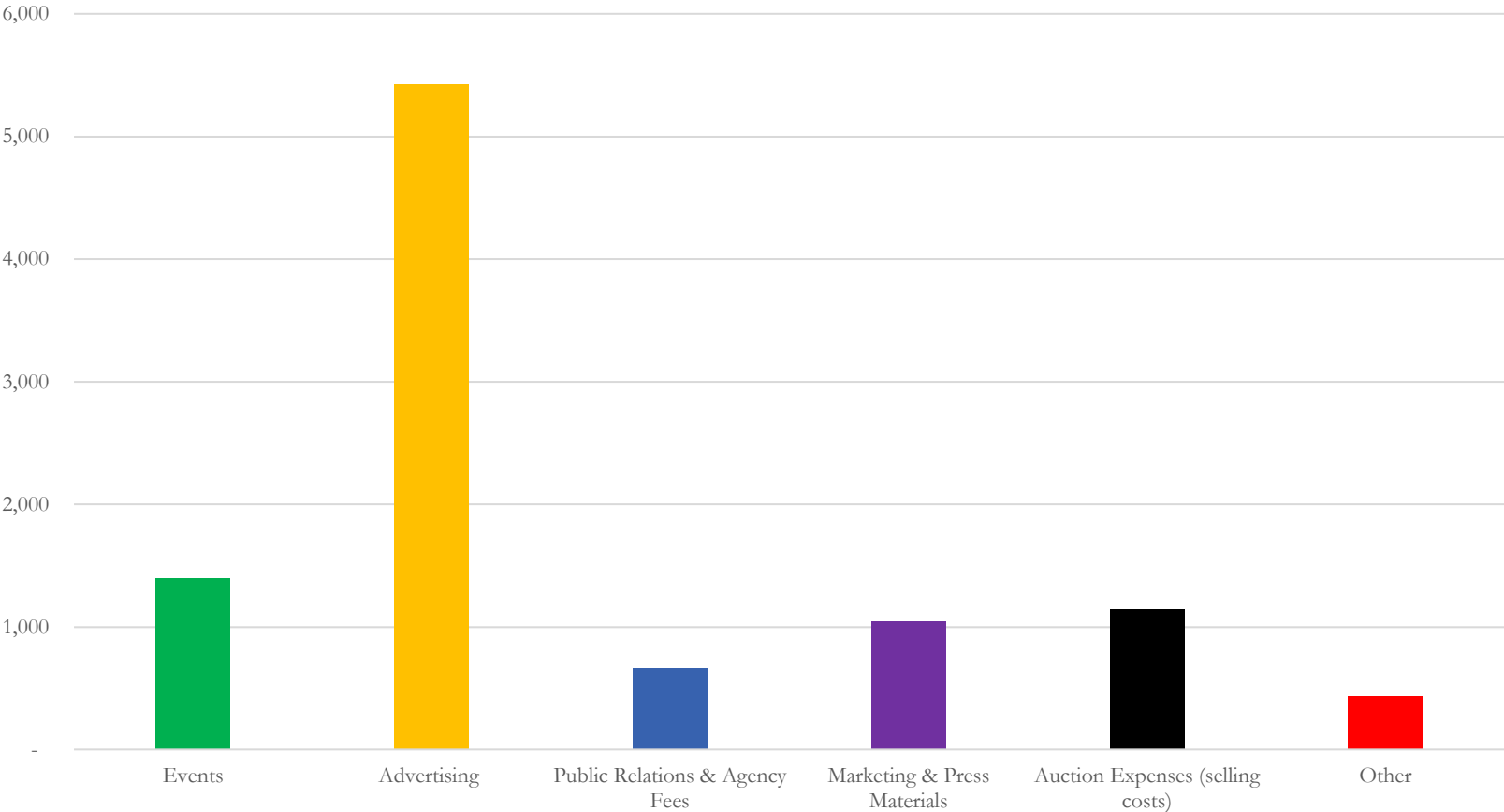
USD MILLION, FOR THE GEMFIELDS GROUP EXCLUDING FABERGÉ



The graph shows all selling, marketing and advertising costs including the costs of holding auctions in the various jurisdictions for all Gemfields entities excluding Fabergé. The graph on the following slide shows all the same category of costs but for the entire Gemfields Group including Fabergé, with Fabergé's costs presented on a separate slide – slide 28.

Gemfields' Annual Selling, Marketing & Advertising Spend

USD MILLION, ANALYSIS BY CATEGORY FOR 2019 FOR THE GROUP
EXCLUDING FABERGE

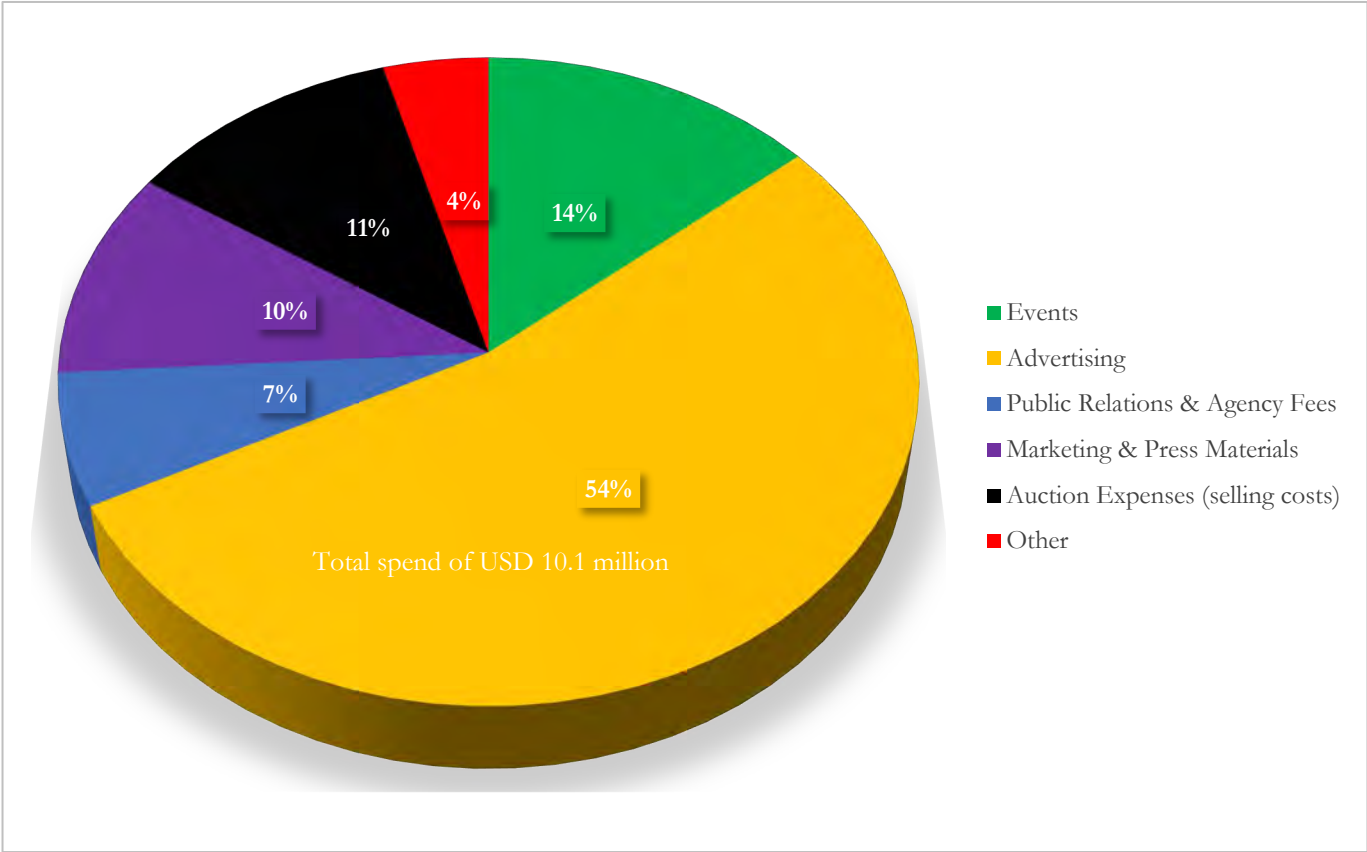


Total sum: USD 10.1 million. The graph shows a break down by category of all selling, marketing and advertising costs including the costs of holding auctions in the various jurisdictions for all Gemfields entities excluding Faberge. Faberge's costs are presented on slide 34.

Gemfields' Annual Selling, Marketing & Advertising Spend

GEMFIELDS

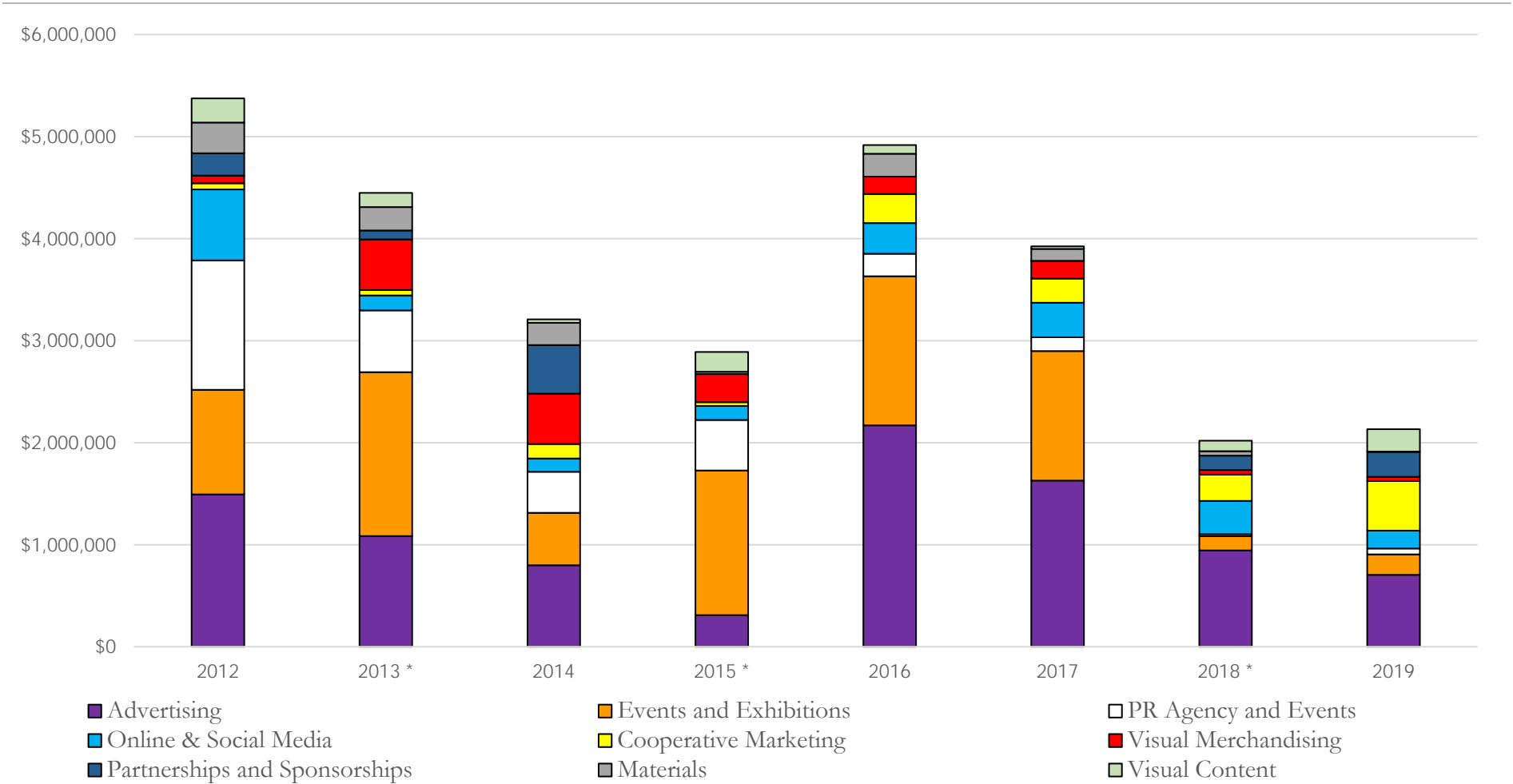
ANALYSIS BY CATEGORY FOR 2019 THE GROUP EXCLUDING FABERGE



The data represents selling, and advertising costs including the costs of holding auctions in the various jurisdictions for all Gemfields entities of USD 10.1 million excluding Faberge and associated labour costs.
For 2019, Gemfields' marketing labour costs were USD 0.8 million.

FABERGÉ Annualised Selling, Marketing & Advertising Spend **GEMFIELDS**

USD



Note: Chart shows Fabergé marketing spend annualised to allow a direct comparison between fiscal periods of differing lengths. 2013 covered 15 months; 2015 and 2018 covered 18 months; all other financial years covered 12 months. The figures shown EXCLUDE product development, insurance and logistics costs.

Snapshot of 2019 Marketing Results

GEMFIELDS

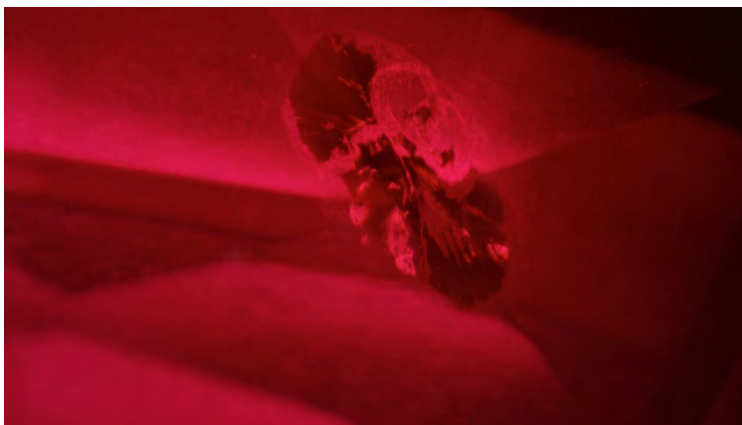
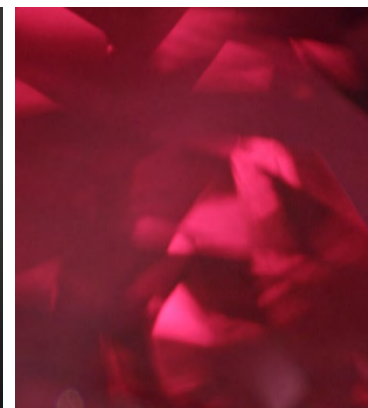


Responsibly sourced Zambian emeralds and Mozambican rubies.

Enhancing environmental sustainability by regenerating land and replanting native flora.

-
1. Education:
 1. Buyer's Guides
 2. Paid partnerships – GQ
 2. Leadership:
 1. Knight Frank's Luxury Investment Index: coloured gems industry outperforming jewellery sector
 2. Retail seminar
 3. Visibility:
 1. Advertising
 2. Events – Paris Couture
 3. Brand partnerships – Bibi van der Velden, Ruth Tomlinson
 4. Placements in fashion magazines
 5. Art partnerships – VOID, Art021, Design/Miami
 4. Selection of PR highlights from 2019

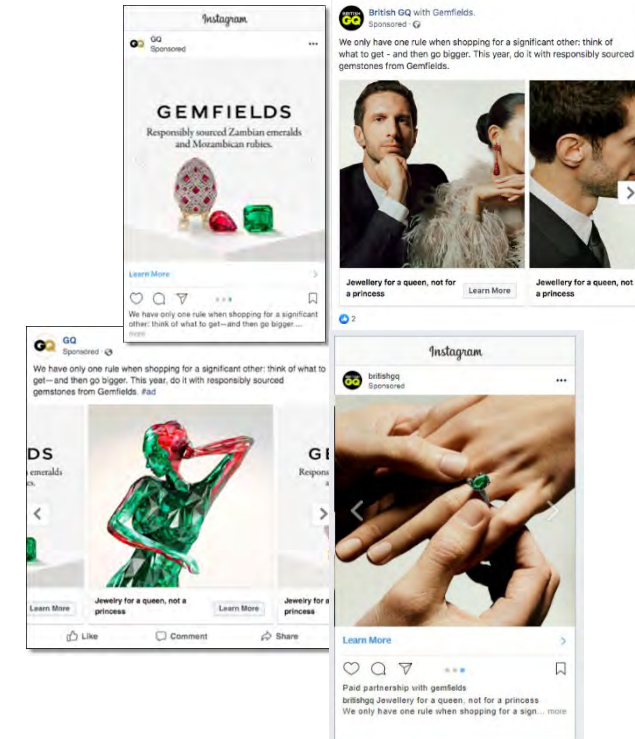
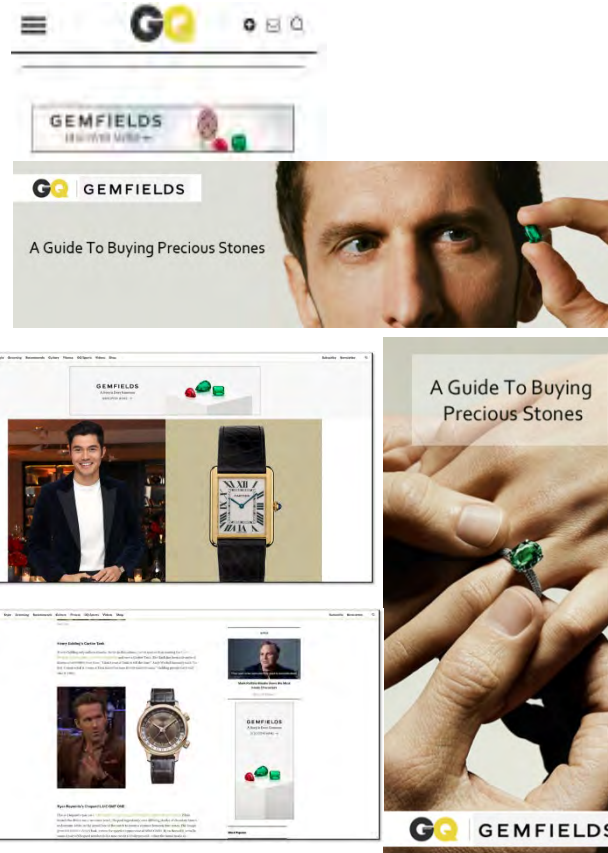
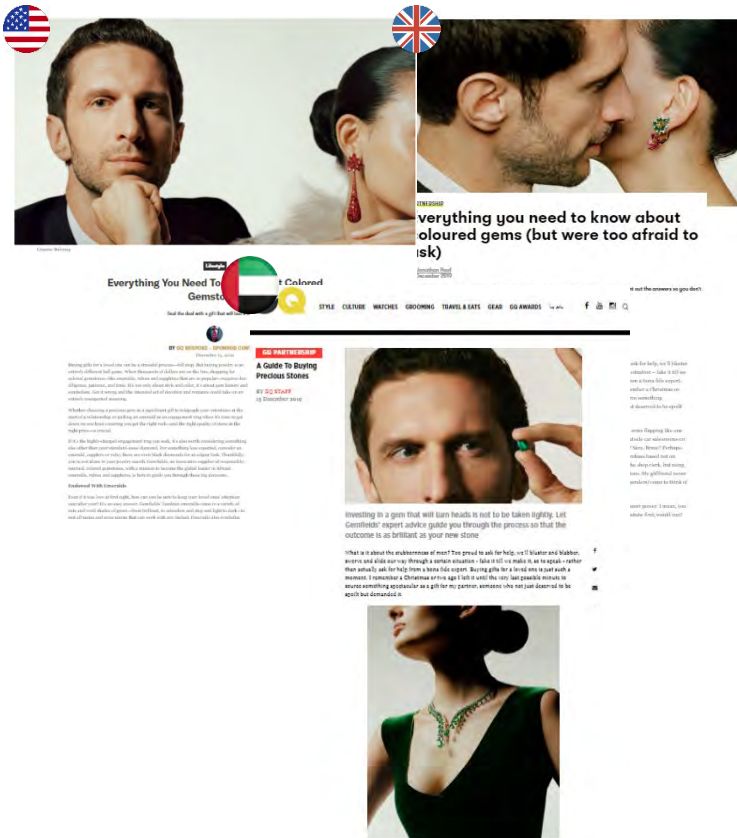
Four booklets and corresponding short films for use at point of sale (partner jewellery brands and Fabergé), talking through the allure of emeralds, rubies, a buyer's guide and responsible sourcing. Available in EN & CN.



NATIVE ARTICLES

DISPLAY

SOCIAL AMPLIFICATION



Total Page Views
34,500

Total Planned Impressions
2,369,138



Retail Jeweller

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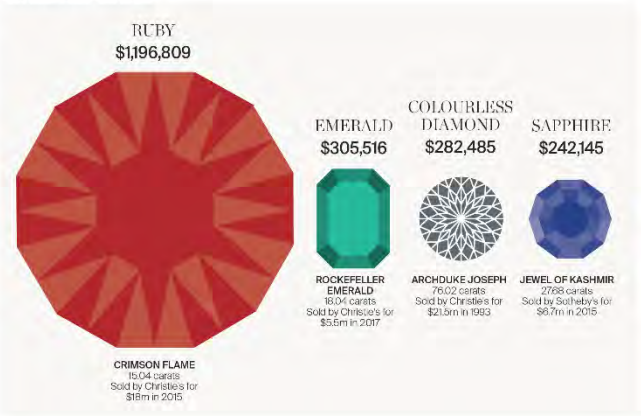
Coloured gemstones outperform the wider jewellery market

17 JUNE 2019 • BY RUTH FAULKNER

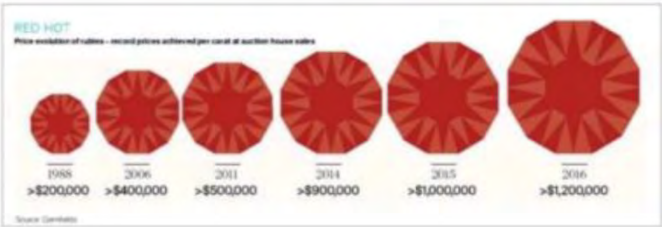
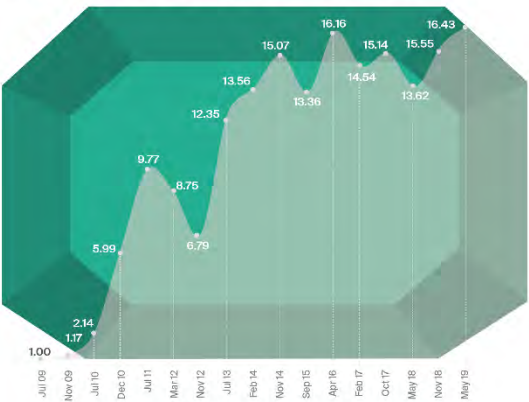
The recent Knight Frank Luxury Investment Index (KFLII), published on June 14, has found that coloured gemstones are continuing to outperform the wider jewellery market.



THE COLOUR OF MONEY
Recent auction prices achieved per carat



GREEN GROWTH
Gemfields high quality rough emerald auction results (price per carat indexed to 1.00 at July 2009)



Coverage for Knight Frank Report

COLOURED GEMS OUTPERFORM JEWELLERY MARKET

GEMFIELDS

PROFESSIONAL JEWELLER JEWELLERY by PATRICK CREMONA 11TH JULY 2019

Rising ruby prices come as no surprise, insists Gemfields



Gemfields has announced that last month's ruby auction saw prices for the gems hit a new all-time price-per-carat record.

And the leading coloured gemstone supplier said that this came as no surprise, given they had observed demand, price and supply rising consistently year on year.

The company's CEO said: "Demand for Mozambican rubies is at an all-time high. The industry now has growing confidence in a consistent and reliable supply of rubies."

"There is also a growing understanding of a gemstone's origin and how gemstones can be responsibly mined to have a positive impact on the countries of source," Gemfields' Mozambican rubies are the market leader in this regard."

In 2018, Gemfields enjoyed a record year in auction revenues and achieved an all-time record for the highest revenues achieved from one auction at last June's sale of high-quality rubies.

Furthermore its 12 auctions of Mozambican rubies – the first in June 2014 – have netted the company a total of USD 512.6 million in aggregate revenues, with well over 90% of the product on offer being sold at each auction.

And the company says that the gems are coming to dominate the market as high-fashion jewellers across the world start to replace colourless diamonds with rich red rubies.

One such company is, Fabergé, who recently added a heart-shaped Mozambican ruby hidden inside an egg-shaped locket pendant to its Imperial fine jewellery collection, while their arresting Dalliance GemAddict Ruby timepiece features 32 trapeze-shaped Mozambican rubies.

Josina von dem Bussche-Kessel, global sales director at the firm, said: "We have seen a rise in demand for rubies, with our younger customers, in particular, wishing to look beyond diamonds, because of the sumptuousness of coloured gemstones."

"There's no doubt that many of our most well-informed clients are investing in coloured gems, because of the appreciation in their value in recent years."

Rubies have achieved record prices per carat in recent years, with prices between 2006 and 2016, when they hit a record US\$1.2m.

Andrew Shirley, head of luxury research at Knight Frank, said: "The interesting story coloured gemstones are outperforming the wider jewellery market, with some taking place already in 2019."



Knight Frank Report says Coloured gemstones outperforms the wider Jewellery market

By: Diamond World News Service | Jun 26 2019 2:11PM | Reference: 21126

The report focused on the increasing value of coloured gemstones, seen to be outperforming the wider jewellery market and therefore increasingly popular with investors and collectors worldwide



Courtesy: Fabergé

Knight Frank, the independent global property consultancy, launched its Luxury Investment Index (KFLII). The report cites that in coloured gemstones, a 17.43-carat Kashmir sapphire ring was the top performer at Bonhams' London sale at the end of April. Formerly owned by a European noble family, this Kashmir sapphire ring fetched £723,063, far exceeding its £300,000 to £400,000 guide price.

The report focused on the increasing value of coloured gemstones, seen to be outperforming the wider jewellery market and therefore increasingly popular with investors and collectors worldwide. The index series provides data on investments of passion, such as whisky, cars, jewellery and others, tracking each over time.

Whisky still led KFLII by some margin at the end of Q1 2019, art was the next top-performing asset class, with the value of the Art Market Research World Index rising by 12% over the past 12 months.



June 27, 2019

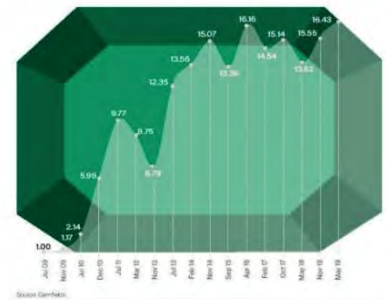
Gemstones outperform Jewellery market!

Text Box: Record auction prices of gemstones achieved per carat: Coloured Stones Auction Price (\$) Ruby 1,196,809 Emerald 305,516 Colourless Diamond 282,485 Sapphire 242,145 Source: Knight Frank Research

Knight Frank, the independent global property consultancy, launched its Luxury Investment Index (KFLII). The report cites that in coloured gemstones, a 17.43-carat Kashmir sapphire ring was the top performer at Bonhams' London sale at the end of April. Formerly owned by a European noble family, this Kashmir sapphire ring fetched £723,063, far exceeding its £300,000 to £400,000 guide price.

GREEN GROWTH

Gemfields high quality rough emerald auction results (price per carat indexed to 100 at July 2000)



Source: Gemfields



Investments in coloured gemstones has been "overwhelming" this year, new report finds

DIAMONDS & GEMSTONES / NEWS by STACEY HAILES 17TH JUNE 2019



Findings from the Knight Frank Luxury Investment Index (KFLII) have been unveiled, highlighting the growing significance of coloured gemstones.

While jewellery as a whole has had a tough 12 months, decreasing in value by 5%, specific areas of the market have experienced a growth in value.

Unusually, after a decade of very strong growth, pearl jewellery experienced a 13% fall over the past year, while other areas of the market performed stronger than ever. For example, Belle Époque and Art Deco jewellery saw 6% growth, while post-war jewellery was up 7%.

Moreover, the report states coloured gemstones have outperformed the wider jewellery market – so much so a special issue of the Luxury Investment Index has been dedicated to the performance of these stones.

Andrew Shirley, head of luxury research at Knight Frank, shares: "While diamonds may be a girl's best friend, it is emeralds, rubies and sapphires that somehow seem more exotic, redolent of the tropical parts of the world where they are extracted from the earth's clutches."

"The interesting story here is that coloured gemstones are outperforming the wider jewellery market with some significant sales taking place already in 2019."

At Bonhams' London sale at the end of April 2019, several coloured gemstone lots blew away their estimates. The top performer was a 17.43-carat Kashmir sapphire ring, formerly owned by a European noble family that fetched £723,063, far exceeding its £300,000 to £400,000 guide price.

The second highest performing lot was a diamond and sapphire transformable necklace by Spanish jeweller, Grassy. Dated to around 1935 and featuring a 34.59-carat Sri Lankan (no heat) sapphire, the necklace sold for £287,562 against its pre-sale estimate of £120,000 to £180,000. Gemfields' chief executive officer, Sean Gilbertson, remarks in the report: "The swing towards precious coloured gemstones is overwhelming. The past decade has seen the world record prices for an emerald and ruby surpass that of a colourless diamond on a per carat basis. It surely can't be long before sapphires overtake diamonds, too."

"We expect vibrant consumer interest and sector growth to continue. Responsible sourcing will receive ever-increasing attention and become progressively more important to consumers, making gemstone provenance perhaps the key driving factor."

Rare whisky continues to lead the Knight Frank Luxury Investment Index by some margin at the end of Q1 2019. No other asset class comes close to the 12-month (35%) or ten-year (563%) growth of the Knight Frank Rare Whisky Index despite the value of whisky falling slightly in the first three months of the year due to oversupply in the market.

THE RISE OF COLOURED GEMS – HOW TO INVEST

GEMFIELDS



Coloured Gemstones Outperform Wider Jewellery Market: Report



Fabergé Three Color
Manufactured in Russia

The Knight Frank Luxury Investment Index (KFLII) report, released by the independent global property consultancy in June, focuses on the increasing value of coloured gemstones, seen to be outperforming the wider jewellery market and therefore increasingly popular with investors and collectors worldwide. The KFLII series provides data on investments of £500,000, such as whisky, cars, jewellery and others, tracking each over time.

The report said that although jewellery looks to have had a tough twelve months, the overall figure hides a more nuanced story.

Andrew Shirley, head of luxury research at Knight Frank, commented: "In this time of our luxury Investment Index, we take an in-depth look at the performance of coloured gemstones. The interesting story here is that coloured gemstones are outperforming the wider jewellery market with some significant sites taking place already in 2010."

At Bonhams' London sale at the end of April 2019, several coloured gemstone lots blew over their estimates. The top performer was a 17.43-carat Kashmir sapphirine ring, formerly owned by a European noble family that fetched £723,063, far exceeding its £100,000 to £400,000 guide price. The second highest performing lot was a diamond and sapphirine transformable necklace by Spangenberg, Graz, Tyrol. Dated to around 1935 and featuring a 34.54-carat Sri Lankan (unheated) sapphire, the necklace sold for £287,562 against its pre-sale estimate of (£20,000 to £180,000).

Record prices per carat for rubies have been achieved with prices rising to \$1.2 million in 2016, a threefold growth between 2006 and 2016.

Sean Gilbertson, CEO of Gemfields, noted, "The swing towards precious coloured gemstones is overwhelming. The past decade has seen world record prices for an emerald and ruby surpass that of a colorless diamond on a per carat basis. It surely can't be long before sapphires overtake diamonds, too. We expect vibrant consumer interest and sector growth to continue. Responsible sourcing will receive ever-increasing attention and become progressively more important to consumers, making gemstone provenance perhaps the key driving force."



The Knight's Literary Guide

George Chapman
ISBN 0 00 218 000 0

The Knight's Literary Guide

Furniture

Staircase

Windows

Interiority

Coloured Dr

Wine

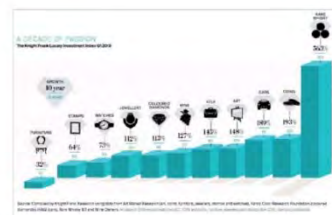
Art

Car's

Coins

Whisky

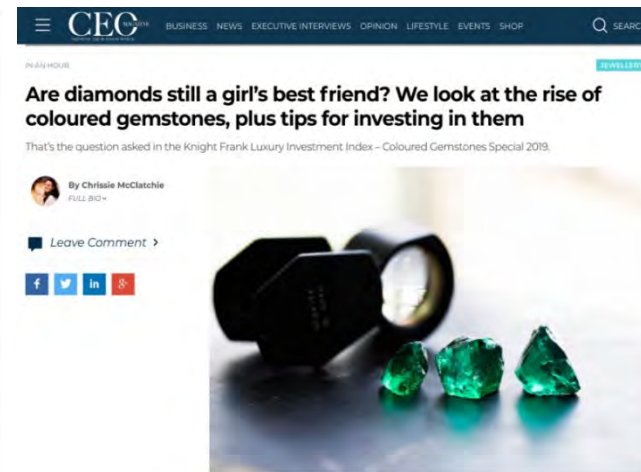
Source: Chapman
Rising Circle, New
Southgate (SSE) 2001



The Knight Frank Luxury Investment Index: Q1 2019

Luxury Assets	Growth in Asset Value		Index of LPIWPI (using percentage of people that they consider luxury assets)
	12 Months	5 Years	
Furniture	1%	-32%	7%
Stamps	6%	64%	0%
Watches	5%	77%	52%
Jewellery	-5%	12%	3%
Coloured Diamonds	0%	13%	7%
Wine	6%	127%	16%
Art	12%	143%	69%
Cars	7%	89%	33%
Coins	12%	169%	NA
Whisky	35%	542%	3%

Source: Compiled by Knight Frank Research using data from ArtMarket Research (art, coins, furniture, jewellery, stamps and watches), Farley Color Research Foundation (coloured diamonds), HAGE (jewels), Piers Whalley 101 and Wine Owners: A; data Q1 2019 except watches (Q2 2018) and coins, furniture, jewellery and stamps (Q4 2018, stamps provisional).



A diamond is forever, or so we've been led to believe ever since De Beers launched its catchy strapline more than 70 years ago. When it comes to jewellery as an asset class, however, coloured gemstones are what's currently igniting passion in investors around the world, especially emeralds, rubies and sapphires: collectively known as the 'big three'.

"Coloured gemstones are outperforming the wider jewellery market with some significant sales taking place already in 2019," Andrew Shirley, editor of *The Wealth Report*, commented on the release of the *Knight Frank Luxury Investment Index (KFLII) - Coloured Gemstones Special 2019*.

Some of those "significant sales" he is referring to include £723,063 for a 17.43-carat Kashmir sapphire ring that once belonged to a European noble family. Sold at auction at Bonhams in London in April this year, the pre-auction price guide was £300,000 to £400,000.



It's not just me in awe of these precious gemstones. The appreciation of coloured gemstones dates back centuries, if not millennia, when they were worn for their talismanic properties and believed to be gifts from the gods. Roman emperors and empresses would wear them to cement their status, power and wealth. But the discovery of diamond mines in South Africa in the 1870s, followed by powerful marketing campaigns, saw the likes of emeralds and rubies usurped by diamonds as the supposed ultimate symbol of beauty, love and wealth.

A GROWING APPRECIATION

The past decade, however, has seen a resurgence in the popularity of coloured gemstones. Take a look at the jewellery of British royalty: the Duchess of Cambridge's deep blue sapphire engagement ring, Meghan Markle's aquamarine ring, Princess Eugenie's coral Padparadscha sapphire ring and Boucheron emerald Kokoshnik tiara. Each has sparked countless imitations and inspired thousands to look beyond the traditional diamond.

Gilbertson confirms a markedly growing demand in the sector. "The swing toward precious coloured gemstones is overwhelming, with robust demand prompting double-digit growth in many countries. The past decade has seen the world record prices for an emerald and a ruby surpass that of a colourless diamond on a per carat basis. It surely can't be long before sapphires overtake diamonds, too."



PROFESSIONAL JEWELLER

REVEALED: Why are coloured gemstones on the rise and what are consumers looking for?

DIAMONDS & GEMSTONES / IN DEPTH / NEWS ■ STACEY HAILES ■ 17TH JUNE 2015



Photo Credit: Gary Seltzer

Attracting dynamic bidding, the ring, which was the property of a princess, sold for \$7.2 million to an anonymous buyer, well above its \$2.0-3.0 million pre-sale estimate. "Rubies are not easy to find in large sizes," chief auctioneer Rahul Kadakia told IJL after the sale. "A ruby of almost 23 carats, old-mine cut, with royal provenance, Harry Winston – all of that put together, this is the perfect situation for an auction."

Royal Provenance

A supremely rare emerald with royal provenance was another top performer. The Imperial Emerald of the Grand Duchess Vladimir of Russia, a pear-shaped Colombian emerald necklace of 75.61 carats, which was presented in a glass showcase in the salesroom, sold for \$4.34 million, well above its \$2.3-3.5 million estimate.

"Top quality coloured stones are all making the same sort of uptick (in value) if they are of comparable quality," Kadakia said.

The KFLII report said: "Coloured gemstones continue to outperform the wider jewellery market."



Coloured gemstones are outperforming the wider jewellery market as collectable investments, reflecting the extraordinary beauty and rarity of some gems and exceptional provenance, according to the Knight Frank Luxury Investment Index (KFLI).

At the high-value jewellery auctions in Geneva in May, many lots surpassed pre-sale estimates, especially extremely rare coloured gemstones and diamonds. A top selling lot at the Christie's sale held at the Four Seasons Hotel des Bergues on May 15, was an extraordinarily rare ruby of 22.86 carats set in a ring by Harry Winston.

Sector Leadership

GEMFIELDS

RETAIL SEMINAR – LONDON, UK – INTRODUCTORY COURSE IN
EMERALDS, RUBIES AND SAPPHIRES FOR 100 RETAIL STAFF



Coverage for Retail Introductory Course

UK, MIDDLE EAST AND CHINA HIGHLIGHTS

GEMFIELDS

Retail Jeweller

9 OCTOBER 2019 • BY RUTH FAULKNER

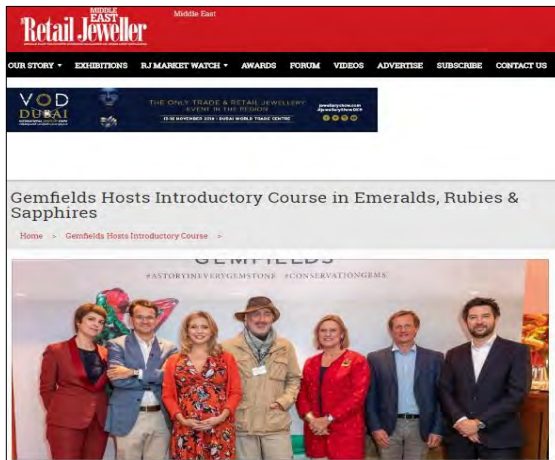
Gemfields hosts introductory course in Emeralds, Rubies & Sapphires

Mining and coloured gemstone company Gemfields hosted a one-day introductory coloured gemstone seminar in London at the weekend (October 6).

Featuring an impressive line-up of industry experts at the Ham Yard Hotel in Soho, the seminar was aimed at sales and retail staff from key jewellery brands.

The event was latest adaptation of Gemfields' 'Masterclass Series' (which started in Hong Kong in 2016 and has travelled the world on a mission to further education of coloured gemstones within the industry).

This London seminar was the first of its kind and offered as a free introductory course aimed at giving those on the front line of the jewellery business – salespeople – the most up-to-date understanding of the 'big three' rare coloured gemstones.



Gemfields主办宝石基础知识讲座

编辑: Sugar Tian • 时间: 2019年10月20日 内容来源: VOGUE时尚网 图片来源: VOGUE时尚网

文章摘要

Gemfields主办宝石基础知识讲座



VOGUE

Gemfields于伦敦SOHO区的汉姆庭院时尚酒店主办了一场宝石基础知识专题讲座,为踊跃参与活动的各大珠宝品牌的销售代表及零售专员邀请到数名业界专家聚首于此。为期一天的讲座除了专题演讲还有论坛对话,专家们在传授心得之余也不吝分享多年来在宝石和珠宝业积累的专门领域知识。Gemfields是全球领先的宝石供应商,一直为业界提供来源可靠的彩色宝石,更凭借丰富的人脉资源邀请到诸位珠宝界、宝石学和可持续性研究方面的权威专家出席本次活动,深入浅出地揭秘目前最为追捧的三大彩色宝石——红宝石、祖母绿及蓝宝石之中魅力。

2016年,Gemfields在香港开办了首场大师班世界巡回系列讲座(Masterclass Series),旨在提供全球宝石与珠宝业相关的教育培训。本次在伦敦举办的入门讲座却是破格以免费性质提供专题培训,为珠宝业的前线销售讲解三大稀有彩色宝石,让参加讲座的从业员更理解并掌握这三种宝石的最新资讯。在此之前,Gemfields大师班系列已在欧洲、美国、阿拉伯联合酋长国、中国和印度成功举办了几场讲座,以根据参加讲座的贸易代表和业界人士所关注的课题制定具体的讲座主题。本次伦敦讲座涵盖的课题包括:行业历史、宝石的鉴定方式和可追溯性、完善供应链环节、宝石矿采所面临的巨大挑战、定价与投资效益、具可持续性且负责任的商业行为以及彩色宝石和珠宝首饰的流行趋势。

演讲嘉宾在各自的领域皆是权威专家,演讲时洋溢着对宝石的无限热忱,非常具有感染力。一场接一场的专题演讲全面覆盖了彩色宝石行业各方面的内容,让参加讲座的从业员受益匪浅。

本次大师班讲座举办的时间点可谓恰到好处,正值市场对稀有红宝石、祖母绿和蓝宝石的关注度日益激增。消费者对每一颗宝石背后的故事越来越感兴趣,亦愈发关注可持续性课题。现今的消费者倾向选择负责任开采得来的宝石,乐于通过消费选择改善英国社区的民生问题从而帮助弱势群体。这样的消费意识恰恰吻合Gemfields的企业价值观,主办大师班讲座则是传递信息的理想途径,能更广泛地感染业界。

Visibility

ADVERTISING REACH 2019

GEMFIELDS

Total Impressions: 417M

Landings To Site: 919K

Added Value Secured: 17.2M

Digital Impressions:
87.2M

Programmatic Impressions:
12.9M

Social Impressions:
121M

Print Impressions:
17.5M

OOH Impressions:
69.5M

Partnerships
Impressions: 108.5M

The Washington Post

Robb Report

we

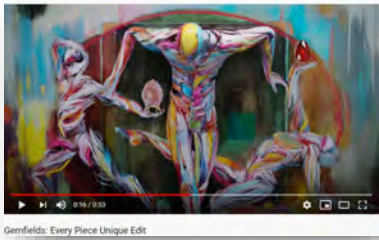
FEMINA

INDIA
Forbes

尚流TATLER

India Cinema Footfall:
144K

Teads
YouTube



LUXURY
LONDON

Frieze

BusinessDay
wanted

Outlook
SPLURGE
LIVE THE GOOD LIFE.

GRAZIA
India



VOGUE

GQ

whitewall

TATLER

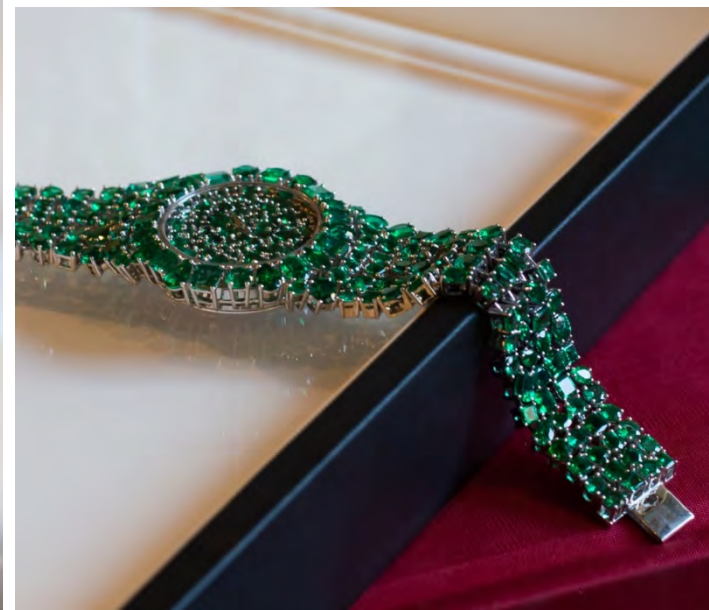
VANITY FAIR

BRITISH AIRWAYS

Visibility: Jewellery

PARIS COUTURE 2019: SUITE OF AFRICAN GEMSTONES

GEMFIELDS



Bibi van der Velden's Memento Mori Ring

GEMFIELDS

ON DISPLAY FOR 9 MONTHS IN AMSTERDAM AS RESPONSIBLY SOURCED JEWELLERY



International Coverage for Memento Mori Ring

FIRST CONTEMPORARY PIECE AT HERMITAGE AMSTERDAM MUSEUM

GEMFIELDS



Bibi Van Der Velden Memento Mori Ring Featuring Gemfields

September 16, 2019 Jewelry 18

Inspired by the rich history of the Russian jewellery and artefacts that will be under the spotlight in the upcoming Hermitage Amsterdam exhibition "Jewels! The Glitter of the Russian Court," Bibi van der Velden unveils a beautiful, one-off piece.

The Memento Mori ring is symbolic of the perpetual cycle of life and death, with Bibi infusing this piece with the regal flamboyance that characterised the Russian court and its jewels. The ring is designed as a parrot tulip in 18k yellow gold and sterling silver, whose petals glisten with oxidised sterling silver leaves that bloom across the hand, accented with 18k yellow gold, while its shank is crafted as a tulip stem in 18k yellow gold, which winds around two fingers. At the "cut" end of the stem is a moonstone, to resemble a dew drop. The leaves are set with all manner of insects – a rock crystal maggot, a gold spider, gold ants, seed pearl eggs, and a gold slug and caterpillar, the latter both embellished with gemstones. And also alluding to the cycle of life is an 18k gold human figure that emerges from an embellished mammoth tusk egg at the centre of the flower. This 60,000-year-old mammoth tusk is found under Russia's Siberian permafrost, another connection to the country.



GEMFIELDS - BIBI VAN DER VELDEN MEMENTO MORI RING - FIRST EVER CONTEMPORARY JEWELLERY PIECE EXHIBITED AT HERMITAGE AMSTERDAM

Over 300 exceptional treasures this autumn in the Hermitage Amsterdam in the exhibition "Jewels! The Glitter of the Russian Court" Exhibition #2 14 Sep 2019/15 Mar 2020



Inspired by the rich history of the Russian jewellery and artefacts that will be under the spotlight in the upcoming Hermitage Amsterdam exhibition "Jewels! The Glitter of the Russian Court," Bibi van der Velden unveils a beautiful, one-off piece.



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"In my role as ambassador for the Hermitage Amsterdam exhibition, I visited the awe-inspiring Winter Palace in St. Petersburg, where Bibi was struck by how romantic aspirations at the Russian court were the twists and turns of the royal family tree, and how they propelled the cycle of life. The Memento Mori ring represents the cycle of life and its inevitable decay, while the tusk egg at the centre of the Russian court, with the green of the emeralds and the gold man hatching from the mammoth tusk egg symbolising new life, too."



In this piece and all her designs, Bibi strives to preserve what's passed on from the past. Bibi is a responsible jeweller and a sustainable sourcing.

Her entire jewellery-making process is informed by sustainability, both in terms of its effect on the environment and the well-being of the people who create it. Bibi is a responsible jeweller and a sustainable sourcing.

Gemfields holds a strong belief that coloured gemstones should create a positive, responsible sourcing for colour gemstone industry leading practices across operations, projects to improve health, education and efforts to protect Africa's great wildlife and biodiversity.

The Memento Mori ring will be exhibited as part of Jewels! The Glitter of the Russian Court, which opens 14 September 2019 and runs until 15 March 2020 at Hermitage Amsterdam.

Brand Partnership: Ruth Tomlinson

CELEBRATING UNIQUE INCLUSIONS

GEMFIELDS



Coverage for Ruth Tomlinson Collaboration

CONSUMER AND TRADE TITLE HIGHLIGHTS

GEMFIELDS

TATLER

Gemfields launch latest collaboration with British jewellery designer Ruth Tomlinson

Gemfields' Zambian emeralds dazzle in the new limited edition collection

by LIVIA PRIMO-LACK
THURSDAY 21 NOVEMBER
2019



When Hatton Garden based jewellery designer Ruth Tomlinson decided she wanted to create a bold capsule collection inspired by emeralds, she asked herself where could she possibly find the most amazing and vivid gemstones to work with. With sustainability and conservation at the forefront of her brand, leading supplier of responsibly sourced coloured gemstones Gemfields was the perfect organic answer.

After pouring through their collection of unique and inspiring stones, Ruth handpicked 4 beautifully speckled emeralds, each filled with an inner world of patterned inclusions. With the stones inspiring her designs, Ruth set the three emeralds into her signature recycled gold, to create a pair of drop earrings, a necklace and a ring.

Driven by her passion for individuality and beauty, this jewellery suite captures the colour of each emerald, highlighted by a spray of diamonds and textured



PROFESSIONAL JEWELLER

INTERNATIONAL / JEWELLERY / NEW PRODUCTS / NEWS / RETAIL | MATTHEW TRICK | 21ST NOVEMBER 2019

Gemfields to collaborate with Ruth Tomlinson on new collection



The partnership will bring Gemfields' coloured gemstones to Tomlinson's design ethos that celebrates the 'unconventional beauty' of each hand-selected gem.

Launching today, the limited-edition collection is titled 'Jardin' and features a range of Gemfields stones including Zambian emeralds, selected by Tomlinson for their 'otherworldly inclusions'.

The collection includes a range of jewellery including necklaces and rings that feature the Gemfields stones at their hearts.

Ruth Tomlinson is an independent fine jewellery brand known for celebrating the alternative over to the traditional.

The collection is available through the Ruth Tomlinson website now.

TATLER

The collection launches today and is available from ruthtomlinson.com.



Retail Jeweller

Ruth Tomlinson unveils collection with Gemfields

21 NOVEMBER 2019 • BY SIOBHAN HOLT

Fine jewellery design Ruth Tomlinson has joined forces with supplier of coloured gemstones Gemfields to launch a new collection this November.



Gemfields与设计师Ruth Tomlinson携手打造JA RDIN系列高级珠宝

www.rayli.com.cn

伦敦设计大师Ruth Tomlinson (露丝·汤姆林森) 一直致力于通过独特的设计呈现宝石独有的天然美。会集自然与艺术于一身的宝石，她所设计的珠宝作品深深诠释了“不完美的完美”，散发魅力与不可复制的魅力。因而广受珠宝收藏家的追捧。

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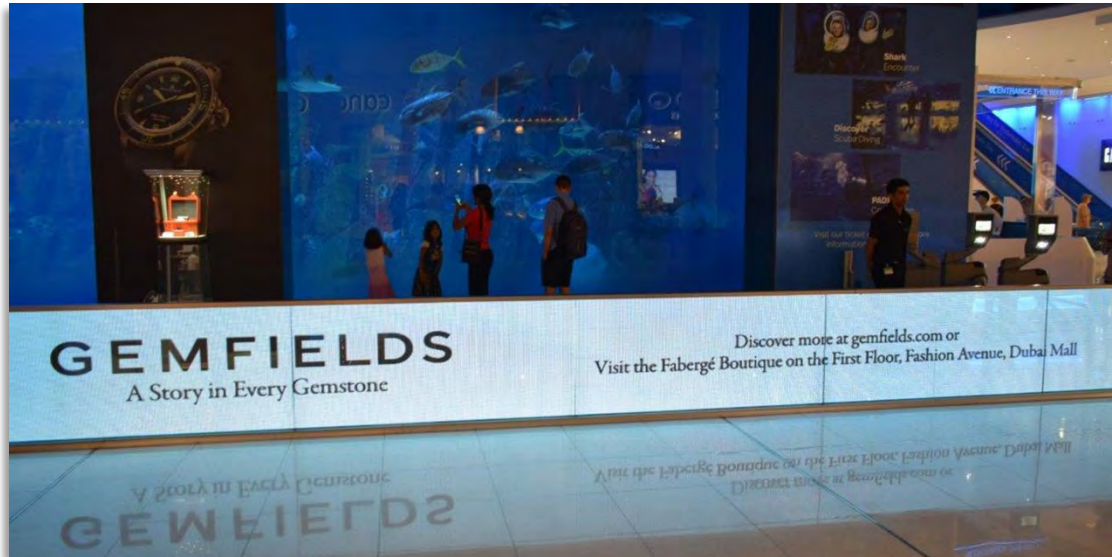


Visibility: Jewellery

DUBAI MALL AQUARIUM: PROMOTING FABERGÉ

GEMFIELDS

Driving footfall to Fabergé's Dubai store to increase visibility of coloured gemstone jewellery:



Impressions: **5,250,000**
Live Date: **7th October**
Duration: **2 weeks**



Impressions: **2,625,000**
Live Date: **21st October**
Duration: **2 weeks**

Visibility: Jewellery

DUBAI MALL SELFIE POP UP: PROMOTING FABERGÉ

GEMFIELDS



Visibility: Fashion

GEMFIELDS

MINE MAGAZINE: IMPRESSIONS 1,264,546 DWELL TIME: 3 MINUTES

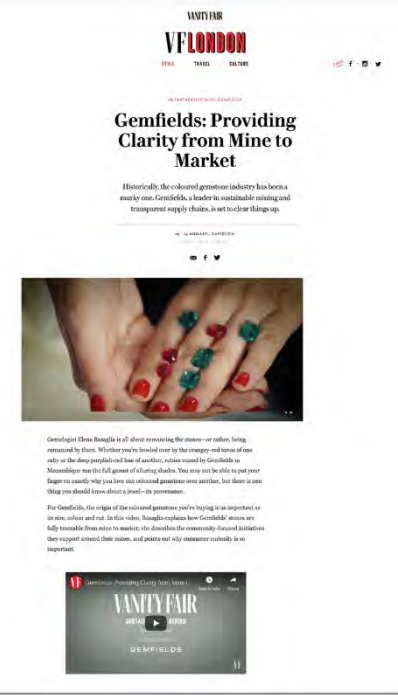


 NATIVE ARTICLE

 DISPLAY

 PRINT

  SOCIAL AMPLIFICATION




VANITY FAIR
VF LONDON
STYLE TRAVEL CULTURE

Gemfields: Providing Clarity from Mine to Market


Historically, the coloured gemstone industry has been a murky one. Gemfields, a leader in sustainable mining and transparent supply chains, is set to clear things up.

By HELEN CAMPBELL
Illustration by JESSIE

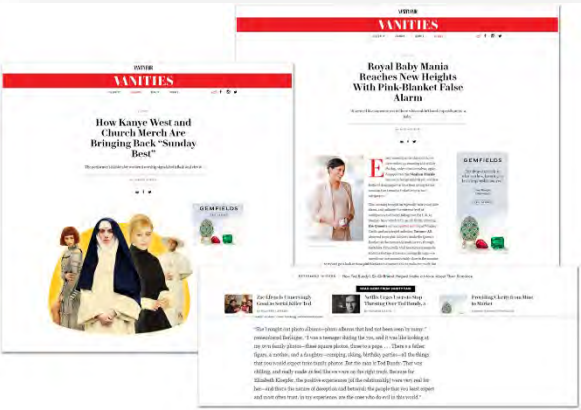


Gemologist Elina Bunge is all about revealing the stones—or rather, being revealed by them. Whether you're bewitched over by the strategy and finesse of one, only or the deep purple and blue of another, mines owned by Gemfields in Mozambique may be the full gamut of alluring shades. You may not be able to put your finger on exactly why you love one coloured gemstone over another, but there is one thing you should know about a truly fine gemstone.

For Gemfields, the origin of the coloured gemstone you're buying is as important as its size, colour and cut. In this video, Bunge explains how Gemfields' mines are fully revealed from mine to market, she describes the transparency-focused initiatives they support around their mines, and points out why consumer curiosity is an important.



Page Views
2,898



VANITIES

How Kanye West and Church & DWIGHT Are Bringing Back "Sunday Best"

Royal Baby Mania Reaches New Heights With Pink Blanket Faise Alarms

GEMFIELDS

How green is my emerald?

Gemfields, the leading producer of responsibly sourced coloured gemstones, champions innovation in the purchase of sustainable emeralds and rubies.

Total impressions
253,630



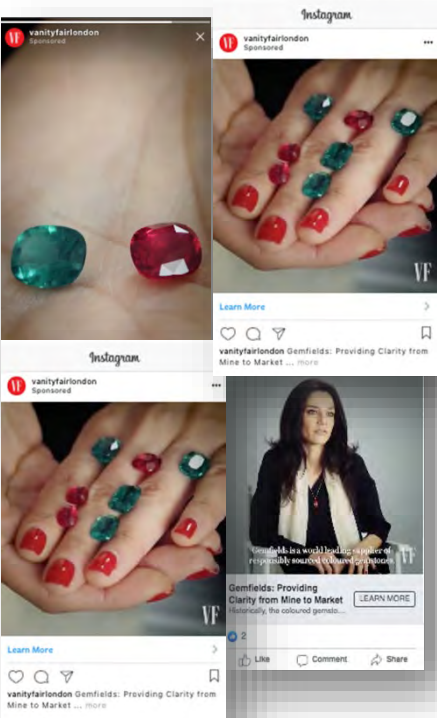
VANITY FAIR

NICOLE KIDMAN

How green is my emerald?

Gemfields, the leading producer of responsibly sourced coloured gemstones, champions innovation in the purchase of sustainable emeralds and rubies.

Readership
174,000



vanityfairlondon Sponsored

Gemfields: Providing Clarity from Mine to Market

vanityfairlondon Sponsored

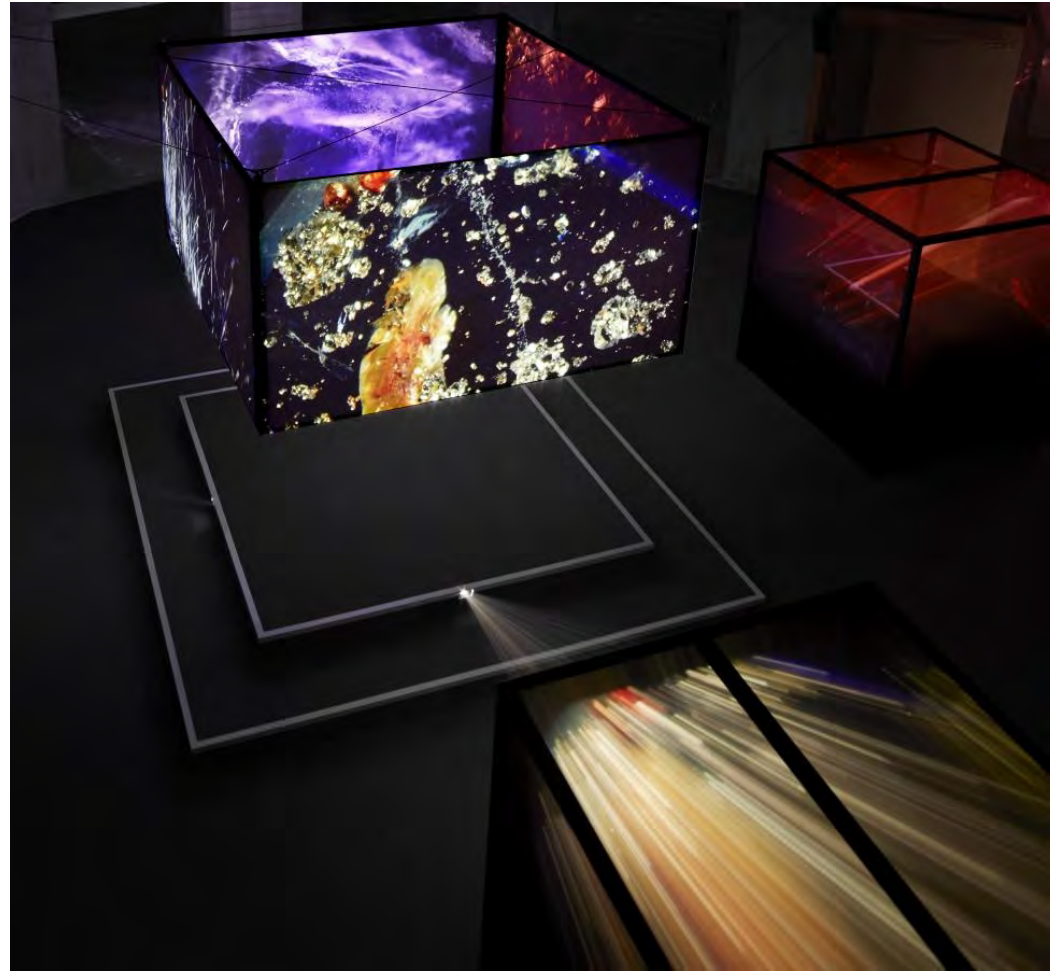
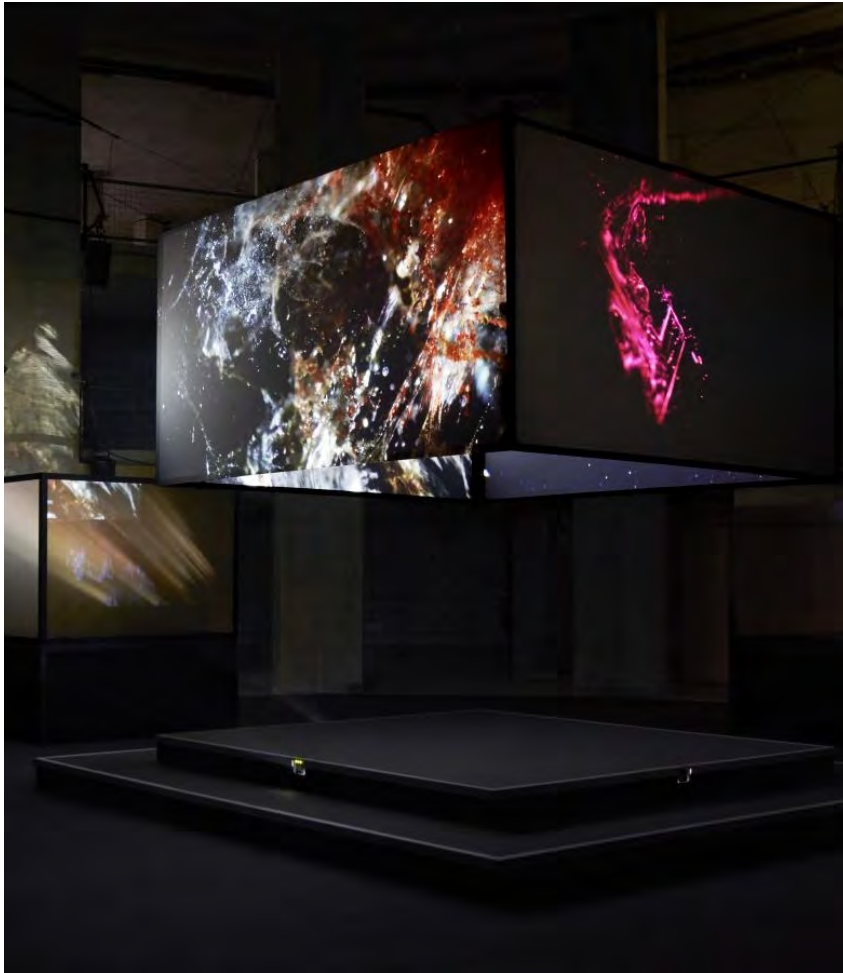
Gemfields: Providing Clarity from Mine to Market

Total impressions
438,062

Visibility: Arts

VOID BY DAN TOBIN SMITH - CELEBRATING INCLUSIONS

GEMFIELDS



International PR Coverage for VOID

EXPLORING THE BEAUTY OF GEMSTONES

GEMFIELDS

FINANCIAL TIMES

FT Series London Design Special 2019 Our interiors editor's guide to the best of the prestigious fair

London Design Festival: what to see around town

Void by Dan Tobin Smith and the Experience Machine
Tobin Smith is a photographer, but this installation goes beyond the usual two dimensions.

Void is a multisensory installation in Islington's Collins Music Hall. Mozambican rubies and Zambian emeralds, provided by ethical stone supplier Gemfields, have been photographed in extreme close-up. The abstract images are reproduced on a large scale so they are no longer recognisable.

An "electronic drone choir" called NYX will supply a soundtrack at performances throughout the week, and on Tuesday Tobin Smith will be in conversation with jewellery specialist Joanna Hardy.

CREATIVE REVIEW

Creative Inspiration

By Rachael Steven 16/09/2019

Dan Tobin Smith's new exhibition explores the beauty of gemstones

The photographer's new exhibition combines stunning images of rare stones with 3D installations and music from an electronic drone choir

It's five years since Dan Tobin Smith turned unwanted items into art for The First Law of Kipple – a project which saw him arrange hundreds of objects by colour in his East London studio, inviting us to look at old clothes, books and plastic debris in a whole new light.

His latest exhibition explores a more desirable subject: gemstones. Taking over Collins Music Hall in Islington for London Design Festival, VOID combines 3D installations with musical performances and offers a fascinating look at the inner structures of rubies, emeralds and semi-precious stones.

Tobin Smith's fascination with gemstones began around ten years ago, when he was given A Photo Atlas of Gemstone Inclusions as a gift. First published in the 1980s, the book explores the microscopic characteristics of gems with over 1,000 colour illustrations.

Inspired by the complexity of these stones, he built a custom rig kitted out with a specialist geological microscope, which allowed him to photograph them up close at various angles. He has since documented over 100 gems, capturing the variations in their makeup and the tiny details that are undetectable to the human eye.



Photographs: © Dan Tobin Smith



The Telegraph

Premium

Luxury · Design 16 Sep 2019

VOID by Dan Tobin Smith, Collins Music Hall, 11 Islington Green, NI

An immersive multi-sensory installation by designer Dan Tobin Smith and creative studio The Experience Machine, which takes viewers through a series of large-scale projections showing the expanded space inside gemstones. Tiny microcosms of Mozambican rubies and Zambian emeralds have been photographed and magnified, to become oversize, abstract structures. A walk-around with Tobin Smith and gemologist Joanna Hardy takes place on Tuesday 17th.

VOGUE India

@VOGUEIndia

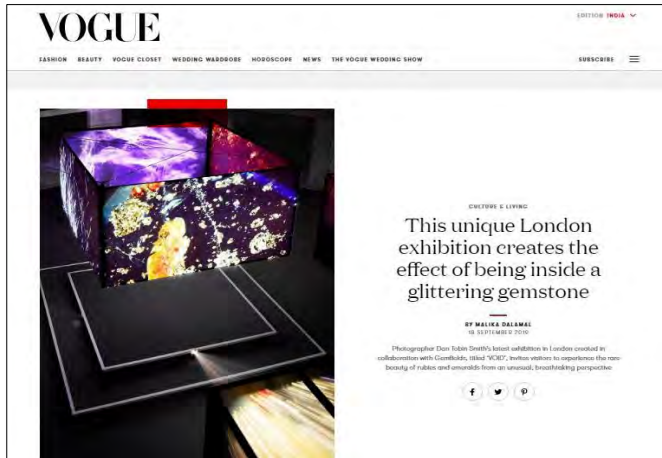
Follow

Experience the rare beauty of rubies and emeralds from an unusual, breathtaking perspective.

International PR Coverage for VOID

EXPLORING THE BEAUTY OF GEMSTONES

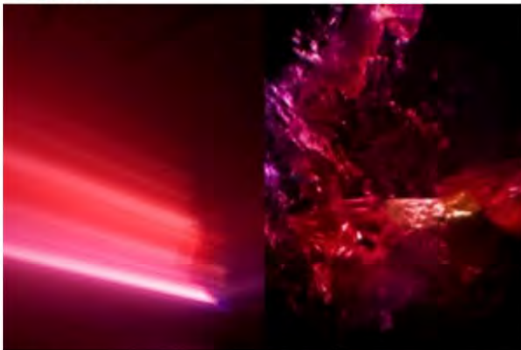
GEMFIELDS



Retail Jeweller

21 AUGUST 2019 • BY RUTH FAULKNER

Gemfields' VOID to present an event with Joanna Hardy and Dan Tobin Smith



VOID, a new multi-sensory installation at Collins Music Hall, Islington, as part of London Design Festival 2019, in partnership with Gemfields, will host an event with Joanna Hardy and Dan Tobin Smith.

PROFESSIONAL JEWELLER

DIAMONDS & GEMSTONES/NEWS by STACEY HAILE

Consumers to discover gemstones like never before with new immersive experience



Gemfields is inviting consumers to discover gemstones like never before during the 2019 London Design Festival.

The coloured gemstones supplier has partnered with designer Dan Tobin Smith and creative studio The Experience Machine to present a multi-sensory installation called 'VOID' at Collins Music Hall, Islington.

Visitors will become part of an immersive experience, travelling through a series of large-scale projections that showcase the expanded space inside gemstones and map the blurring boundaries between nature and design.



ARTS & LIFESTYLE

The Vogue Edit: What We're Loving This Week

@manifestowoman

@levanlondon

@dantobin smith x

@gemfields at

#londondesignfestival

My picks here

See More >

International PR Coverage for VOID

GEMFIELDS

BRINGING TO LIFE ZAMBIAN EMERALDS AND MOZAMBIKAN RUBIES



GO LONDON newsletter
Your guide to what's hot in London

Visitors to a new immersive **installation** will be able to step inside giant gemstone, as part of **London Design Festival**.

Dan Tobin Smith's installation, VOID, at Islington's Collins Music Hall uses large-scale photograph projections to recreate the expanded space inside gemstones.

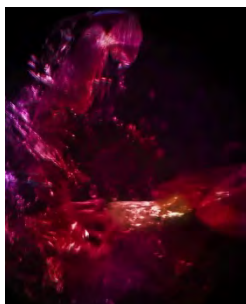
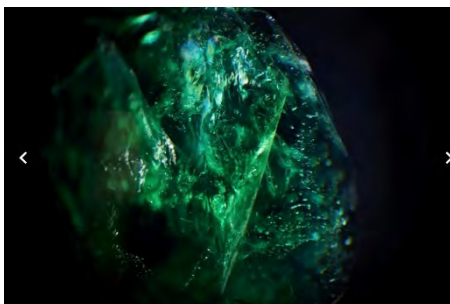
Tobin Smith photographed tiny portions of a selection of Mozambican rubies and Zambian emeralds from mines dating back millions of years. The images are blown up to become abstract, light-emitting images.

VOID, created in partnership with Gemfields, is accompanied by events including a live performance from NYX, the female electronic drone choir who has provided the installation's music, and a tour with gemmologist Joanna Hardy and the artist.

Tobin Smith is a photographer, specialising in still life, and has worked with the likes of Apple and Alexander McQueen, as well as shooting the artwork for Jay Z's album The Blueprint 3.

He has previously created work for London Design Festival. The First Law of Kipple saw him create a 200-square-metre installation made of thousands of colour themed objects, which went on to tour Europe and the US.

VOID runs at the Collins Music Hall from September 14-22, londondesignfestival.com



Things to do, Festivals

By Things To Do Editors | Posted: Friday August 30 2019

Unmissable events in London this autumn

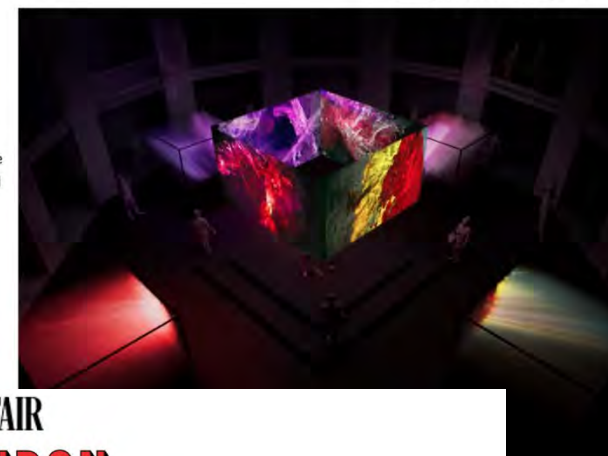
Chilling out at home won't be an option this autumn when London's events, exhibitions and festivals are this good

'Void' at London Design Festival

Various, London | Sep 14 2019-Sep 22 2019

Shine bright like a diamond at this dazzling immersive light installation. 'Void' is full of projections that seem to blow up the tiny natural patterns inside rubies and emeralds. The sparkler-centred visuals are soundtracked by cut-glass harmonies from NYX, a female-led drone choir. It's going to be a real gem. *Alice Saville*

Photograph: London Design Festival

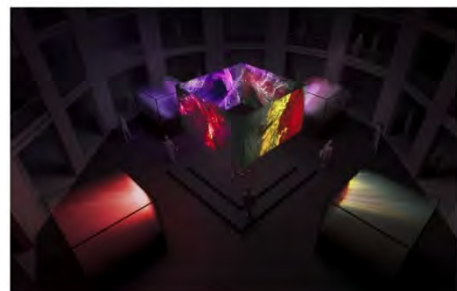


VANITY FAIR
VF LONDON

// DESIGN //

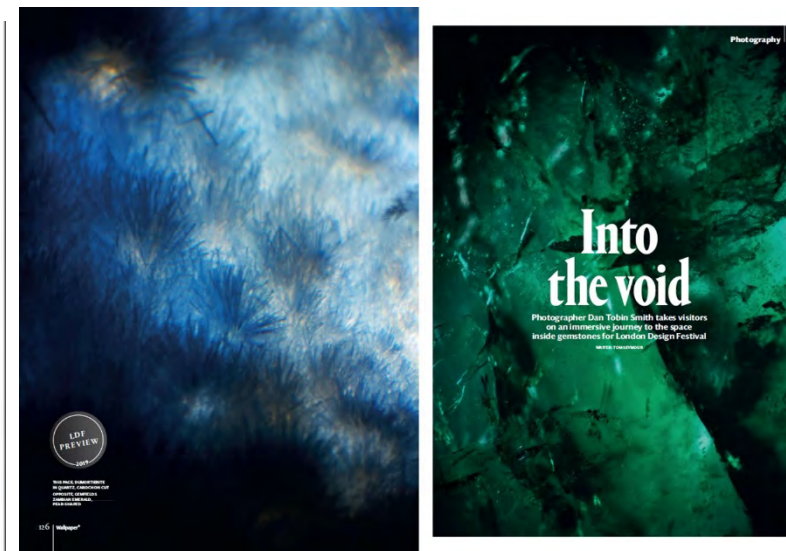
VOID at London Design Festival

As part of London Design Festival 2019, Gemfields has partnered with designer Dan Tobin Smith and The Experience Machine to create VOID. Described as an "immersive, multi-sensory spatial installation", VOID displays a series of large-scale projections showcasing the expanded space inside gemstones. A selection of Mozambican rubies and Zambian emeralds from Gemfields mines are brought to life through photographs, with their unique mineral arrangements magnified to resemble abstract, galaxy-like structures. Set to the tune of harmonised vocals by female electronic drone choir NYX, this is a mesmerising experience. Collins Theatre, Islington. September 15-22. **Void**



AN IMMERSIVE JOURNEY INSIDE GEMSTONES

GEMFIELDS



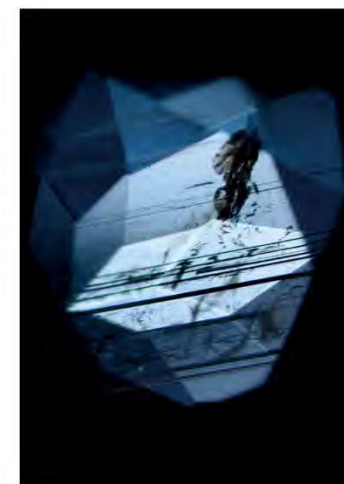
Wallpaper* DESIGN | 21 HOURS AGO | BY TOM S
Dan Tobin Smith takes visitors on an immersive journey inside gemstones

DESIGN | 21 HOURS AGO | BY TOM SEYMOUR

For London Design Festival, the photographer, together with The Experience Machine and Gemfields, creates an animation of gemstone inclusions inside Collins Music Hall

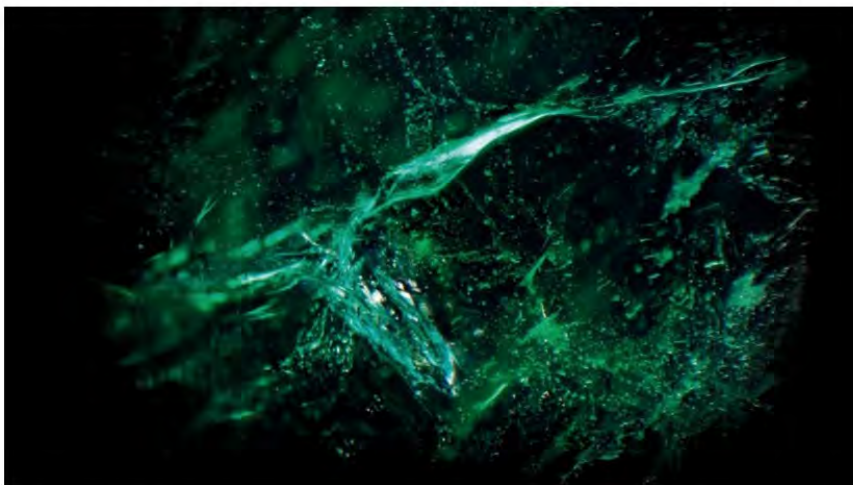
London's Islington Green is one of the capital's smartest areas, surrounded by restaurants, bars, design shops and a particularly grand branch of the bookshop Waterstones, set in what was once the Collins Music Hall, a Victorian performance space opened in 1863. The venue seated up to 1,000 people before it was gutted in a fire in 1958. A relic of the music hall still exists, 22m below ground. In 2002, developers planned to relaunch the space as a theatre, but the project was abandoned following a legal dispute and the venue has been closed to the public for the past decade.

That will soon change. As part of this year's London Design Festival, photographer Dan Tobin Smith, creative studio The Experience Machine and Gemfields, one of the world's leading suppliers of coloured gemstones, will repurpose the venue with Void, an immersive animation of gemstone inclusions.



Pearl: 14.00 carats, oval brilliant cut. Photograph by Dan Tobin. See

dezeen Jennifer Hahn | 23 September 2019 |



Dan Tobin Smith blows up gemstones to 60 times their size for Void installation

Photographer Dan Tobin Smith used footage of more than 100 gemstones, blown up to 60 times their size, to create an immersive [installation](#) in the basement of Collins Music Hall for [London Design Festival](#).

The focal point of [Void](#) was a square of [screens](#), set on a raised platform in the centre of the room, with each screen giving visitors a glimpse into the varied inner life of different crystals.

Projected on to the screens were extremely close-up images of the kaleidoscopic worlds hidden within each stone, recreated on a vast scale.

JEWELLERY

THE GOLD DIGGER

Making moves and deep dives. By Annabel Davidson

UNDER THE SEA
If there's one thing jewellery designer Annetouhka Ducas always nails, it's her wonderful way of turning something she has seen into her muse, but in a refreshingly non-literal way. Rather than just spotting a tropical fish and making its likeness in gold and gemstones, she'll take that fish, the coral and seaweed and rocks of its habitat, and run with it. Her new Hidden Reef collection is a case in point, a celebration of the colours and textures seen under the sea in the Philippines in jewellery form, and not a fish in sight. Orange and pink sapphires in various hues and sizes are set in warm yellow gold in an eight-piece collection ranging from oversized drop earrings and a giant open cuff to large hoops and a ring of multiple layers. The stones are all set in rustic, textured gold surrounds, giving the pieces a gorgeous, artisanal quality. [annetouhka.com](#)

TOUCHING THE VOID
Ever wondered what things might look like from the inside of a gemstone? As part of London Design Festival 2019, [VOID](#) is an exhibition of glam photographic installations of the tiny inclusions found in emeralds and rubies, among other stones, created by Dan Tobin Smith in partnership with Gemfields. [londondesignfestival.com](#)

THREE OF THE BEST EMERALD JEWELS
BUCCELLATI
This ring is eye-popping, finger candy. £61,000. [net-a-porter.com](#)
SUZANNE KALAN
These pendants from her Fireworks range look even better layered. £PQA. [kalanmoss.com](#)
DAVID MORRIS
The new Moss Daisy rings are a super sweet addition to the range. £7,900. [davidmorrismoss.com](#)

By Nadia Naranjo, in this advertisement triangle with proceeds going to End Youth Homelessness. [jaguarlondon.com](#)

Blue Gold Shot Film by Dan Tobin Smith

34 | COUNTRYANDTOWNHOUSE.CO.UK | October 2019



International PR Coverage for Art021 Installation

ART021 SHANGHAI - ENGAGING CONTEMPORARY ART FAIR AUDIENCE

GEMFIELDS



一颗宝石，一个故事

日前，有色宝石供应商Gemfields，来到上海参加ART021上海廿一当代艺术博览会，以“一颗宝石，一个故事 (A Story in Every Gemstone)”作为主题，让参观者能近距离了解有色宝石，以及每一个宝石它们所拥有的不同故事。

珍贵的宝石，是每个女孩的最爱。然而，在电影《血钻》问世以后，人们逐渐关注这些藏在灿烂耀眼宝石背后的故事，担心在确定私欲的同时，是否也成为其他悲剧故事的帮凶。

而作为世界领先的有色宝石供应商Gemfields，也深知“血钻”对人们的影响。因此，除了产出最好品质的有色宝石送到藏家，品牌更注重的是在开采过程中，对当地环境与居民所带来的改变。尽管戴家光从直接取得由Gemfields所产出的高品质莫桑比克红宝，以及赞比亚祖母绿。不过随着市场对赞比亚祖母绿和莫桑比克红宝的需求日益增加，对于传统矿坑所产出的有色宝石，赞比亚祖母绿和莫桑比克红宝可以说是未来的趋势所在。目前，Gemfields除了通过提供高品质宝石来作为宝石之外，未来也会有更多的跨界合作。消费者与藏家们将会看到更多元化的有色宝石作品，更重要的是希望透过发展，向大家介绍Gemfields不断引领有色宝石行业走向更现代化的发展，为矿区周围社区建设长期、可持续发展的民生做出贡献。

Gemfields以大型宝石造型装置为亮点，观者可以走进大型“宝石”营造的红宝石与祖母绿的奇幻空间，希望透过与艺术领域的合作，引导大家发现珠宝有色宝石的永恒且不可替代之美。展区内，首次向公众展示了2019年于Gemfields矿区拍摄的视频，展现了最新有色宝石开采现状，传递有色宝石的开采知识，以揭秘有色宝石开采背后的不为人知的故事，呈现真正有色宝石的多元魅力。视频中还特别展示了今年所开采的一些高品质有色宝石，其独特之美令人驻足。



Gemfields的宝石会说话？

2019
11/2
8:35

世界珠宝网



作为中国最具影响力的当代艺术博览会之一，ART021 将再一次展现优秀画廊与机构的艺术风貌，在上海带来一场艺术界的盛会。

周末 MODERN WEEKLY 画报

Gemfields携“一颗宝石，一个故事”品牌展参加ART021

评论 < 分享

时间：2019年11月12日

内容来源：周末画报

摘要：2019年11月7日至10日，世界领先的有色宝石供应商Gemfields携“一颗宝石，一个故事 (A Story in Every Gemstone)”品牌展，参加第七届中国当代艺术博览会。作为最具影响力的当代艺术博览会之一，ART021 将再一次展现优秀画廊与机构的艺术风貌，在上海带来一场艺术界的盛会。

标签：Gemfields ART021



Gemfields

Gemfields品牌以大型宝石造型装置为亮点，观者可以走进大型“宝石”营造的红宝石与祖母绿的奇幻空间。Gemfields品牌通过艺术领域的合作，引导大家发现珠宝有色宝石的永恒且不可替代之美。展区内，首次向公众展示了今年于Gemfields矿区拍摄的视频，展现了最新有色宝石开采现状，传递有色宝石的开采知识，以揭秘有色宝石开采背后的不为人知的故事，呈现真正有色宝石的多元魅力。视频中还特别展示了今年所开采的一些高品质有色宝石，其独特之美令人驻足。

中国内地领先的有色宝石供应商Gemfields携“一颗宝石，一个故事 (A Story in Every Gemstone)”品牌展，参加第七届中国当代艺术博览会。作为最具影响力的当代艺术博览会之一，ART021 将再一次展现优秀画廊与机构的艺术风貌，在上海带来一场艺术界的盛会。

Gemfields

Gemfields

此外，Gemfields品牌通过艺术领域的合作，引导大家发现珠宝有色宝石的永恒且不可替代之美。展区内，首次向公众展示了今年于Gemfields矿区拍摄的视频，展现了最新有色宝石开采现状，传递有色宝石的开采知识，以揭秘有色宝石开采背后的不为人知的故事，呈现真正有色宝石的多元魅力。视频中还特别展示了今年所开采的一些高品质有色宝石，其独特之美令人驻足。

展览地点：上海静安中心 101 楼 10101 室 (近南京西路1000号)

展览日期：2019年11月7日至10日

展览时间：11:00-18:00

2019年11月7日至10日，世界领先的有色宝石供应商Gemfields携“一颗宝石，一个故事 (A Story in Every Gemstone)”品牌展，参加第七届中国当代艺术博览会。作为最具影响力的当代艺术博览会之一，ART021 将再一次展现优秀画廊与机构的艺术风貌，在上海带来一场艺术界的盛会。



Gemfields “一颗宝石，一个故事 (A Story in Every Gemstone)” 品牌展全景

Gemfields品牌以大型宝石造型装置为亮点，观者可以走进大型“宝石”营造的红宝石与祖母绿的奇幻空间。Gemfields品牌通过艺术领域的合作，引导大家发现珠宝有色宝石的永恒且不可替代之美。展区内，首次向公众展示了今年于Gemfields矿区拍摄的视频，展现了最新有色宝石开采现状，传递有色宝石的开采知识，以揭秘有色宝石开采背后的不为人知的故事，呈现真正有色宝石的多元魅力。视频中还特别展示了今年所开采的一些高品质有色宝石，其独特之美令人驻足。

Gemfields Brings “A Story in Every Gemstone” to ART021 Shanghai Contemporary Art Fair

By AGARTY NOVEMBER 11, 2019



Shanghai, 9-10 November: Gemfields will be presenting “A Story in Every Gemstone” installation at ART021 Shanghai Contemporary Art Fair, at the Shanghai Exhibition Centre. The 7th edition of this highly regarded art fair will enhance its previous success and once again present a prestigious line-up of galleries and art organisations, offering the most celebrated art festival from Shanghai.

Aligning with the arts world to highlight the inimitable beauty of natural gemstones, Gemfields' display will feature larger-than-life ruby and emerald structures, allowing visitors to step inside and immerse themselves in the world of rubies and emeralds. Informative new video content captured at Gemfields mines earlier this year is shown for the first time, describing gemstone discovery and the allure of these magnificent gems, from their significance in ancient times, to the meanings ascribed today. Imagery captured shows some of the exceptional gemstones discovered at the mines within the last year, highlighting their unique beauty and rarity.

Gemfields aims to build consumer demand for coloured gemstones, and is working more closely with the Chinese market, where interest in Zambian emeralds and Mozambican rubies is on the rise. Art021 Shanghai Contemporary Art Fair provides the perfect opportunity to reach an audience captivated by nature and the significance of details – from unique inclusions to colour hues – which create the character of each gemstone and tell its story.

Gemfields holds a strong belief that coloured gemstones should create a positive impact for the country and community from which they originate. Responsible sourcing for Gemfields means industry-leading policies and practices across operations, projects to improve health, education and livelihoods for the communities surrounding mines and conservation efforts to protect Africa's great wildlife and biodiversity.



Coverage for Design/Miami Activation

US COVERAGE HIGHLIGHTING THE JOY OF COLOUR

GEMFIELDS

Design Miami/ Basel Miami

ESSENTIAL HOMME.

- LIFESTYLE -

Art Basel Miami 2019: The Parties, the Openings, & the \$120,000 Banana You Might Have Missed

Creatives, influencers, and everyone in between flocked to Miami to witness Design Miami and Art Basel and get their final fix of art and design for the decade. With a fashion show-turned-simulated orgy, sculptures from two cult-like designers, and a six-figure piece of fruit/art that stole the show, we've rounded up the most memorable events from this year's summit.

Gemfields & Whitewall Hosted 'GEOCHROM' by Sebastian Leon



The French/American artist created a luminous display that emphasized the uniqueness of every gemstone and played on color perception.

W

Miami Parties: Gucci Mane, Michele Lamy, Rosario Dawson, Diplo & Many More Celebrate at Art Basel

Miami parties are generally... well, big and during Art Basel, they're even bigger. The annual mega event ends today, and over the past six nights, there has been no shortage of parties and social gatherings. One of these was a massive party at the city's largest neighborhood, Wynwood, where a group of friends and influencers gathered to celebrate the opening of the new Gucci store. The party was hosted by Gucci Mane, Michele Lamy, Rosario Dawson, Diplo, and many more. The night was filled with music, dancing, and social media posts. It was a truly memorable event that showcased the vibrant culture of Miami.



Sebastian Leon affords Gemfields' Design Miami 2019 celebration on December 3, 2019 in Miami.

Our Don't-Miss List for Design Miami/ 2019

By Eliza Jordan

The 2019 edition of Design Miami/ opens today, celebrating its fifteenth year with 23 galleries and 14 events. On view through Sunday, December 8, the presentations are by some of the world's top galleries, designers, and creators, surrounding the theme "Elements: Water." Following **Art Chien's** debut role as Curatorial Director at Design Miami/ Basel last June, Chien's second fair will welcome attendees from 13 countries, including two new galleries—**Galerie Scene Colette** and **Erik Thomsen Gallery**.

Overall booths that were inspiring were from some of our favorite brands—including **Fendi**, **Swarovski**, **Lois Vuitton**, **Parier-Joult**, and **Gemfields**. Fendi's dynamic design featured a serene presentation entitled "Sonar Mula" by the **Levi Caputo** and **Sarah Kuang**—the duo behind Zurich-based design studio **Kuang Caputo**. The pieces on view were created to decorate the exterior colonnade of Palazzo della Civiltà Italiana, the brand's headquarters in Rome.

If you've ever wondered what an ornate champagne cork looks like, stopping by **Parier-Joult's** showcase is a must. For the brand's eight annual collaboration with the fair, it tapped Italian designer **Andrea Mannoia** of **Acidlogic Project** to collaborate on an immersive booth. Inspiring visitors to bubbly parties were sleek, colorful ceramic-like spheres affixed to the walls, in various sizes. **Gemfields** booth was a special one, as it was curated by **Whitewall**, highlighting the art of responsibly sourced gemstones. On view are Mozambican rubies and Zambian emeralds, as well as hanging sculptures, a tablet piece, and two paintings on wood panels by artist **Sebastian Leon**.



Cut and polished Zambian emeralds and Mozambican rubies. Courtesy of Gemfields

Gemfields presents A Story in Every Gemstone

Gemfields, a world-leading supplier of responsibly sourced Zambian emeralds and Mozambican rubies, partners with Whitewall to present 'GEOCHROM' by Sebastian Leon. An immersive installation set to captivate and educate visitors through a multitude of sensory elements. The result is an artistic experience that brings to life the intangible beauty of responsibly sourced gems, celebrating the story in every gemstone.

Sebastian Leon is a French Los Angeles-based artist and designer active in the fields of painting, installation, video, sculpture and music. Through his multi-disciplinary work, Sebastian brings to life ethereal physical environments that are at once tangible, familiar and yet unmistakably abstract.

The exhibition plays on how we see colour, for it is impossible for our eyes to simultaneously detect pure green and pure red. It is one or the other. The installation graduates from red to green, creating the ultimate contrast. It explores the geological structure of emeralds and rubies in both 2D and 3D forms, with two geometric paintings, large glass installations coloured by LED tubes and a sound sculpture.

As well as supplying the majority of the world's rough rubies and emeralds, Gemfields initiates activities to build desire for coloured gemstones. Gemfields has collaborated with many partners and international jewellery brands including Fabergé, an iconic name with an exceptional heritage and a member of the Gemfields Group. Often surprising, unexpected and unique, these collaborations are chosen to promote consumer awareness, appeal and education of coloured gemstones, raising awareness, appeal and education of coloured gemstones, raising their profile and in turn providing greater benefit to their place of origin Africa.

Whitewall media platforms connect the world of contemporary art with the worlds of luxury and lifestyle. Whitewall reveals current and future trends in art, design, lifestyle and fashion and champions today's leading artists, designers and visionaries.

Forbes

The Highlights Of Miami Art Week 2019: The Parties Continue, The Art World Goes Bananas At Art Basel In Miami Beach



Ann Binlot Contributor @ ForbesLife

I bring creativity and culture from around the globe to you.

The Rubies and Emeralds of Gemfields

Gemfields, the leading supplier of responsibly-sourced colored gemstones, partnered with Whitewall, commissioning artist Sebastian Leon to create an art-filled experience at Design Miami/ called Geochrom. The installation consisted of two abstract paintings, two sculptures, and a sound work that captures the beauty of emeralds and rubies.

International PR

SELECTION OF 2019 HIGHLIGHTS

GEMFIELDS



Responsibly sourced Zambian emeralds and Mozambican rubies.

Working with conservation partners to protect Africa's wildlife and biodiversity.

The Telegraph

The new rules of engagement (and it doesn't only include diamonds)

Gone are the days when women wait to be presented with diamond rings. Now, it's all about coloured gems - and women are doing the choosing

Coloured stone engagement rings

By Sarah Royce-Greensill

14 February 2020 • 6:00am

< > 2 of 24 View All



Engagement ring in 18-carat fluted rose gold with an oval Mozambican ruby and pavé-set rubies, £6,120, [Fabergé](#)

The Telegraph

By Sarah Royce-Greensill

5 JULY 2019 • 8:00AM

♦ Premium

🏠 : Luxury : Jewellery

Why it's time to embrace coloured gemstones - and the stone to buy now



Princess Eugenie on her wedding day wearing an emerald and diamond tiara and matching earrings
CREDIT: YUP MOK/AP/GETTY IMAGES

The Telegraph



Zambian emeralds from Gemfields' Kagem mine CREDIT: CASEY MOORE

The past decade has seen an influx of Zambian emeralds onto the market, since Gemfields took over the world's largest emerald mine in Kagem in 2008. While this has increased consumer awareness of and appetite for the vivid stones, it hasn't affected prices of old-mine Colombian emeralds at auction, says Wyndham.

"What it has done is brought increased awareness about origin," says Wyndham. "When you're new to jewellery you'll look at a coloured gemstone and it'll either speak to you or it won't. But when you start explaining the different qualities of a Colombian emerald versus a Zambian emerald, people start to understand the difference."

Currently the market at auction for emeralds from countries other than Colombia is relatively modest: it is possible to buy stones for less than \$5,000 per carat, Wyndham notes. But origin isn't the only factor to take into account. Size, colour and clarity all affect a stone's selling price - and Zambian stones tend to be clearer than their Colombian counterparts.



Fabergé rings featuring Mozambican rubies and Zambian emeralds

Forget art, property, fine wine or diamonds: rare whisky is where savvy buyers are investing their money. The £615,000 sale of a bottle of 60-year-old The Macallan in March contributed to the category's 35 per cent growth over the last 12 months, according to the latest Knight Frank Luxury Index. The whisky index has leapt by 563 per cent over the last 10 years, outperforming all other asset classes by miles (coins saw the second-highest growth over a decade at 193 per cent).

Jewellery, meanwhile, has seen growth of 112 per cent over 10 years. But within that, one category stands out: coloured gemstones.

"Coloured gemstones continue to outperform the wider jewellery market," comments Andrew Shirley, editor of Knight Frank's Wealth Report. He lists a Kashmir sapphire ring and a sapphire and diamond necklace as two examples of coloured-gemstone jewels that far exceeded their estimates at auction; the former having sold for £723,063 against a £300,000 to £400,000 guide price at Bonhams in April.

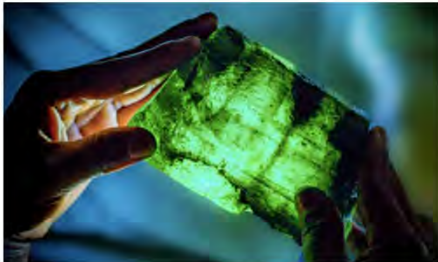
OUTLOOK BUSINESS

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The Good Life

The Beautiful Greens

Move over diamonds, Zambian and Colombian emeralds are the flavour of the season



The Telegraph



The 27.68-carat Jewel of Kashmir sapphire, which set a world record price-per-carat when it sold for \$6.7 million at Sotheby's in 2015

The discovery of coloured gemstones dates centuries back. Once known as gifts from God, wearing these pieces were a symbol of wealth and opulence for the Roman royals. It was only in the 1870s that diamonds were discovered in Africa and only through years of active marketing has it reached here — the symbol of status, love, purity and relationships.

The recent decade, however, shows a different trend. London-based leading mining company Gemfields' CEO Sean Gilbertson confirmed the same in Knight Frank's Q1 2019 report on Luxury Investment Index (Coloured gemstones special). "The swing toward precious coloured gemstones is overwhelming. The past decade has seen record prices for emerald and ruby, surpassing that of colourless diamond on a per carat basis. It surely can't be long before sapphires overtake diamonds, too," he quoted.

Gemfields is currently the world's leading supplier of rubies and emeralds. It recently discovered what came to be known as the largest emerald ever mined. The 5.655 carat, golden-greenish hue Zambian rough with remarkable clarity was named Inkalamu, the Lion Emerald. It became one of the 15 emeralds in the world to earn its own name — not just for the quality, but also the size. Most emeralds with names are less than 1,000 carat in size.

While diamonds will always hold allure, coloured gemstones — particularly sapphires, rubies and emeralds — are increasing in both popularity and price at auction. The record price-per-carat for a sapphire is \$242,145, achieved by the Jewel of Kashmir blue sapphire at Sotheby's in 2015 — shy of the record \$282,485 per carat for a colourless diamond, set by the Archduke Joseph when it sold for \$21.5 million at Christie's in 2012.

Rubies and emeralds, meanwhile, have eclipsed white diamonds at auction. Rubies have increased from less than \$200,000 per carat in the late 1980s to the record \$1,196,809 per carat set by the Sunrise Ruby, which sold for \$18 million at Sotheby's in 2015.



The Rockefeller emerald, which sold for \$5.5 million at Christie's in 2017

WHAT'S ON

by COUNTRY & TOWN HOUSE

JEWELLERY & WATCHES 19 HOURS AGO

Talking Rubies with Gemfields' Gemologist Elena Basaglia

Everything you've ever wanted to know about the gem of the moment...

As a gemologist at a global supplier of responsibly-sourced coloured gemstones, Gemfields, and with over 15 years experience in the jewellery industry, Elena Basaglia has the answers to all of our ruby related questions.

How popular are rubies at the moment?

The rise in coloured gems has certainly been boosted by celebrities and young royals, recently seen to be opting for more colourful engagement rings and adding colour in their jewellery. Rubies, emeralds and sapphires are the most popular and valuable of the coloured gemstones.

Demand among end customers is robust and the sector has seen strong growth across all three gemstones — with double-digit growth observed in many countries. In particular, Gemfields have observed record-breaking rough gemstone auctions in recent years, with prices per carat reaching an all-time high, clearly demonstrating that the appetite for rubies is growing. International auction houses are now offering incredible collections of jewellery featuring the rarest coloured gemstones, with rubies often achieving the highest return. One such example is the Crimson Flame ruby, which achieved a "per carat" price that is still an unsurpassed world record.

Why do you think coloured gemstones are rising in popularity?

When combined with significant improvements in the supply chain, particularly in respect of reliable and responsible sources of supply, it is no surprise that we've seen such growth in the sector. The recent discovery of rubies in Mozambique in 2009 has been a real gamechanger. Mozambique has fast become the world's #1 ruby exporter, yielding record-breaking auction results for Gemfields. Following US-led bans in 2008 on rubies from Burma, Mozambique's consistency and transparency of supply has instilled renewed confidence in rubies, enabling high-end jewellery brands to create extraordinary capsule collections with fine rubies they would typically have spent years collecting.

Interestingly, people often forget that the well-known laws of supply and demand apply to "efficient markets", a term that cannot yet be used for the coloured gemstone sector. Gemfields' Kagem emerald mine in Zambia is a case in point: today it produces an estimated 25% of world emerald supply. Over the last decade its gemstone production has tripled while the prices received have increased more than six-fold!

by COUNTRY & TOWN HOUSE



Fabergé Dalliance GemAddict Ruby, POA

The Fabergé Dalliance collection perfectly illustrates Fabergé's exquisite craftsmanship; the collection features a manual-winding movement exclusively developed for Fabergé by Agénor Manufacture. The unique possibilities of this collection's architecture allows the central decoration to be personalised. Fabergé proudly uses Gemfields' coloured gemstones; the rubies are sourced from Mozambique.



Fabergé Ruby Rose Gold Fluted Band, £2,040

The collection exemplifies 'a life in colour', seamlessly fusing extraordinary coloured gemstones, artistic ingenuity and exceptional craftsmanship. Fabergé's vibrant gemstones are chosen for their exquisite colour, cut, clarity and character. This collection celebrates special lifetime events, milestones and memorable experiences. Fabergé Ruby Rose Gold Fluted Band features round rubies, set in 18 karat fluted rose gold, in keeping with its fondness for design, surprise and discovery. Fabergé has encased a ruby on the inside of the band.



Impératrice Ruby Tassel Pendant, POA

The Fabergé Imperial Collection is inspired by the jewelled splendour of the Imperial Russian court, and evokes the rhythms of the Russian seasons, whether literal or metaphorical. Impératrice Ruby Tassel Pendant features round rubies, round white diamonds and ruby beads, set in 18 karat white gold. The egg pendant is 26mm.



Lady Complicée Peacock Ruby, POA

The Lady Complicée Haute Horlogerie ladies' collection upholds Peter Carl Fabergé's tradition of surprise and meticulous execution with a new and spectacular time display which won the prestigious 2015 Grand Prix d'Horlogerie de Genève (GPHG) — the Swiss watchmaking industry's highest honour — in the 'High-Mechanical' category. The highly original display of the collection features a fan in the heart of the watch, a movement exclusively developed for Fabergé by Agénor Manufacture. It thus perpetuates the ingenious and free-thinking spirit of Peter Carl Fabergé, the display in the Lady Complicée Peacock Imperial pays homage to the famous "Peacock Eggs" of 1906.

珠宝与腕表
little Big Thing

THE UNIQUE EMERALD MINE IN ZAMBIA

非洲的珍宝
娇艳欲滴的赞比亚祖母绿

with Louise T. Allen, MSc, Institute, University of Zambia

在非洲的广袤土地上，大自然的鬼斧神工赋予了这片大陆丰富的矿产资源，各种天然宝石，以及让人惊叹的矿物化石。赞比亚的祖母绿矿藏，就是这片土地上最珍贵的宝藏之一。它的独特魅力，吸引着全球的目光。

珠宝与腕表
little Big Thing

所以赞比亚的绿色珍宝

Gemfields 珠宝商在赞比亚的祖母绿矿藏中，发现了一种名为“祖母绿”的宝石。这种宝石在赞比亚的祖母绿矿藏中，是一种非常珍贵的宝石。它的颜色非常鲜艳，而且它的质地也非常坚硬。因此，它被认为是世界上最珍贵的宝石之一。



赞比亚祖母绿矿藏

赞比亚祖母绿矿藏，位于赞比亚的南部地区。它的矿藏非常丰富，而且它的颜色也非常鲜艳。因此，它被认为是世界上最珍贵的宝石之一。

矿区的独特魅力

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74 | SOMPART



Adam Banks, Managing Director of Gemfields

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祖母绿高级珠宝大赏
Emerald High Jewelry

Harry Winston 珍藏系列
CATHEDRAL 祖母绿高级珠宝系列



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New-age designs using ethically sourced gemstones are the key component of Valani Atelier's philosophy. Creative director Heena Shah tells us about her New York-based label's collaboration with Gemfields. By Praachi Raniwala

It was when GIA-educated jewellery designer Heena Shah was travelling the world to gain first-hand knowledge from miners in Brazil, gold experts in Italy and pearl farmers in Japan, that she realised she could use contemporary design to elevate artisans in developing countries. So, Shah commenced family-run workshops to create her minimalist pieces with bold use of coloured stones that are now the hallmark of her label, Valani Atelier. However, it's her family's legacy to responsibly source natural gemstones from mining families across the globe for over 80 years that continues to be the elementary unit of the label's aesthetic. Their latest collection, in collaboration with Gemfields, furthers this core commitment. Vogue finds out more.

How did this collaboration with Gemfields come about?

I need to know the provenance of every gem I use. Transparency is key, for both me and my clients. Gemfields was the only supplier who could tell me exactly where and how their stones were mined. I found a trusted collaborator in them. Moreover, the modern conceptual elegance that drives my work demands gemstones of equal quality and consistency. I know there's no compromise with stones from Gemfields, so my work can flourish. Collaborating with people around the world to create pieces in a sustainable and equitable way while using materials in a responsible manner has been one of the most rewarding aspects of my career.



From above: 'Phoenix' emerald and diamond ring; 'Nova' round emerald ring; 'Pavilion' emerald pendant; all Valani Atelier x Gemfields



What's special about this collection?

I was peering through a telescope with my son one night and we were both fascinated by the celestial formations we witnessed. So, this line is called Andromeda, as it attempts to capture the brilliance of the galaxy using diamonds with intricately shaped rubies and emeralds from Gemfields. It evokes the simultaneous intimacy and vastness of our universe with gems finely cut into trillion, brilliant rounds, and custom shapes.

Any favourite pieces from the line?

I have given in to my love for unique cuts and fusing multiple gemstones in one piece. One of my favourites is a seven-carat hexagon-cut emerald ring mounted with six hexagon-cut diamonds and matching shield-cut emerald stones. Then, there is the Octavie emerald bracelet set with 80 emeralds that took over eight months to make.

Who is the Valani Atelier woman?

The Valani woman is one who embraces individuality. The bold silhouettes of rare rubies and emeralds in this collection resonate with her. Even amidst all the confusion about natural and man-made diamonds right now, there is no question about the value and rarity of ethically sourced gemstones, and our patrons appreciate that.

What are the key trends for the season?

Jewellery should be timeless yet provocative. Use coloured stones to express yourself; be it through an emerald engagement ring or investing in unusual cuts. ■

ASK THE EXPERT

Ace gemstone shopping with these tips by Heena Shah

- Ask the jeweller if they know the countries that the gemstones were mined from.
- When buying a piece with a single gemstone over three carats, ask for a report on its origin and authenticity from an internationally recognised laboratory.
- Look for stones with high clarity, lustre, colour and cut—in that order of priority.
- Fancy cuts like oval, octagon and pear are often more valuable than conventional cuts because of their rarity.
- Know that coloured gemstones are responsible investments; your purchase helps support communities of minority craftsmen.



JEWELLERY REPORT

The diamond debate

Whether you're into solitaires or a pair setting colored diamonds or diamonds with colored stones, when it comes to the gems, there's a myriad other way. By PRIYANKA PARIKH



• EVERYDAY OCCASION DIAMONDS • COLOURED DIAMONDS • COLOURED STONES
• SOLITAIRE • FIVE • CLASSIC SHAPE • CONTEMPORARY SHAPE

The colour of a diamond is truly mesmerising and brings to the forefront the gem's natural beauty.

It's a rare gemstone that is as rare as a diamond.

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coloured stones

These stones are mostly rubies, sapphires and emeralds, and they're used for perfect pairing with white diamonds, allowing each to complement the other.

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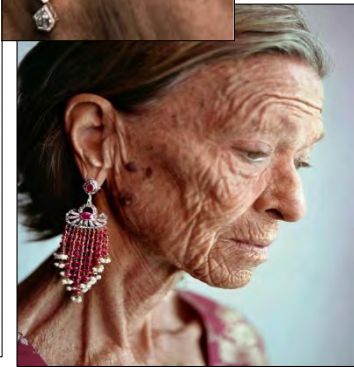
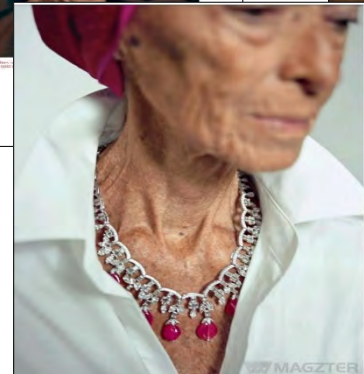
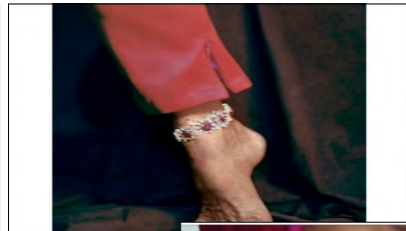
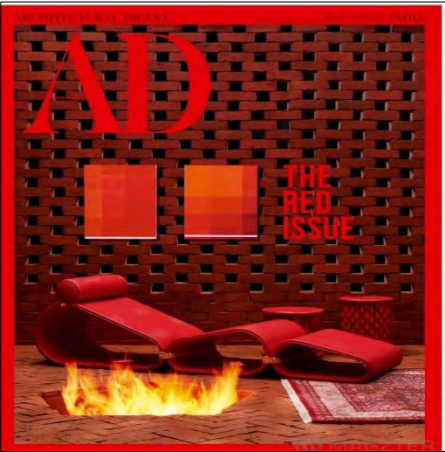
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Gemfields' Ownership of Fabergé

A LOOK AT THE PROS AND CONS

GEMFIELDS



Gemfields' ownership of Fabergé

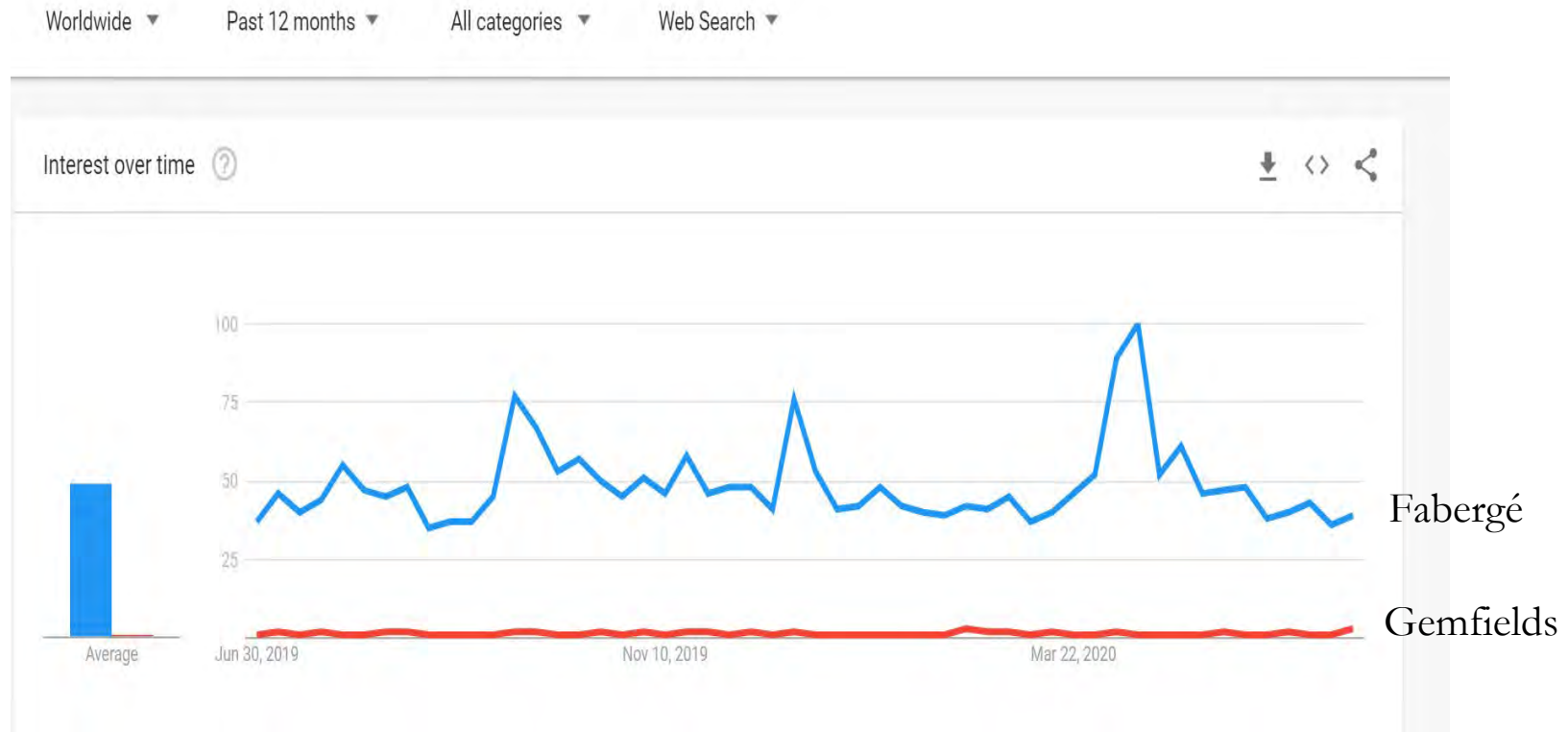
A LOOK AT THE PROS AND CONS

GEMFIELDS



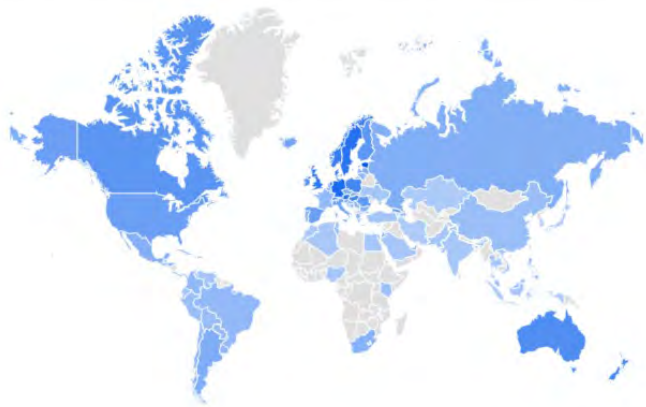
The 1885 Hen Egg
The Egg That Started It All

STRENGTH: Fabergé has far stronger cachet and much wider brand recognition than Gemfields. Fabergé catches consumer attention more effectively than Gemfields and is therefore a more effective and further-reaching marketing vehicle through which to promote coloured gemstones.



Fabergé

Interest by region ⓘ Region ▼ ⓘ ⌵ ⌵⌵ ⌵⌵⌵



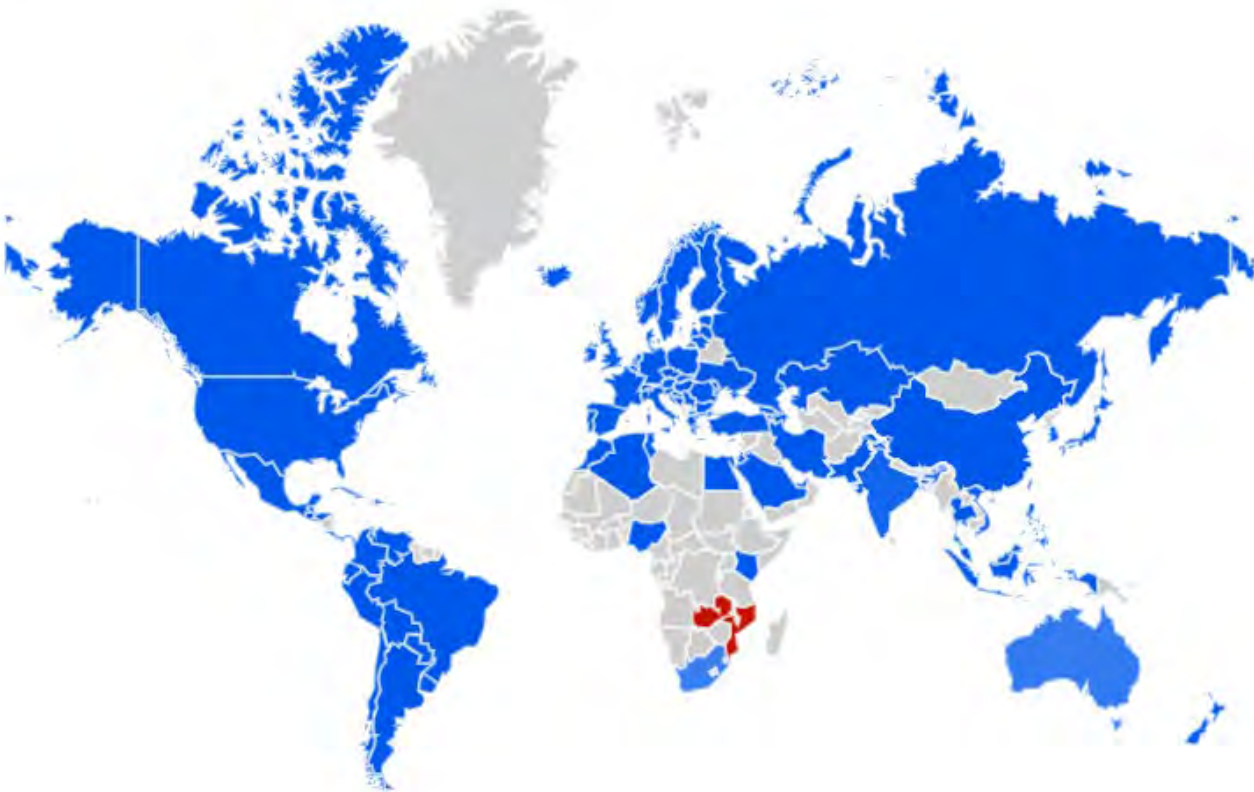
Gemfields

Interest by region ⓘ Region ▼ ⓘ ⌵ ⌵⌵ ⌵⌵⌵



BREAKDOWN BY REGION/COUNTRY

● faberge ● gemfields

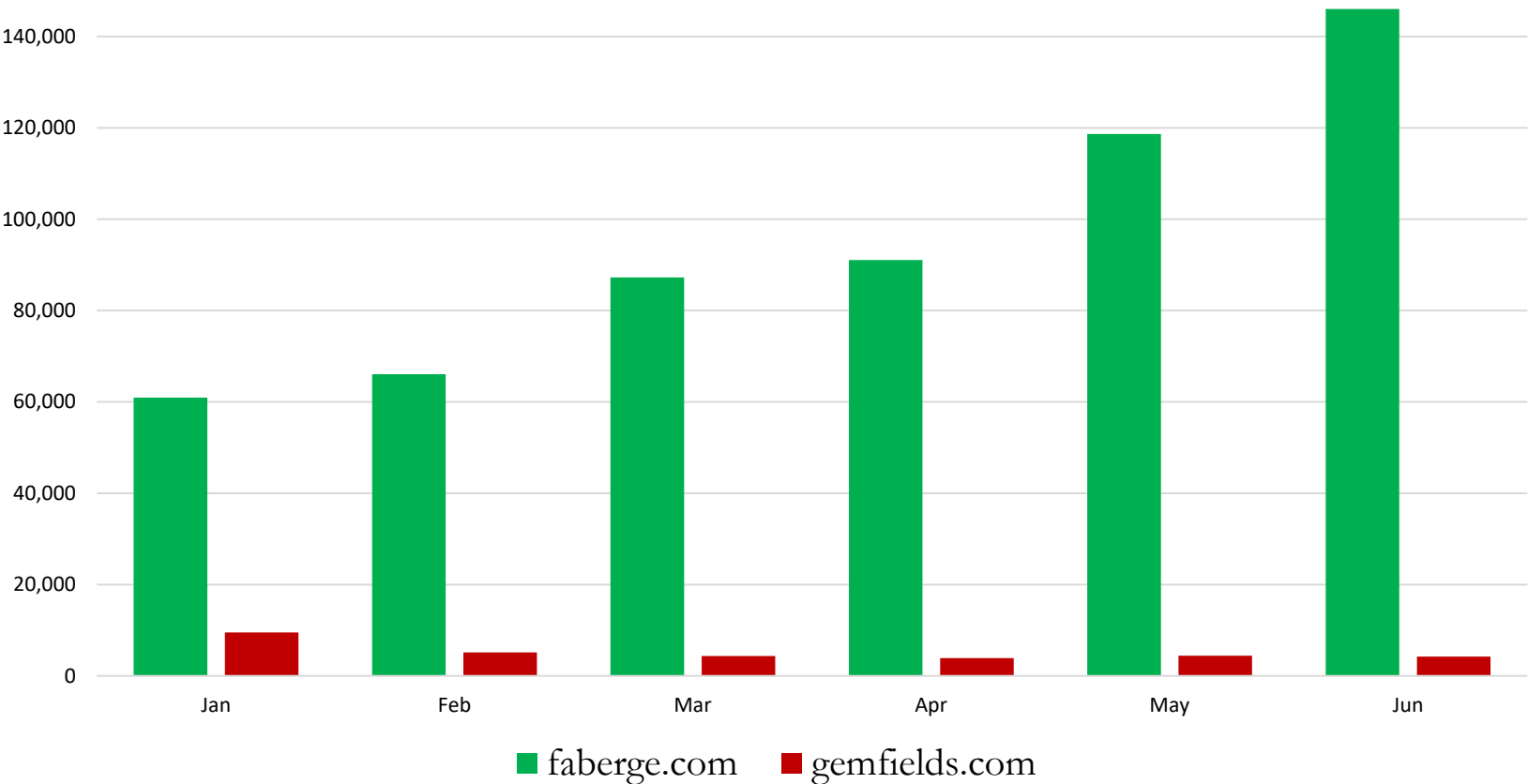


Monthly visitors to Faberge.com vs. Gemfields.com

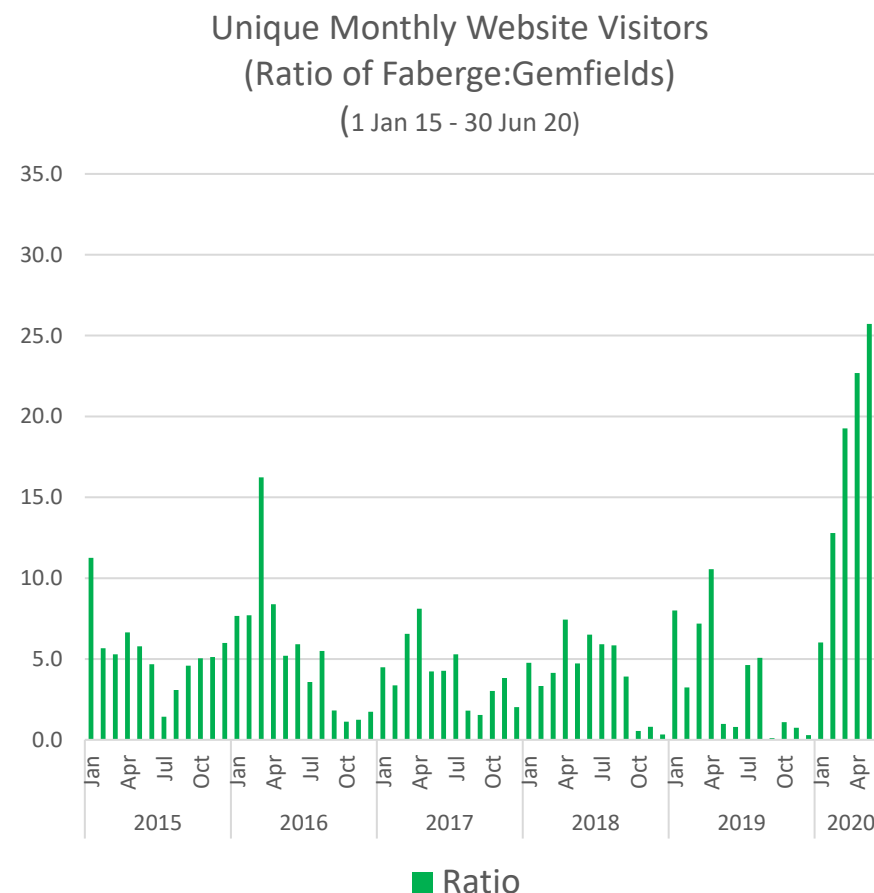
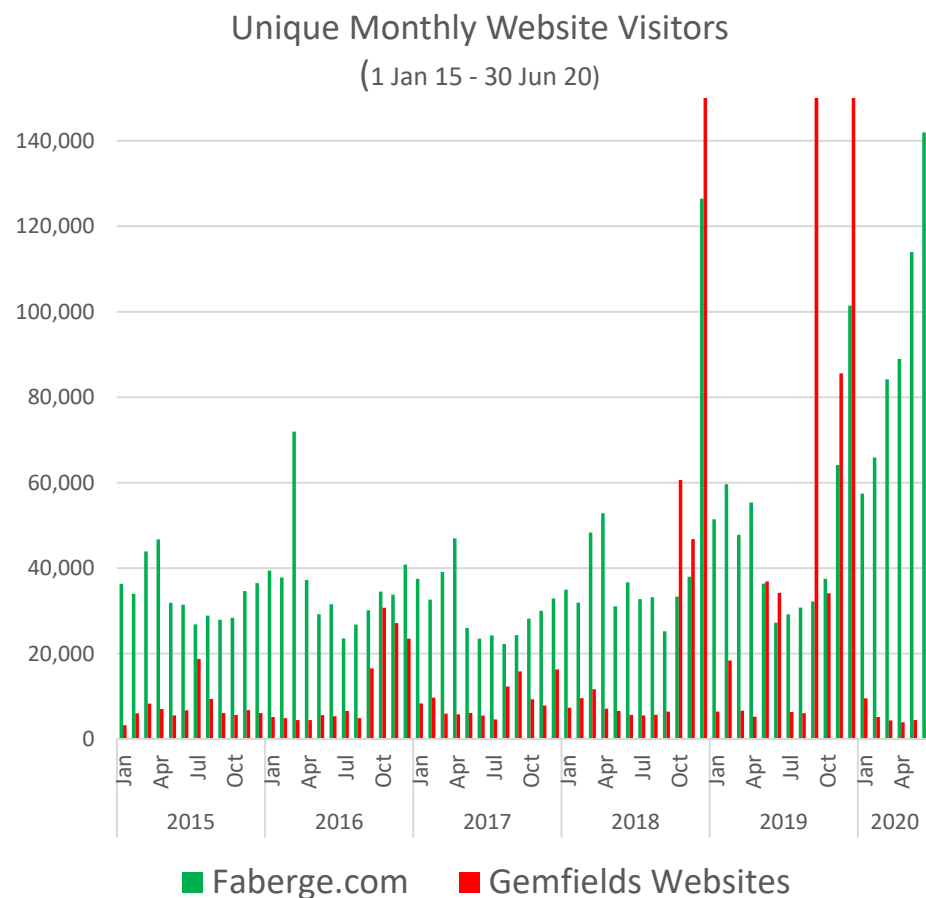
GEMFIELDS

2020 ONLY - Fabergé has seen strong growth

Monthly Unique Website Visitors
(Jan - Jun 2020)



5 + YEARS



During paid promotions, PPC programmes and campaign launches, Gemfields' websites have peaked at 379k (Dec 2018) and 346k (Dec 2019) visitors per month.

Actively used to promote the coloured gemstone message

Ship to: GB/GBP | Language: English | Free Worldwide Shipping

FABERGÉ

Q

L

F

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H

C

0

JEWELLERY

TIMEPIECES

EXCEPTIONAL CREATIONS

THE WORLD OF FABERGÉ

GIFTS

NEWS

STORES

QUICK PRODUCT FINDER

RESPLENDENT RUBIES

July's birthstone, the rare and majestic ruby, is believed to guarantee good health, wisdom, wealth and success in love.

SHOP RUBIES

Ship to: GB/GBP | Language: English | Free Worldwide Shipping

FABERGÉ

Q

L

F

P

H

C

0

JEWELLERY

TIMEPIECES

EXCEPTIONAL CREATIONS

THE WORLD OF FABERGÉ

GIFTS

NEWS

STORES

QUICK PRODUCT FINDER

FABERGÉ & GEMFIELDS

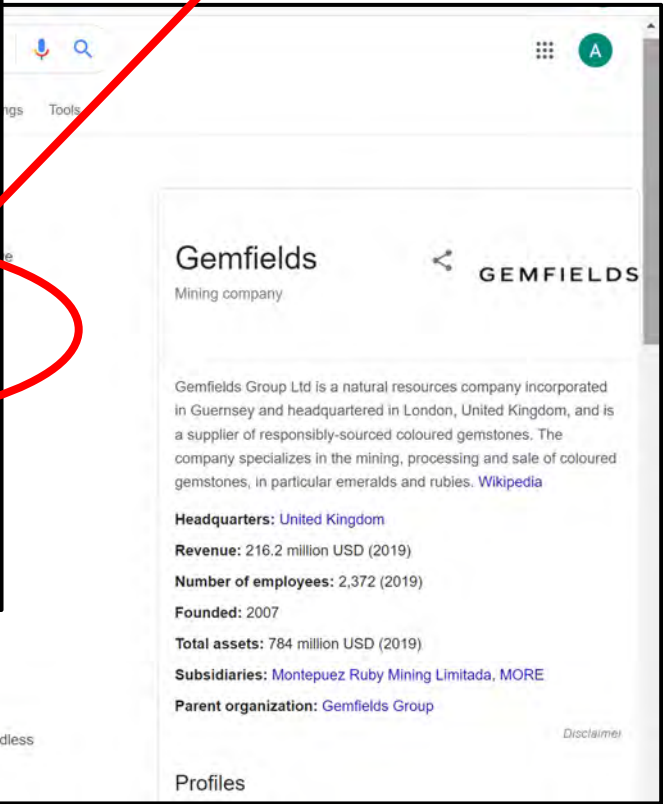
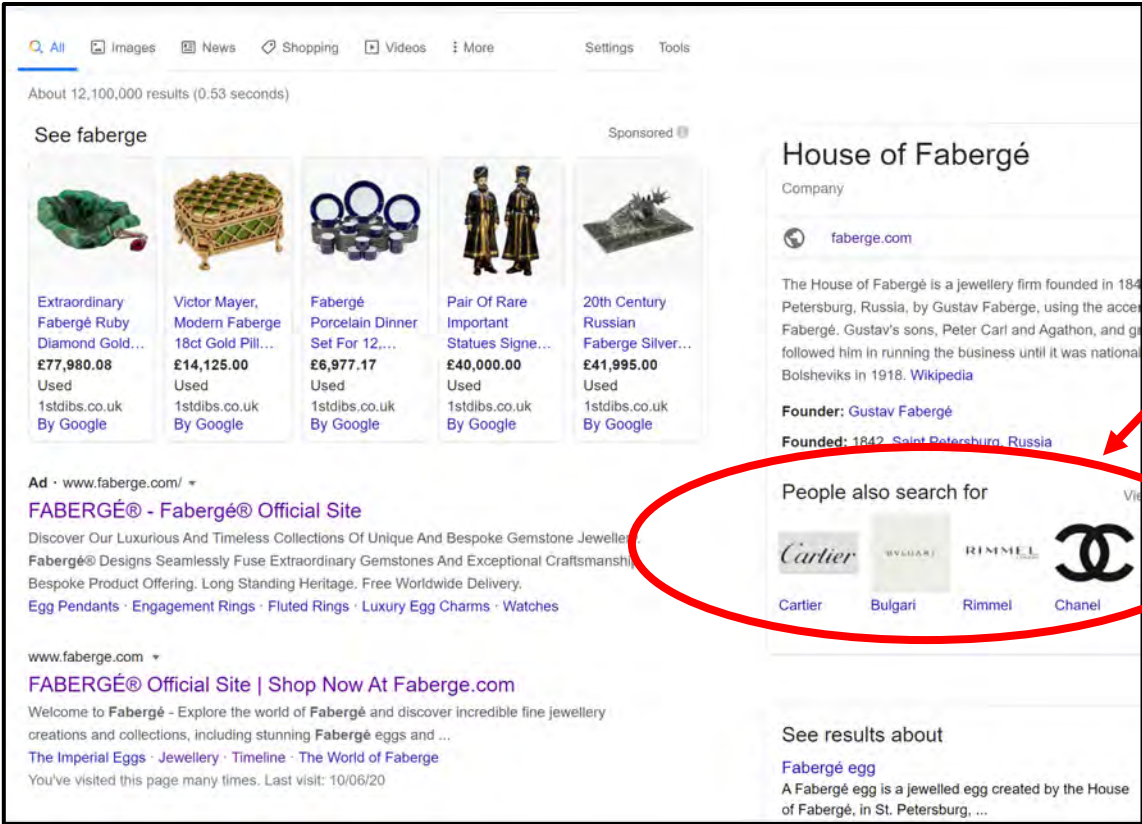
A world-leading supplier of responsibly sourced, coloured gemstones.

Help

Fabergé is a globally recognised name

GEMFIELDS

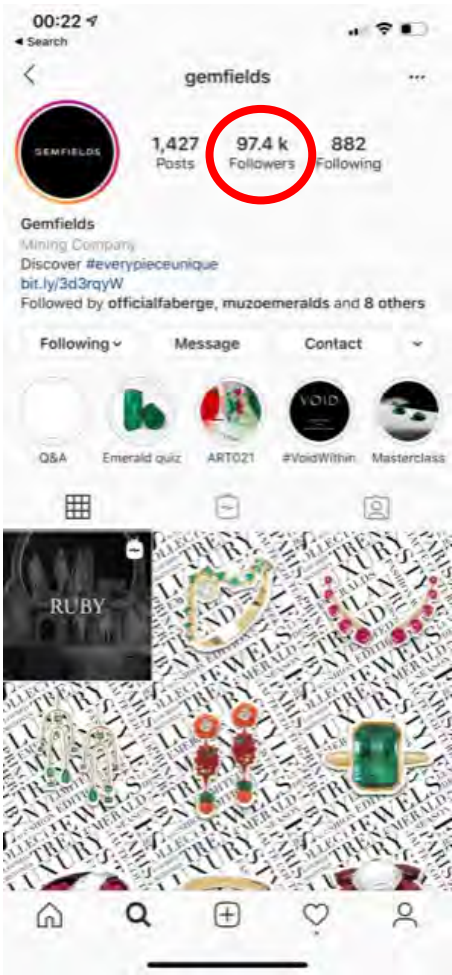
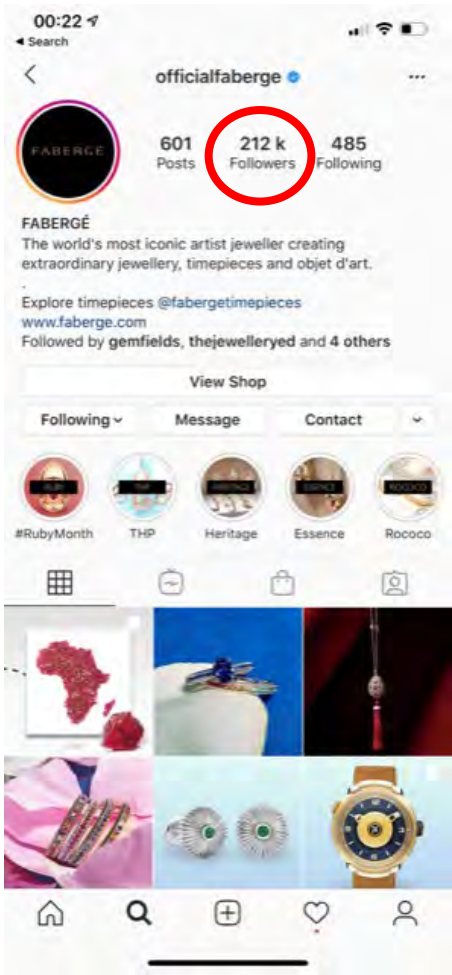
Fabergé is a globally recognised name synonymous with the pinnacle of luxury (as this Google search would suggest).



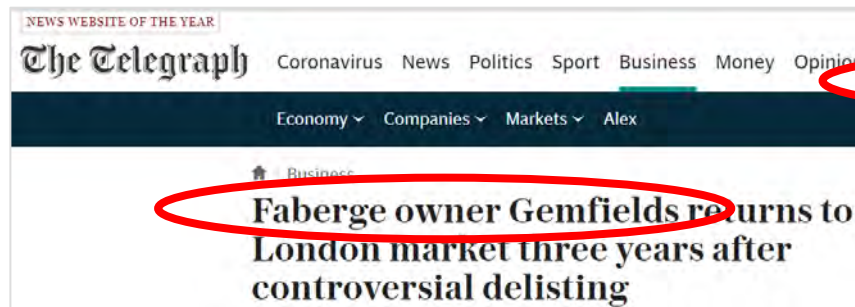
Instagram Following

GEMFIELDS

Fabergé presently has 118% more followers



STRENGTH: Gemfields enjoys greater PR coverage and attracts more eyeballs as a result of Fabergé (“Fabergé-owner Gemfields...” is frequently used by journalists).



STRENGTH: Fabergé allows Gemfields to educate luxury and fashion journalists and editors, who would not typically be interested in a mining company.

L'OFFICIEL

JEWELLERY

Fabergé Celebrates July's Birthstone: Ruby

Rubies have an almost otherworldly quality that has captivated and delighted humanity throughout the ages.

06.25.2020
by Boba Stanic

The Mosaic Ruby Pendant is an example of Fabergé's ability to paint with these special gemstones. Featuring princess-cut Mozambican rubies, invisibly set in 18k rose gold, each ruby within the piece has been sourced with care from Gemfields - a world-leading supplier of responsibly sourced, coloured gemstones - from the Montepuez mine in Mozambique.

These treasured rubies are at least 500 million years old. They have a value that far exceeds their visual beauty, as the wearer knows that by investing in a Gemfields ruby, they are also supporting conservation and environmental projects as well as helping to bring about long-term positive change in local communities in both a transparent and sustainable way.

TATLER

BYSTANDER

STYLE

ADDRESS BOOK

BEAUTY

ROYALS

Fabergé

For the Lady Libertine, POA, Fabergé has taken one heck of an emerald (from Fairtrade miners Gemfields) and carved it into a representation of the Zambian landscape, which is where the stone was mined. It's then been covered in dozens of round-brilliant and, unusually, rough emeralds, and two gold hands keep very subtle time.

Forbes

Fabergé And The Ritz London Prepare A Jewel-Inspired Easter Meal



Anthony DeMarco Senior Contributor @Watches & Jewelry

The Mosaic Egg is considered by some to be one of the most technically sophisticated of all the Fabergé Imperial Easter Eggs, and took more than a year to craft. It was the work of Alma Theresia Pihl (1888 – 1976), Fabergé's first female designer and one of the best known Fabergé workmasters. Pihl was inspired by a petit point carpet she was embroidering as part of her marriage trousseau. It was one of a series of 50 eggs made and delivered to the Russian Imperial Royal Family, all unique and individual in their design. Today, the Mosaic Egg is part of the British Royal Collection. Fabergé, now under the ownership of Gemfields, a gemstone mining and marketing company, takes its inspiration for its modern-day creations from original Fabergé pieces – in particular, the famous Imperial Eggs created by Peter Carl Fabergé, the most famous of the family members who owned the Russian jewelry company in the late 18th and early 19th centuries.

TEMPUS

Emeralds continue to inspire hope with Gemfields and Fabergé

BY MICHELLE JOHNSON | 09 JAN 2018 | CULTURE, STYLE & PHILANTHROPY

Luxury gem brands unveil world first emeralds with philanthropic inscription

Fabergé dresses the stars in coloured gemstones

GEMFIELDS

MILA KUNIS CAMPAIGN, PAID FOR BY GEMFIELDS



Mila Kunis



Mila Kunis

Fabergé x Legado x Rome de Bellegarde

CELEBRITIES, PARTNERSHIPS & COLLABORATIONS

GEMFIELDS

STRENGTH: Fabergé opens doors to celebrities more readily than does Gemfields (e.g. the Fenty family, where Fabergé partnered with Rorrey Fenty's Legado, which drew in his sister, Rihanna).



Rihanna and Fabergé watches draw attention to ultra-lux cigar launch

◇ NEWS by ROB CORDER on OCTOBER 16, 2019

MailOnline

Rihanna commands attention in a white jacket and matching miniskirt as she makes surprise appearance at London bash

By KATE THOMAS FOR MAILONLINE

PUBLISHED: 22:41, 10 October 2019 | UPDATED: 01:00, 11 October 2019

She gave a new interview with US VOGUE this month, offering fans some rare insight into her private life.

And **Rihanna** continued to delight her admirers when she put in a surprise appearance at the Legado x Faberge x Rome de Bellegarde VIP party, hosted at The Vinyl Factory Gallery in **London** on Thursday evening.

The superstar, 31, turned up the heat in a cool, sportswear inspired look, opting for an all-white theme.



Shine bright: Rihanna put in a surprise appearance at the Legado x Faberge x Rome de Bellegarde VIP party, hosted at The Vinyl Factory Gallery in London on Thursday evening

The Telegraph

One for the Christmas list? The \$1m gift box containing Fabergé watches and ultra-rare cigars by Rihanna's brother

Four unique boxes, each containing one or two fine watches, a bottle of the most expensive cognac available and two ultra-rare cigars are being sold at an auction later this week.

Given the guide prices suggested range from £800,000 to £1.2m, the boxes, which will be sold at a mystery event on Thursday, merit closer inspection. Prospective buyers will need to get in touch with Fabergé directly.

The three partners, Fabergé, Rome de Bellegarde and Legado, seem almost wilfully disparate, but the boxes certainly impress with their contents.

The watches from Fabergé will be the most familiar to collectors and include the final example from a special Edition of the Visionnaire I, with its Renaud et Papi tourbillon movement, in rose gold and set with baguette diamonds. Three other boxes each include a Visionnaire DTZ watch, in different executions, along with one of three 'Complicée' Peacock watches.



Fabergé dresses the stars in coloured gemstones

GEMFIELDS

CELEBRITIES, PARTNERSHIPS & COLLABORATIONS

STRENGTH: Fabergé more easily reaches the red carpet and celebrities, allowing improved placement of coloured gemstones.



Louise Roe



Amy Adams



Winnie Harlow

Fabergé dresses the stars in coloured gemstones

CELEBRITIES, PARTNERSHIPS & COLLABORATIONS

GEMFIELDS



Kristen Stewart in Fabergé
Mario Testino for Vanity Fair, Paris



Kate Hudson in Fabergé
Venice Film Festival



Kim Kardashian in Fabergé
Nick Knight for V Magazine, Paris



Daphne Guinness in Fabergé
Isabella Blow Foundation, Christies



Olivia Palermo in Fabergé
Fabergé New York Opening



Julia Roberts in Fabergé
Film Premiere, London

DECEMBER 2019



Candice Lake



Cate Underwood

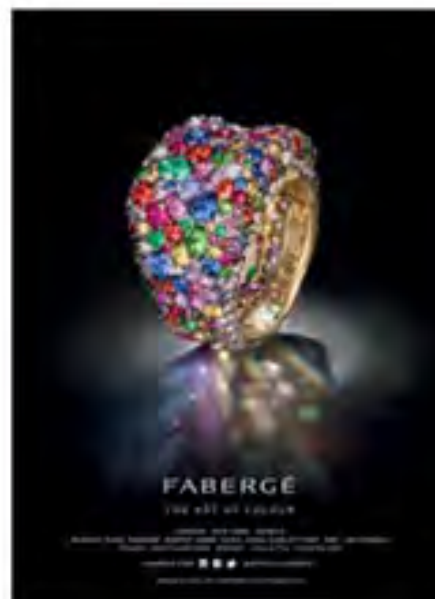


Clara Paget

Advertising campaigns

IMPORTANT PRODUCT SHOWCASE

GEMFIELDS



Advertising campaigns

"A LIFE IN COLOUR" CAMPAIGN

GEMFIELDS



Advertising Campaigns

"A LIFE IN COLOUR" CAMPAIGN MESSAGING

GEMFIELDS

STRENGTH: synergies in advertising with broader reach, maximising each advertising dollar.

*The most enduring legacies are
born of the most colourful lives*

A LIFE IN COLOUR

*Fabergé proudly uses Gemfields
coloured gemstones*



Advertising campaigns

GEMFIELDS

"A LIFE IN COLOUR" 2019 CAMPAIGN MESSAGING



Advertising campaigns

GEMFIELDS

"A LIFE IN COLOUR" 2019 CAMPAIGN: ROUGH GEMS AND FINISHED PIECES



Advertising campaigns

"A LIFE IN COLOUR" 2019 CAMPAIGN: ROUGH GEMS AND FINISHED PIECES

GEMFIELDS



Gemfields Group advertising campaign

JOINT MESSAGING - CONNECTING MINE AND MARKET

GEMFIELDS



STRENGTH: As a more recognised name, Fabergé provides wider reach in a vital luxury goods market, paving the way to promote coloured gemstones.

大事年表	
1842年	Gustav Fabergé於俄羅斯聖彼得堡創立Fabergé品牌。
1870年	Peter Carl Fabergé子承父業，正式接掌Fabergé。
1882年	Fabergé參加莫斯科的全俄展覽會，其中一件西元前4世紀的Scythian Treasure系列黃金手鐲的複製品受到關注。
1885年	沙皇亞歷山大二世欽點Peter Carl Fabergé為皇后製作一枚復活節彩蛋。
1886年	Peter Carl Fabergé被俄國沙皇封為「皇家御用珠寶師」(Goldsmith by special appointment to the Imperial Crown)
1918年	Fabergé收歸布爾什維克所有。
1924年	Peter Carl的兒子Alexander和Eugène前往巴黎，以FABERGÉ PARIS作為商標註冊了新的公司，銷售的珠寶作品與Fabergé大致相同。
1964年	Fabergé出售給化妝品公司Rayette，並改名為Rayette-Fabergé。
2007年	Rothschild收藏的Fabergé彩蛋在倫敦佳士得拍賣行以898萬英鎊的價格落槌，成為最昂貴Fabergé彩蛋。
2013年	Fabergé被珠寶商Gemfields plc收購。



獨特國家

俄羅斯一直是國際上津津樂道的話題國家。在這廣袤的冰天雪地中，俄羅斯人披冠于「戰鬥民族」的封號，全民皆兵，熱衷武器，體格強壯，俄羅斯的總統普丁，更是憑藉個人魅力成為了政治界最熱門的網紅。這個神秘的冰雪帝國土地上，不僅出產風靡全世界的西伯利亞特加，更埋藏著如恆河沙數的黃金、琥珀、珍珠、祖母綠、藍寶石和鑽石，不過俄羅斯人可沒有像我們想像中那樣直接把原石拿來藏，反而做出了非常非常精緻的珠寶，而在這些五花八門的珠寶裏，有一種被做成彩蛋的奢華珠寶。

傳奇藝術文化

一個多世紀以來，Fabergé這個名字等同於名聲、財富和世界上最奢侈的復活節彩蛋。羅曼諾夫王室委託珠寶商和金匠Peter Carl Fabergé設計的小型、裝飾精巧的藝術品至今仍是世界上最精美的裝飾作品之一，動用了高價的各式寶石，與當時最先進的工藝技術所打造。這些精巧的珠寶彩蛋被譽為「帝國蛋」。最早是在19世紀80年代中期作為節日禮物設計的。知名的Fabergé蛋大小不一，約三到五英寸高，平均需要一至兩年的時間才能完成。



Fabergé opens doors to high-profile brands & projects

GEMFIELDS

Celebrities, Partnerships & Collaborations

STRENGTH: Fabergé opens doors to special and high-profile brands and projects more readily than does Gemfields (e.g. the Fabergé x The Ritz Easter Collaboration).

HOW TO SPEND IT

GIFT GUIDE

MEN'S STYLE

WOMEN'S STYLE

TRAVEL

WATCHES & JEWELLERY

FOOD & DRINK


CARS, BIKES & BOATS

MORE +

FOOD & DRINK / RESTAURANTS


The Ritz London and Fabergé crack Easter entertaining

A tribute to the Fabergé house and its spectacular Imperial Mosaic Egg features in executive chef John Williams' three-course lunch




The Ritz's executive chef John Williams has devised the special Fabergé menu

FI



Apr 2, 2019, 08:03pm EDT

Fabergé And The Ritz London Prepare A Jewel-Inspired Easter Meal



Anthony DeMarco Senior Contributor @Watches & Jewelry

In a pairing of heritage luxury jewelry and world class cuisine, Fabergé is teaming with The Ritz London to create a special meal to celebrate Easter. The highlight of the meal will be "Egg Fabergé," a dish inspired by Peter Carl

TATLER

BYSTANDER

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LIV

LIVING

Fabergé and The Ritz prepare a jewel-inspired Easter dish

The Ritz takes culinary inspiration from Russian jeweller Fabergé's seminal Mosaic Egg of 1914

“Rolls-Royce debuts ‘Spirit of Ecstasy’ Fabergé Egg”

GEMFIELDS

celebrities, Partnerships & Collaborations - October 2018

STRENGTH: Fabergé opens doors to special and high-profile brands and projects more readily than does Gemfields (e.g. the Fabergé x Rolls-Royce x Spirit of Ecstasy egg).

“For the first time in history, an iteration of the Spirit of Ecstasy, the enigmatic mascot that has adorned Rolls-Royce motor cars since 1911, is cocooned in an exquisite, contemporary, Fabergé Egg.”

Forbes

“Rolls-Royce Commissions the Ultimate Fabergé Egg”



Robb Report

“Rolls-Royce Crafts a Fabergé Egg”

Recent sales successes from direct client events

Client Engagement

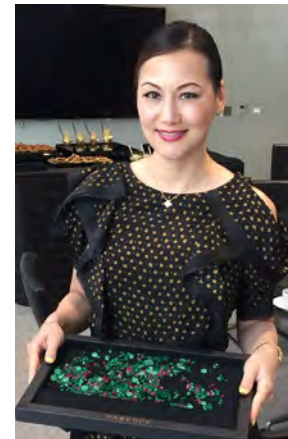
In June 2019, Fabergé hosted a range of direct client events which included a private preview of the Knight Frank Investment Report, a special 'Coloured Gemstone Workshop' and Afternoon Tea at the Lanesborough Hotel all geared towards client education.

Total value of client purchases: \$260,000

Through four sets of one-week of carefully planned, targeted and executed client events in Singapore, all focused on coloured gemstone purchasing education, Fabergé has managed to generate serious client interest in the region. Usually held in November of each year, these specific masterclasses have become an important platform for Fabergé working together with Gemfields and its AAPs.

Total value of client purchases: \$1.1m

GEMFIELDS



The art of bespoke

UHNWIs Commission Work

GEMFIELDS

Fabergé Reveals the Pearl Egg

February 2015



THE  TIMES

“Fabergé revives tradition with £1.3m Qatar egg”

BURO.

“Fabergé unveils a new pearl egg 100 years after the last Fabergé Imperial Egg”

A selection of Fabergé featuring Gemfields emeralds

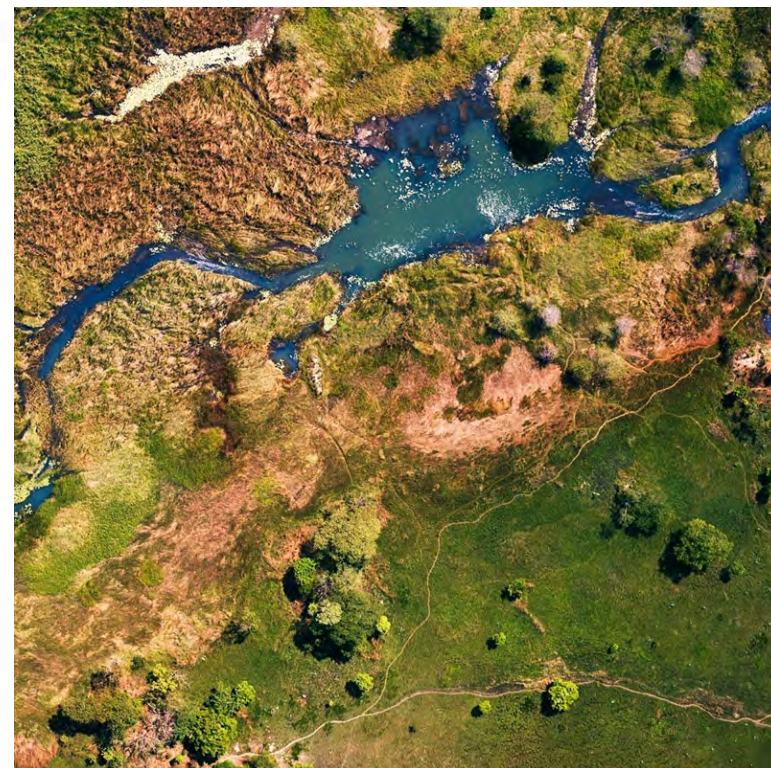
GEMFIELDS



A selection of Fabergé featuring Gemfields rubies

GEMFIELDS



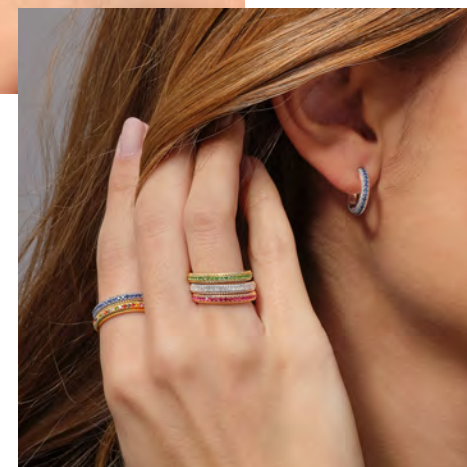














The Telegraph By Sarah Royce-Greensill
14 February 2020 - 6:00am

The new rules of engagement (and it doesn't only include diamonds)

Gone are the days when women wait to be presented with diamond rings. Now, it's all about coloured gems - and women are doing the choosing

Coloured stone engagement rings

< > 2 of 24 View All



Engagement ring in 18-carat fluted rose gold with an oval Mozambican ruby and pavé-set rubies, £6,120, **Fabergé**

Forbes

Fabergé: A Hybrid Of The Past And Present



Joseph DeAcetis
Contributor @
ForbesLife
Luxury Fashion Journalist



Opening image: courtesy of Fabergé

Any attempt to write a feature on a historic luxury brand is inevitably frustrated by the fact that the history can run very deep. In today's market, craftsmanship and styles which have remained static for over a century are now being challenged, and if there is confusion amid all the alternative designs being put forward as current offerings, the simple answer is that brand revitalization has its very own creative strategy. This strategy's aim is to reach modern consumer's needs and tastes. It is in fact individual tastes that will always ensure that there are sufficient variations to cater to everybody.

ELLE

DECOR

FABERGÉ EGGS: THE WORLD'S MOST LEGENDARY EASTER TRADITION

For their 135th anniversary, experts give ED an exclusive look at 14 of these stunning creations.



FABEREGGLOVE

APR 9, 2020

GQ | **STYLE**

What to Wear Now

23
Bling Rings

Fabergé
FROM TOP
\$2,400, \$2,200,
\$1,250, and
\$2,200



Henrik
Vilbockov
\$30
for pair

24
Floral Socks

Louis Vuitton
Men's
\$450



25
Monogram Bag



60

The Good Life



GEMS

Going green

Supplying a quarter of the world's emeralds, a London company is combining sophisticated technology with a commitment to community and sustainability

Roughly 14 hours after a controlled blast on the floor of the Kagem mine, a truck equipped with high-pressure hoses descends 405 feet into this open pit in central Zambia. For several minutes, they wash away the silvery mica, pink bead quartz and other geologic rubble loosened by the meticulously planned detonation. When they're finished, it would be difficult to miss the shards of deep green left behind: emeralds.

An incredible amount of science and technology, of course, goes into making the discovery of emeralds look this easy. London-based Gemfields has operated Kagem since 2008, investing millions of dollars in imaging technology to determine where deposits of the gemstone are located. "It's not as easy as blasting and then finding emeralds on the ground. There's much deeper knowledge behind it," says Gemfields gemologist Elena Bascigian. "Our geologists are the biggest brains behind what we do, because all the elements need to align to create an emerald."

deposit. With a diamond, you need just carbon, heat and pressure, but to cook up a good emerald, other elements are needed. With the absence of one, you don't have an emerald. That's why we can say with all legitimacy that emeralds are rarer than diamonds."

"ALL THE ELEMENTS NEED TO ALIGN TO CREATE AN EMERALD DEPOSIT. EMERALDS ARE RARER THAN DIAMONDS."

Once the hoses have washed the blast area, Kagami's miners move in, examining loose stones and chiseling the floor to excavate emeralds that might be located just beneath the surface. Each green stone, no matter its size, is placed within a red lockbox and sent to Kagami's sort house for cleaning and grading according to size and quality. The latter stage also allows

experts to group stones together before they head to auction. Indeed, when a jeweler discovers how emeralds on a necklace are perfectly matched, it could be because rough stones were

Measuring 10,100 acres, Kagem is the world's largest emerald mine and produces 25 percent of global output. Emeralds have become



more prevalent in high-jewelry designs partly thanks to the stones mined at Kagem, which also garnered headlines thanks to one recent discovery: the 5.695-carat stone dubbed the Lokaiharu, or Lō Emerald, unearthed in October 2012 and auctioned in Singapore a month later for an undisclosed amount. "The love of emeralds goes as far back as Neopatria, but it's true that stones like that of the

Also owned by Gemfields, Kalenge is chief among the jewelry houses that receive emeralds mined at Kagem, although Tiffany & Co. and a variety of other jewelers also employ the stones found in this part of Africa. In 2008 Gemfields was the first to launch-inscribe a Polberg-act Kagem emerald with traceability information—which is notable

because, increasingly, jewelers and consumers alike are asking more questions about sustainability, ethical sourcing and the community responsibility that's become integral to Kagem and other mines around the world.

"When it was clear early on that Kagem was going to be a leading supplier of emeralds, we knew support of the surrounding community wasn't just the right

thing to do, but also would be crucial to its long-term survival, explains Jack Cunningham, head of sustainability for Gunfields. "We have to engage with those neighbors and effectively keep their blasting to keep mining there."

Genfields' community projects focus on constructing and outfitting both primary and secondary schools and a health centre, as well as a farming initiative largely overseen by women. We focus on three areas—health, education and agriculture—because people in the area need health care, they want their children to go to school, and they need an income," Cunningham says. Produce raised on the farms is sold to Kagen at market prices to supply the kitchens that feed the mine's 700-plus employees, while the women in the program proudly note that recently they've begun meeting with local grocery chains.

Ultimately it's a story Gernfield is happy to tell, and Cunningham says emerald fans are eager to hear. "Brands are feeling the pressure to ask us questions," he notes. "It's been a bit of a slow burn, but without doubt, the desire to know where your gemstones came from, and that every step has been responsible, will only increase."

—LARRY MOORE

NOT TO BE MISSED
From New York to London,
three fashionable exhibitions
celebrate distinctive design.



01
"Bellissime: Fashion's Modern Muse"
Classical ballet's influence on 'ash
is highlighted in this dramatic show
The Massimo at FIT, New York C



02
 "Dior's Hotel From Christian Dior to Stephen Jones, 1947-2020"
 The house's signature military-inspired showpiece in a chic retrospective Musée Christian Dior, Gréville France, Aug. 25-Nov. 1



03
"Bags Inside Out"
 From Windsor Church to St Paul
 Jessica Parker, the style of the
 essential accessories is explored.
 Victoria & Albert Museum, London
 Apr. 25-Jan. 3, 2011 vam.ac.uk

CELEBRATED LIVING



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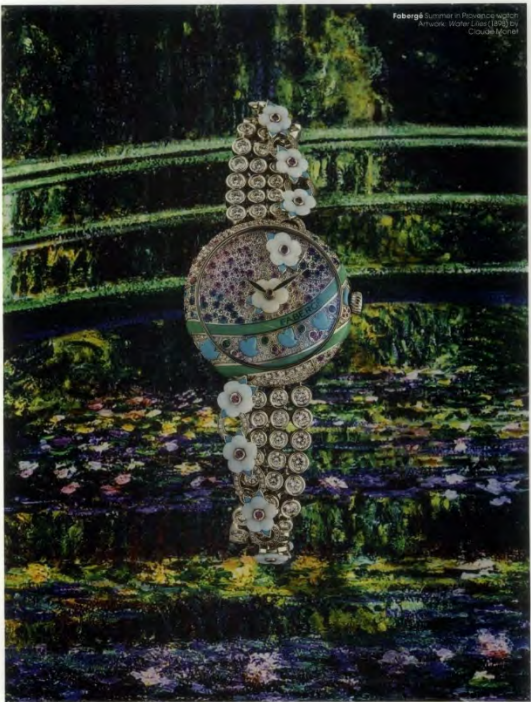
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WEARABLE ART



VILLA 88 63

Noblesse



STRENGTH: Fabergé allows Gemfields to engage directly with coloured gemstone consumers and to better understand how they perceive coloured gemstones, traceability or where the gaps in their knowledge lie. This aids in shaping Gemfields' own marketing strategy.

STRENGTH: Fabergé's client base allows Gemfields to promote coloured gemstones directly to HNWIs, an audience which would be harder to reach if “just a mining company”.



Private VIP Gemstone Masterclasses

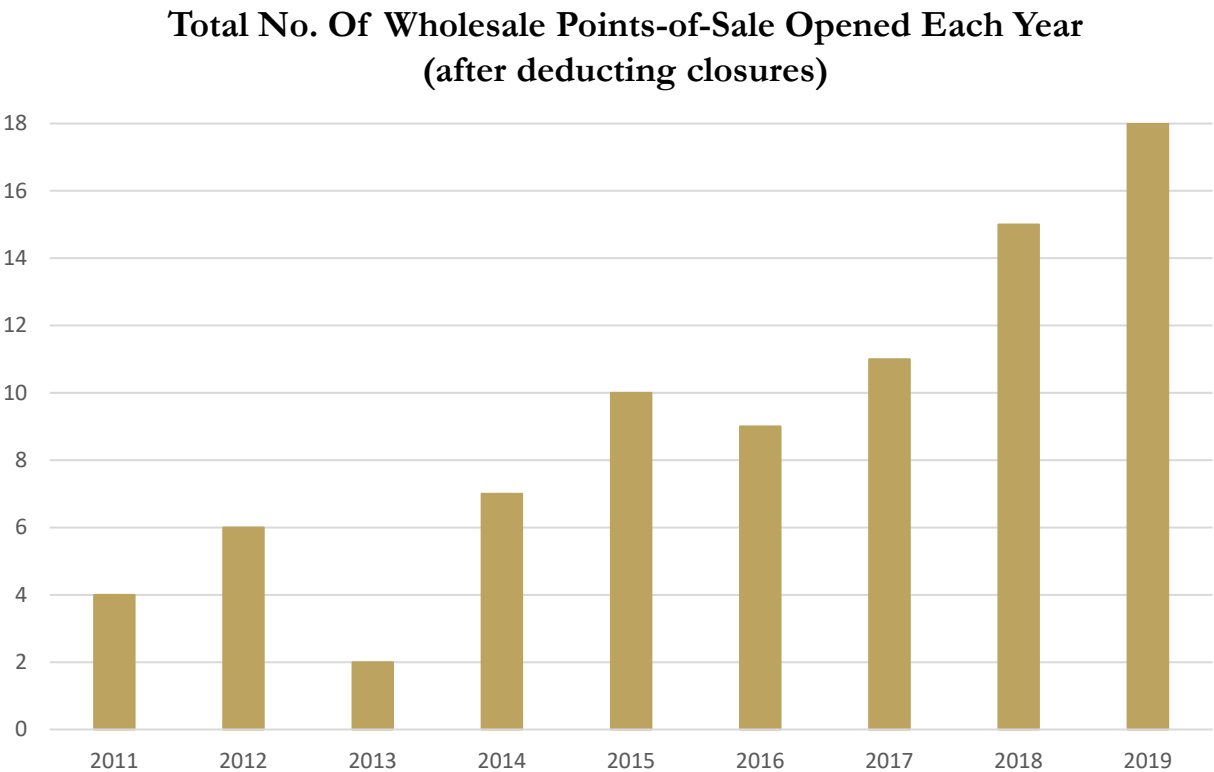


Mine to Market Workshop Invitation

STRENGTH: Fabergé has access to global points of sale. From 1st June – 31st August 2019, Fabergé and Gemfields partnered on an in-store initiative at Harrods to highlight the journey of mine to market. This included visual merchandising, private events and activations across Harrods media platforms aimed to educate and entice summer travel clients from ME, Asia and Europe.

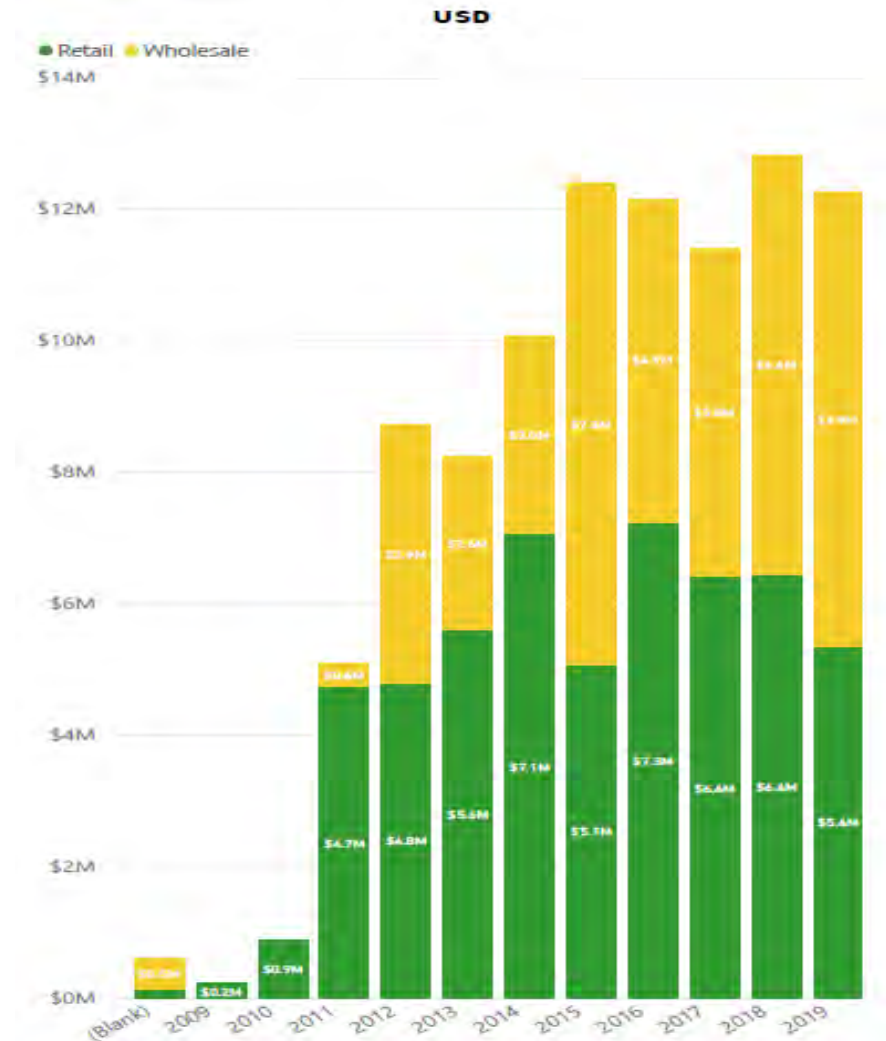


STRENGTH: Fabergé’s network of 80+ multi-brand retailers (who purchase from Fabergé on a wholesale basis) allows in-store display and marketing of coloured gemstones, with training and promotion to store owners and shop-floor staff. Gemfields supplies ‘How to buy coloured gems’ guides instore.



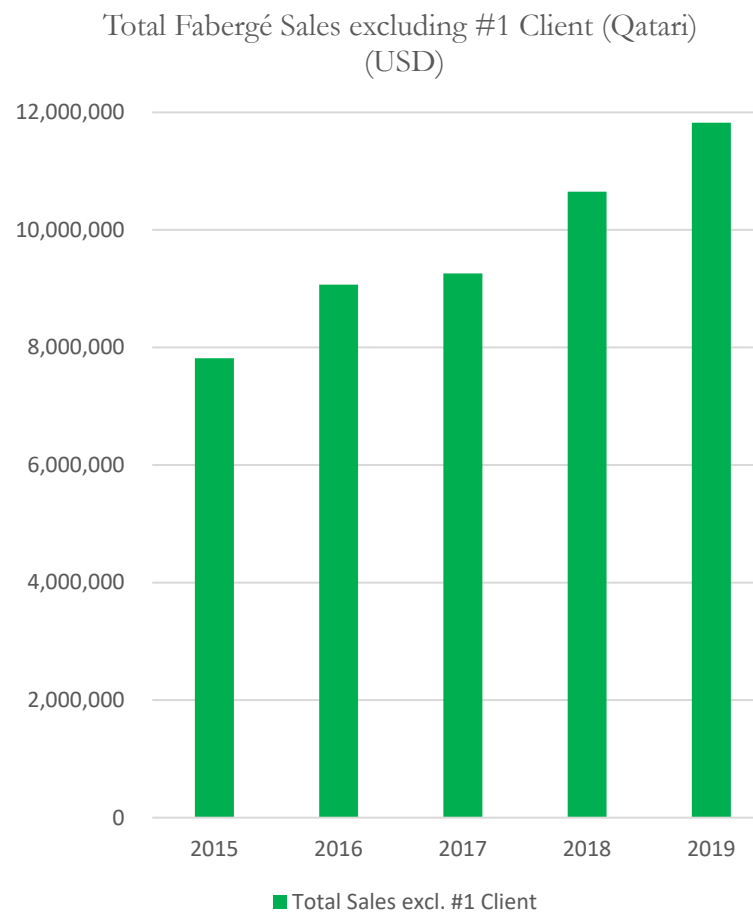
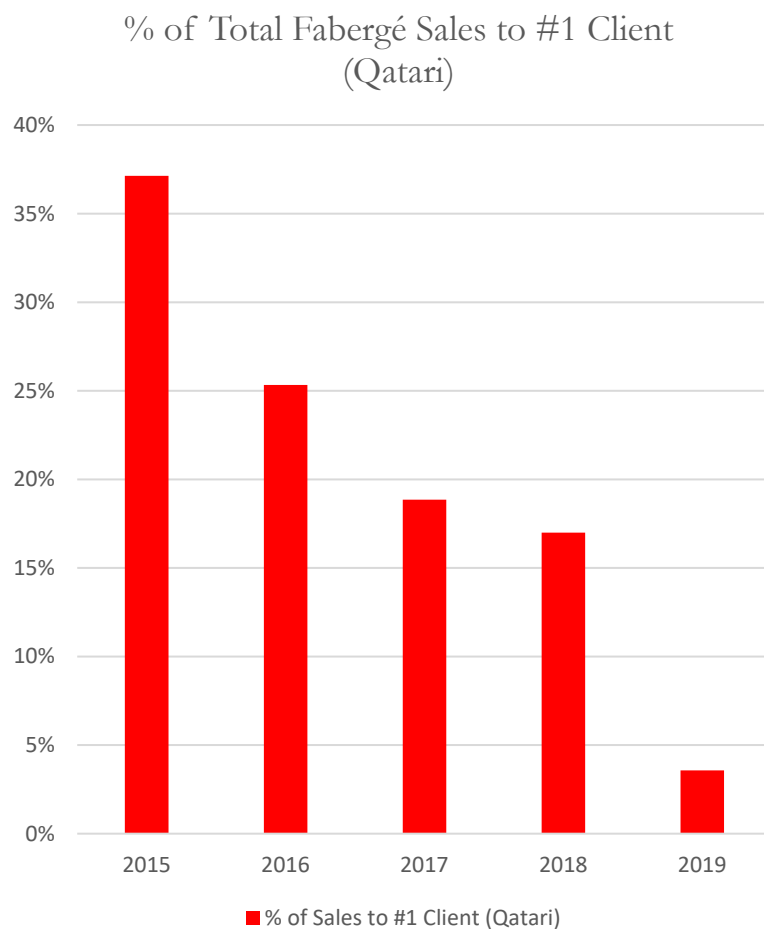
The lack of revenue growth has been criticised...

Fabergé's headline revenue has remained flat at circa USD 12 million since 2015....



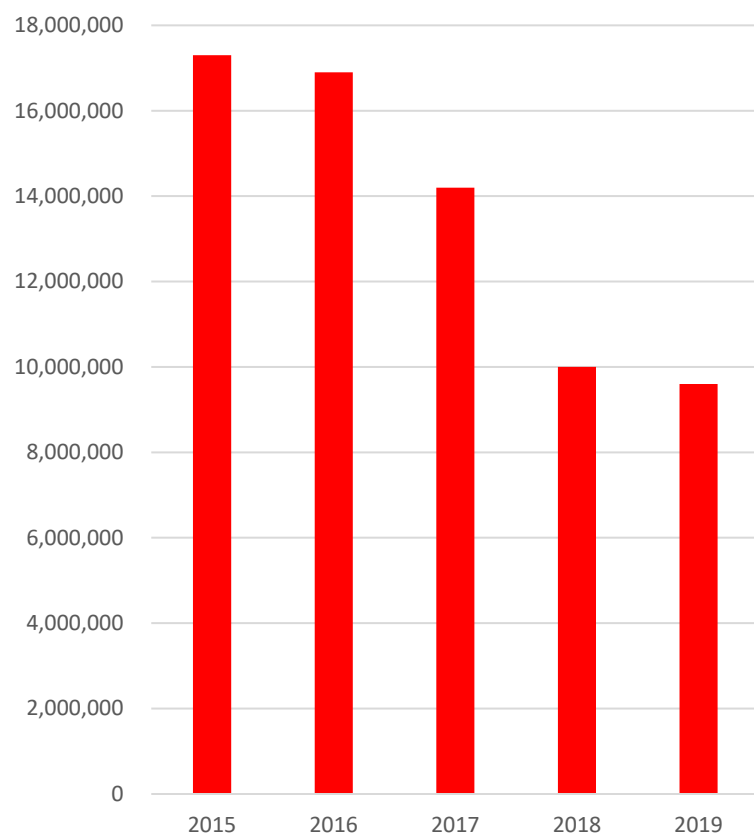
...but the detail is important:
Fabergé is much less reliant today on one key customer:

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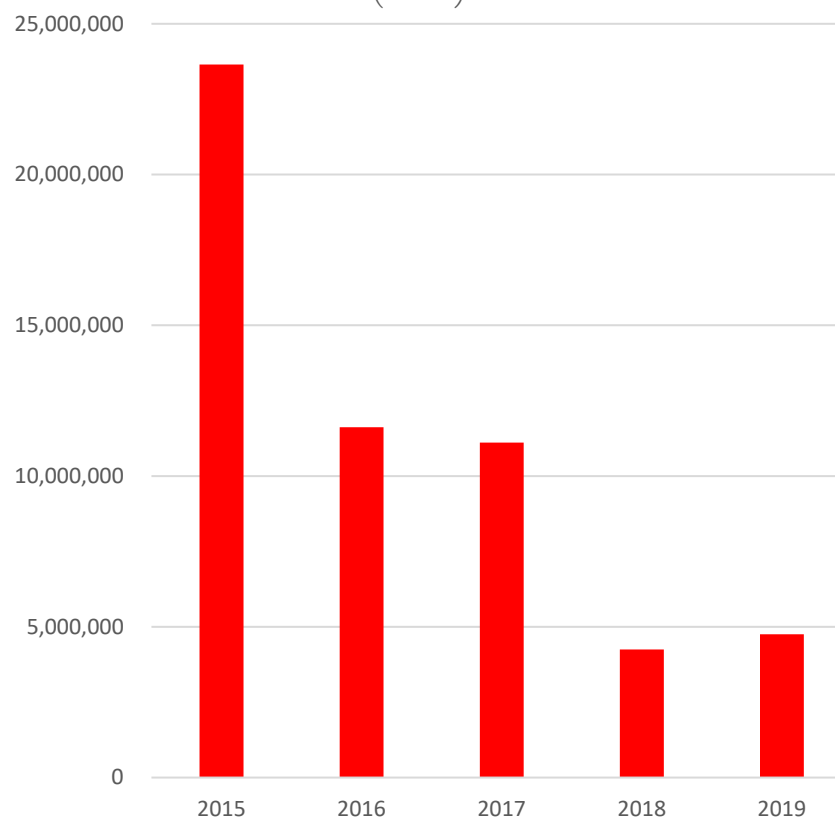


...and operating costs and cash needs are markedly better!

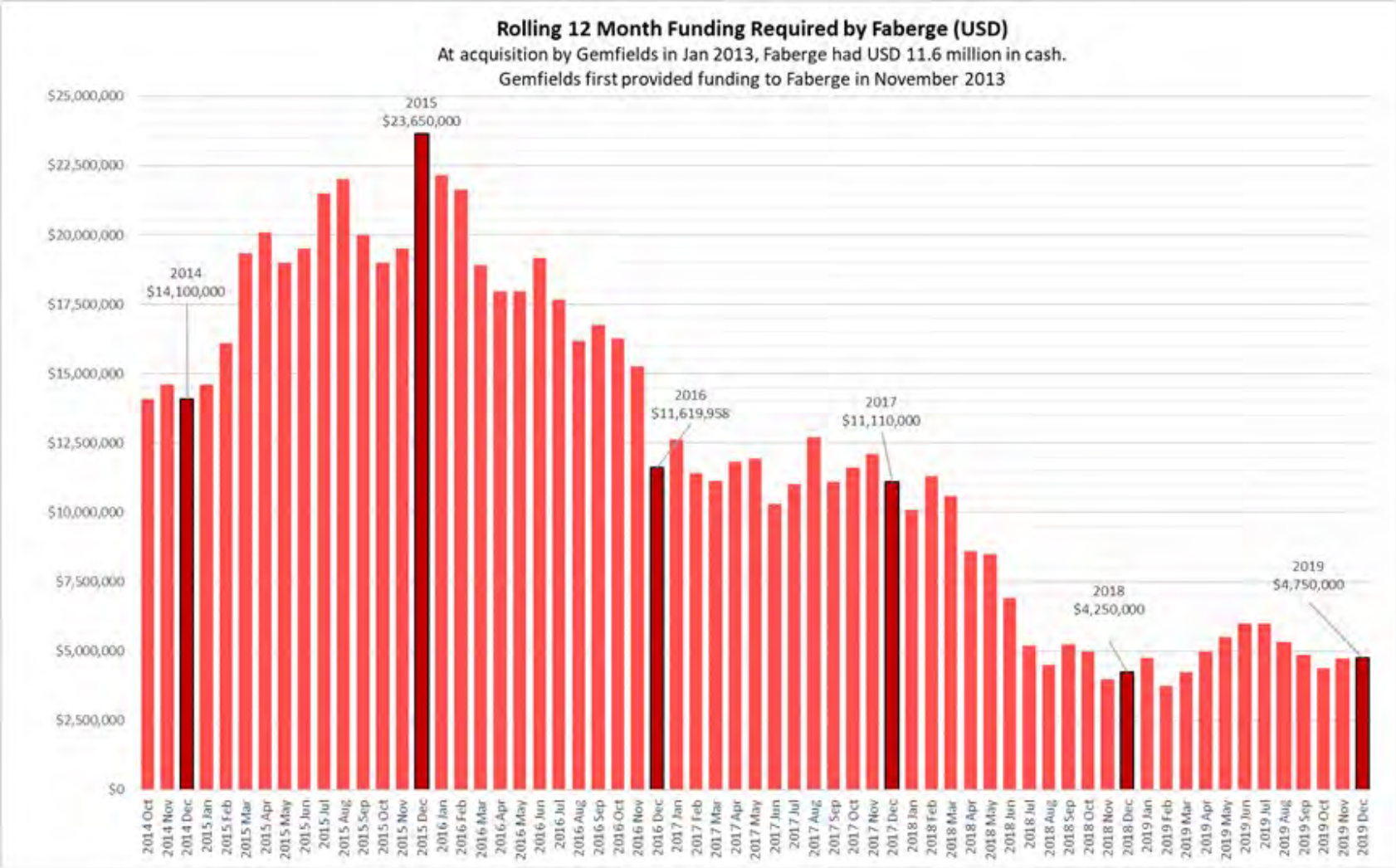
Fabergé Operating Costs (USD)



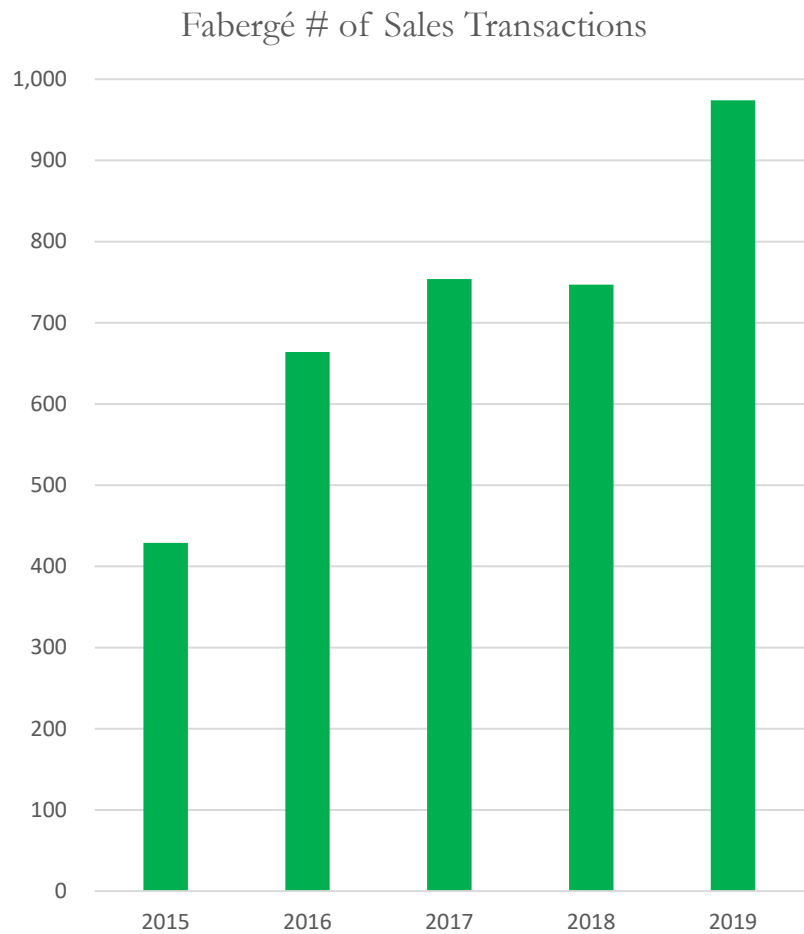
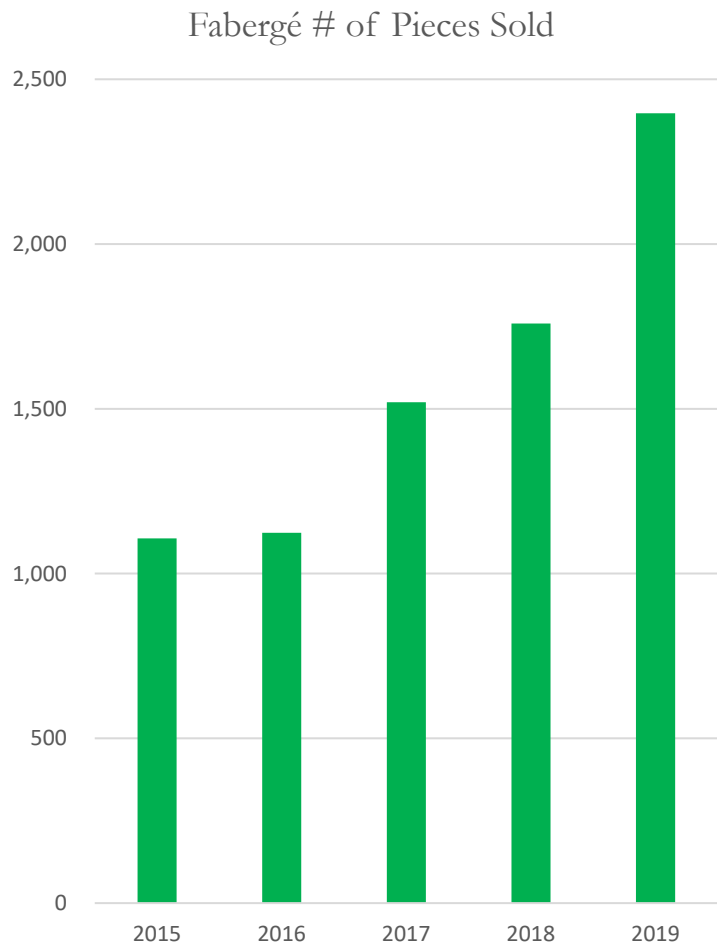
Total Funding Required from Gemfields (USD)



Rolling 12 Month Funding Provided to Fabergé by Gemfields to December 2019

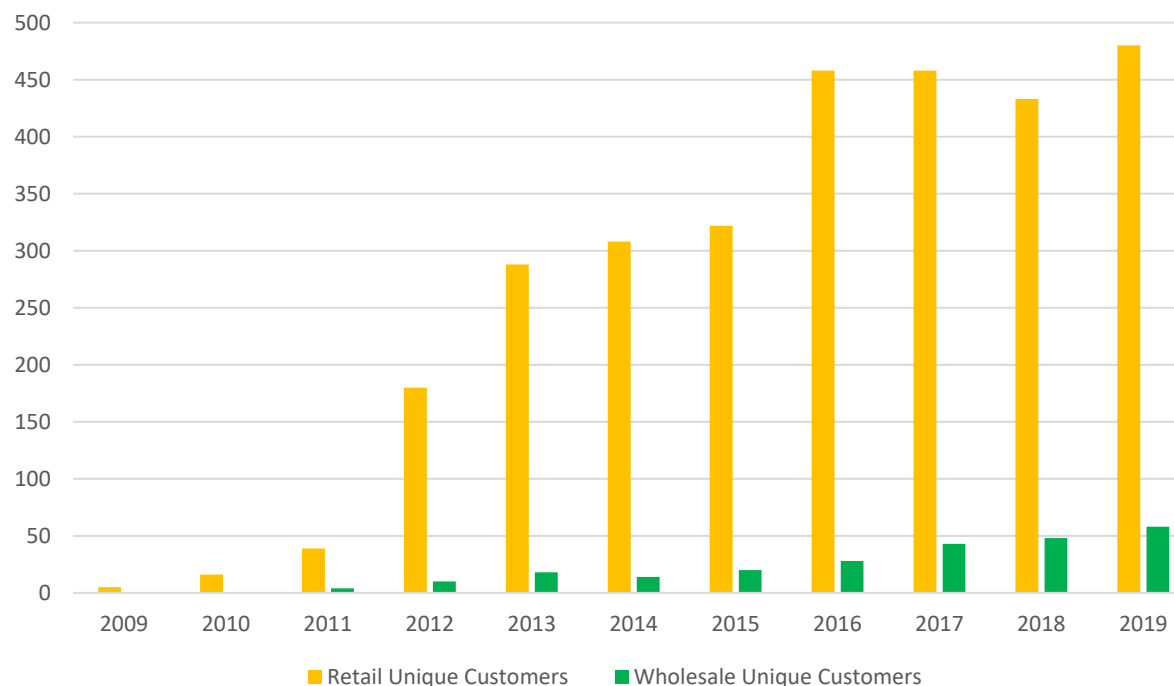


...number of pieces sold and sales transactions concluded are increasing:



...and the customer base is healthier despite closing 5 retail operations

Number of Unique Clients (Retail and Wholesale)



Fabergé Directly Operated Retail	Opening Date	Closing Date	Years Open	Reason for Closure
Geneva Boutique (rue Pierre Fatio)	09-Dec-09	26-Jun-14	4.6	Not profitable
London (Grafton Street) Boutique	18-Nov-11	06-Jan-19	7.2	Landlord terminated lease
Hong Kong Lane Crawford Concession	03-Jan-12	30-Jun-13	1.5	Not profitable
New York Boutique	24-May-12	17-Mar-17	4.8	Not profitable
Harrods (London) Concession	16-Jul-12		8.0	[Remains open]
Geneva Boutique (Kempinski)	15-Jul-14	28-Apr-16	1.8	Not profitable
Houston Store	02-Oct-17		2.8	[Remains open]

*Some closing dates are approximate

STRENGTH:

Fabergé's purchasing of gemstones in the market (which includes from Gemfields' Authorised Auction Partners) provides feedback on trade prices for coloured gemstones.

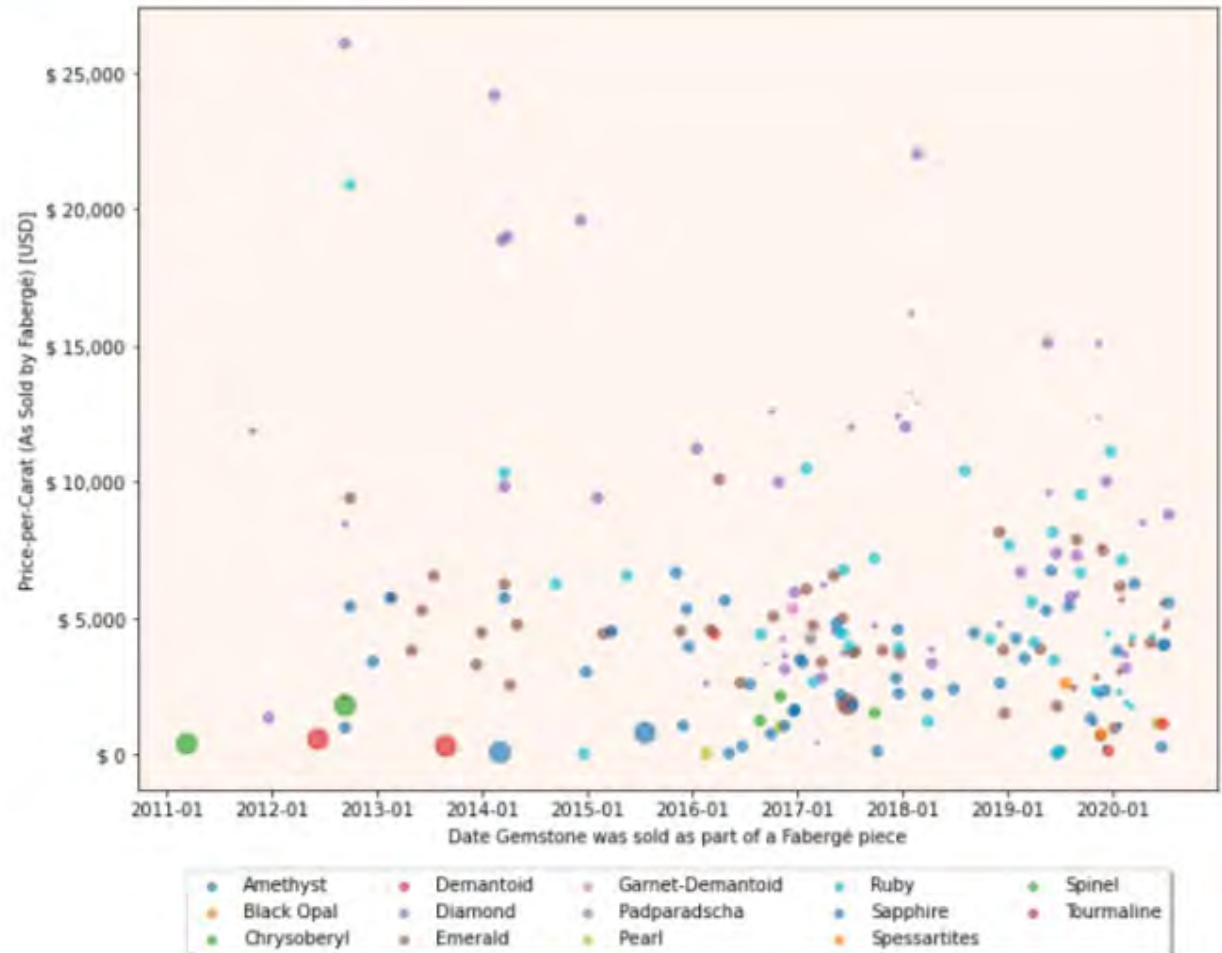


STRENGTH:

Fabergé's sales of coloured gemstone jewellery to end-consumers provides feedback on retail pricing and price elasticity for coloured gemstones.

(Data is shown is at the date of sale, showing rings only, and allocates the overall selling price of the piece across the cost of its various components on a pro-rata basis)

*Marker size indicates carat weight



STRENGTH:

Fabergé's purchasing and sales aid in monitoring profit margins and gathering important pricing data. This aids not only Gemfields but also allows other jewellers to better understand the margins generally offered by coloured gemstones.

(Data is shown is at the date of sale, showing rings only, and allocates the overall selling price of the piece across the cost of its various components on a pro-rata basis).

*Marker size indicates carat weight



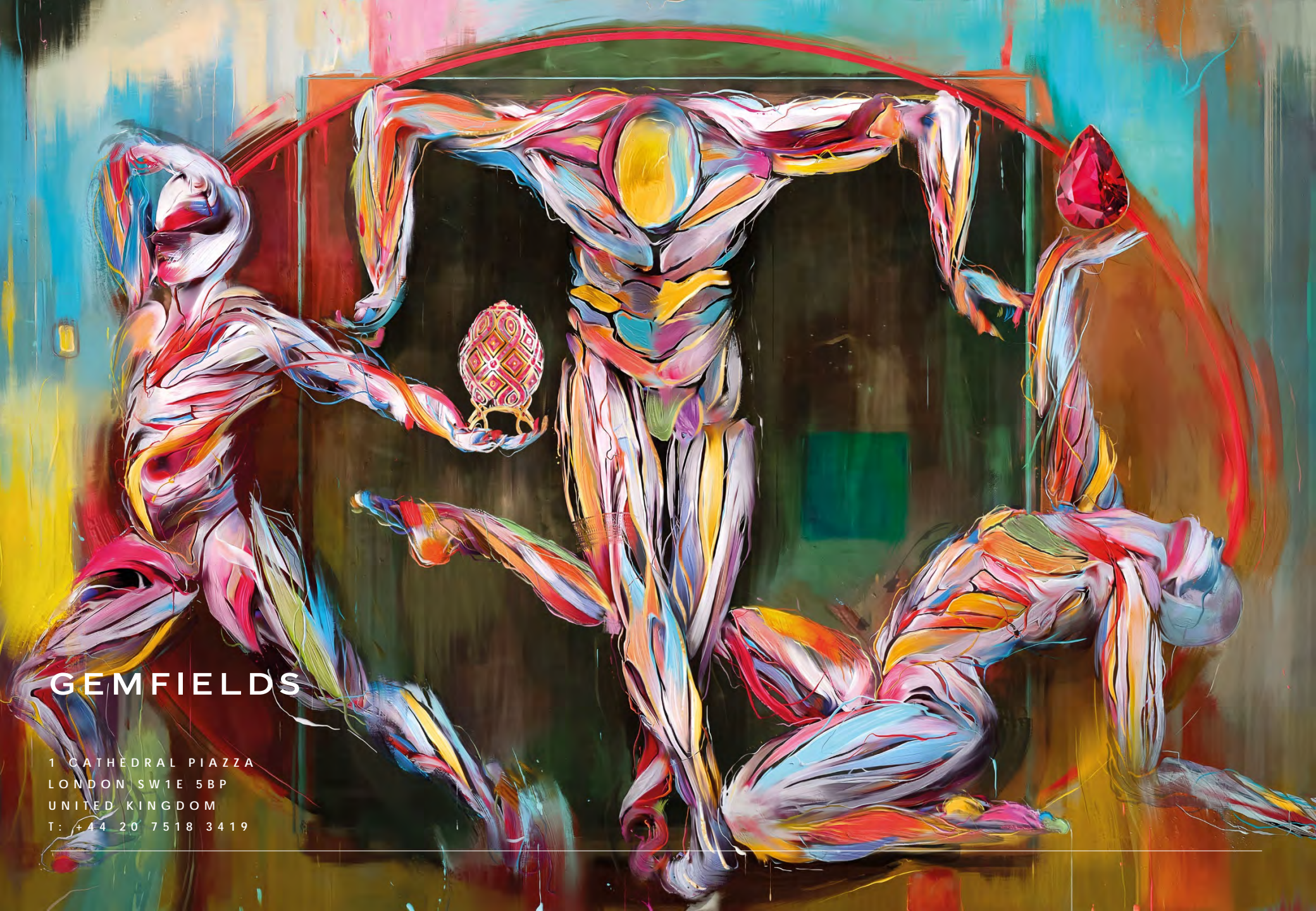
-
- a. Fabergé remains loss-making (almost 11 years after re-launch), though gradual progress continues to be made.
 - b. In 2019, Fabergé required almost USD 5 million of funding from GGL, money which could have been deployed elsewhere or paid out to GGL shareholders. However, this is a significant improvement on the circa USD 24 million of funding required in calendar 2015. Progress continues to be made on reducing the funding requirement, although COVID-19 will be a setback.
 - c. It is presently estimated that a further USD 12-20 million may be required from Gemfields to get Fabergé to profitability and, given COVID-19, achieving profitability will be delayed.
 - d. Among some consumer segments, Fabergé has a confused brand identity and there is a lack of understanding as to whether the company still makes perfumes and shampoo, or it only makes eggs. 'Brut by Fabergé' is still in the minds of many.
 - e. Given the objective of minimising cash consumption, Fabergé has limited marketing and advertising budgets with which to pursue revenue growth (but should be able to leverage Gemfields' marketing efforts and its broader reach).

- a. The investor markets (which often favour ‘single focus’ companies) struggle to understand why Gemfields, perceived to be a “mining company” owns Fabergé, a “jewellery” company. The vital importance of marketing for Gemfields is not well understood by mining investors despite Gemfields’ promotion of itself as a “mining and marketing” company with a “mine and market” model. Marketing is a crucial ingredient in aiding demand for the mined product.
- b. Given long-running losses at Fabergé, the investor market may perceive Gemfields’ ownership of Fabergé as a future “money and value sink”, detracting from Gemfields’ market value and supressing the Gemfields share price.
- c. Investors with short-term investing horizons seeking quick profits over longer term value are likely to favour a sale of Fabergé.
- d. Investors may be unclear on the intentions with Fabergé and what the additional funding required for breakeven will buy them.



- a. There remains a considerable commercial opportunity for a jewellery brand to become the “go to” brand for emeralds, rubies and sapphires (e.g. the “king of precious coloured gems”). This space is not presently occupied in the mind of the consumer.
- b. Fabergé remains one of the most prestigious brand names in the world and the patient ongoing development of the brand can deliver solid value for shareholders in time. As our experience has obviously shown, this is however not a quick process.
- c. To date, licensing has been avoided. Considering licences for selected products (e.g. high-end tableware, vodka) may provide additional “fuel money” for the journey.
- d. Further enhancement and integration of coloured gemstone messaging across the Gemfields and Fabergé platforms (e.g. collaboration with Gemfields Authorised Auction Partners).
- e. Taking on a minority or joint-venture partner, particularly one that might bring better distribution.





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