

GEMFIELDS

BERGDORF GOODMAN

GEMFIELDS CELEBRATES THE DEBUT OF MOZAMBICAN RUBIES AND THE UNVEILING OF BERGDORF GOODMAN'S NEW JEWELRY SALON

**Christina Hendricks, Solange Knowles, Molly Ringwald and Ashley Olsen Shine in
One-of-a-Kind Ruby Jewelry**

(NEW YORK, December 16, 2015) – Last night, Gemfields, the world's leading supplier of responsibly sourced colored gemstones, debuted an extraordinary collection of one-of-a-kind and limited edition jewelry at a cocktail party to unveil Bergdorf Goodman's new Jewelry Salon. The collection, created by a curated group of Bergdorf Goodman jewelry designers, highlights Gemfields' new cache of rare Mozambican rubies and Zambian emeralds. "Mad Men" actress **Christina Hendricks**, was among the stars attending the affair and arrived wearing Jamie Wolf earrings set with Gemfields Mozambican rubies. Also in attendance were **Solange Knowles**, wearing ruby earrings by Stephen Webster, **Ashley Olsen** in Gemfields Mozambican ruby earrings and **Molly Ringwald** in ruby earrings by Kimberly McDonald. New York notables, **Cornelia Guest** and **Amy Fine Collins** also joined the festivities. DJ and rock star royalty, **Alexandra Richards** showed off her ruby ring by Stephen Webster as she entertained the evening's guests with a medley of remixed classics and holiday tunes, while they enjoyed ruby- and emerald-themed cocktails and canapés. As an added treat, the VIP crowd was invited to visit the Gemfields Red Hot Ruby Room and have their photo taken with a very Sexy Santa who told guests whether they'd been naughty or nice.

Created for the opening of the new Jewelry Salon, the Gemfields x Bergdorf Goodman collection features more than 50 pieces of jewelry set with rubies and emeralds. Known for fostering talent and championing creativity within the jewelry industry, Gemfields gave designers unprecedented access to its gemstones, enabling them to create a bracelet, ring, necklace, earrings or jewelry suite of their choice. Participating designers include **David Webb, Federica Rettore, G, Ippolita, Jamie Wolf, Kimberly McDonald, Lauren K, Loree Rodkin, Nikos Koulis, Paolo Costagli, Paul Morelli, Pomellato, Stephen Webster, Sydney Evan, Sylva & Cie, Verdura, Yossi Harari and Yeprem.**

The partnership marks the first time that consumers will have the opportunity to shop a range of unique jewelry featuring Gemfields colored gemstones in one retail location. Bergdorf Goodman's new Jewelry Salon includes a specially detailed Viewing Room designed to further enhance the customer experience and provide a more intimate space for shoppers. The Jewelry Salon is part of the renewal of Bergdorf Goodman's iconic ground floor and marks the luxury retailer's most important renovation since the late 1990's. As part of the restoration, historic architectural details throughout the floor have been refurbished to their original luster, while new features in a palette of pearl grey will reflect the store's focus on creating a modern and seamless experience for shoppers.

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