

GEMFIELDS



Gemfields Announces Exclusive Sponsorship of IMG's New York Fashion Week: The Shows

The Responsible Mining Company Continues to Create Awareness of Coloured Gemstones with Fashion Industry Alignment

London, February 11th, 2016 – Gemfields, the world’s leading supplier of responsibly sourced coloured gemstones, is pleased to announce a new partnership with New York Fashion Week. The mining company is joining forces with WME | IMG to develop a multi-platform initiative that will include digital, social and event activation elements, creating a campaign that reimagines luxury gemstones and the juxtaposition between fashion and jewellery. The partnership kicks off with a one-day exhibit and private event on Sunday, February 14 that celebrates rubies, love and the colour red. Gemfields will debut several new pieces of jewellery set with Mozambican rubies from its designer collaborations with Bergdorf Goodman as well as present a capsule collection of iconic pieces from its sister brand, Fabergé. The gallery will also include custom illustrations created by artist and fashion darling Meagan Morrison of *Travel Write Draw*.

Ian Harebottle, CEO of Gemfields, stated, “With all that we’ve done to create awareness for colour, we thought, ‘where could we go next?’ and the answer was simple: fashion. We are thrilled to partner with IMG and to further our positioning as the leading authority on coloured gemstones.”

The partnership will help continue creating awareness of rubies from Gemfields’ recently discovered mine in Mozambique. The new rubies are a game changer for the jewelry industry, which previously saw a ban on rubies due to trade restrictions in Burma.

The alignment with IMG and NYFW: The Shows is the latest initiative undertaken by Gemfields in a series of collaborations to promote coloured gemstones and champion creativity in the industry. Most recently, Gemfields partnered with 18 Bergdorf Goodman designers on a ruby and emerald collection created in celebration of the iconic retailer’s new jewellery salon. In addition to groundbreaking collaborations in the luxury space, Gemfields is also making colored gemstones available at accessible price points, most recently launching a collection for Macy’s called *Rare* featuring Gemfields gemstones.

Gemfields’ alignment with IMG will continue throughout 2016, with an expanded activation planned during autumn.

ABOUT GEMFIELDS

Gemfields is the world’s leading supplier of responsibly sourced coloured gemstones, positioned at the intersection of exploration, mining and marketing. The company has pioneered leading environmental, social and safety standards within the sector and by doing

so is able to provide discerning customers with the assurance they require of the responsible journey their gemstones have taken from mine to market. www.gemfields.co.uk

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