

# GEMFIELDS

## Gemfields Unveils: Ruby Inspired Stories

**London, 22nd June 2016** – Gemfields, a leading supplier of responsibly sourced coloured gemstones, is proud to unveil ‘Ruby Inspired Stories’, a triptych of films featuring up-and-coming global female talent, each exploring the hidden meaning behind these captivating gemstones.

A long-established part of myth and tradition, and true to Gemfields’ core belief that there is ‘**A Story in Every Gemstone**’, rubies are said to represent passion, protection and prosperity.

Exploring the meaning of these three motifs in a contemporary world, the films celebrate the passion, vibrancy and generosity of spirit possessed by women today. Offering a compelling glimpse of a pivotal moment in three women’s lives, the short films each follow an individual storyline, creating a collective picture of life as a modern woman in today’s world.

In recognition of Gemfields’ global expansion, the films feature talent from around the globe: actresses Sophie Cookson and Aditi Rao Hydari and model Grace Guozhi.

Directed by award winning filmmaker Leonora Lonsdale, each film will be released in a 15, 30 and 60 second edit, supported by a global print and social media campaign.

Featuring jewellery by Gyan, Fabergé and Chelsy Davy’s new brand, Aya, the films were premiered in London on the 22<sup>nd</sup> June in front of an exclusive audience.

Gemfields CEO; Ian Harebottle explains: “Rubies have been renowned for their magical properties since the beginning of civilisation. As a leading supplier of responsibly sourced coloured gemstones, we wanted to explore how these beautiful and mysterious gemstones resonate with women today. The result is three very special films, each capturing a unique moment in every woman’s life in which she feels most in touch with her true self, whether that be in love, in following her own path, or in her commitment to her creative and professional dream.

Released globally on the 22nd June 2016, the films can be viewed at

<https://www.youtube.com/user/GemfieldsPlc>

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## **Notes to Editors:**

### **ABOUT GEMFIELDS**

Gemfields plc is a leading supplier of responsibly sourced coloured gemstones and is quoted on the AIM division of the London Stock Exchange (ticker: GEM) where it is a constituent of the AIM50 index.

Gemfields is the operator and 75% owner of both the Kagem emerald mine in Zambia (believed to be the world's single largest producing emerald mine) and the Montepuez ruby mine in Mozambique (one of the most significant recently discovered ruby deposits in the world). In addition, Gemfields also holds a 50% interest in the Kariba amethyst mine in Zambia, as well as controlling interests in various other gemstone mining and prospecting licenses in Zambia, Mozambique, Colombia, Ethiopia, Madagascar and Sri Lanka.

Gemfields' outright ownership of Fabergé an iconic and prestigious brand of exceptional heritage enables Gemfields to optimise positioning, perception and consumer awareness of coloured gemstones, advancing the wider group's "mine and market" vision.

Gemfields has developed a proprietary grading system and a pioneering auction and trading platform to provide a consistent supply of quality coloured gemstones to the global downstream markets. This is a key component of the Company's business model which the Directors believe has played an important role in the appropriate distribution and associated resurgence of the global coloured gemstone sector.

[www.gemfields.co.uk](http://www.gemfields.co.uk)

### **ABOUT B-REEL**

Gemfields chose to work with B-Reel on the campaign.

B-Reel's mission and ambition is to challenge and disrupt the accepted wisdom of what a creative agency is and how it behaves.

With offices in Barcelona, Berlin, Stockholm, New York, and Los Angeles, B-Reel are a global independent boutique network of 180 people, managed by the original five Swedish founders. B-Reel does things differently, and the love of craft and technical innovation fuels the search for the unexpected. Its process is flat, fast, and fun — eschewing the standard 'siloed' model, as well as many of the traditional functions, enabling fast and iterative work, to be creative and strive for greatness, together with its clients.

### **Featured Jewellery Stockists:**

[www.faberge.com](http://www.faberge.com)

[www.gyangallery.com](http://www.gyangallery.com)

[www.aya.co.uk](http://www.aya.co.uk)