

GEMFIELDS

MUSE

Gemfields and MUSE Introduce See-Now-Buy-Now Jewelry Collection Featuring Gemfields Rubies and Emeralds

Collection to debut at The Couture Show in Las Vegas followed by online consumer launch

New York, May 4, 2016 – Gemfields, the world’s leading supplier of responsibly sourced colored gemstones, is pleased to announce its first see-now-buy-now collaboration with MUSE, the fine jewelry industry’s premiere showroom for emerging and established talent. Gemfields and MUSE have teamed up to create a new collection of cutting-edge jewelry featuring Gemfields-sourced Mozambican rubies and Zambian emeralds. The GEMFIELDSxMUSE collection will be revealed at this year’s Couture show held in Las Vegas from June 2-6, and consumers will have instant access to the collection, with online retailers, TWIST and Moda Operandi, each set to launch select pieces on June 2 and 3, respectively.

Known for its support of emerging jewelry designers, Gemfields’ partnership with MUSE includes a wide range of pieces from designers Carolina Bucci, Dezso by Sara Beltrán, Elena Votsi, Holly Dymont, Michelle Fantaci, Nikos Koulis, Savannah Stranger, Silvia Furmanovich and Yossi Harari. Also in the lineup is AYA by Chelsy Davy, whose jewelry will be shown for the first time in the US.

Most styles are a fresh take on each of the designers’ bestsellers, reimagined with Gemfields rubies and emeralds. Gemfields and MUSE worked together to create a collection for every day wear that would target a fashion-forward consumer, with the majority of the limited-production collection falling in the \$1,000 and \$10,000 price point, in addition to a few high value statement pieces. With a wide range of gemstones coming from its mines each year, Gemfields strives to provide rubies and emeralds to all segments of the industry. In 2015, Gemfields partnered with Bergdorf Goodman on an exclusive collection created in celebration of its new jewelry salon, and continues to work with Macy’s to offer accessibly priced emerald and ruby pieces.

“Having done collaborations at both ends of the spectrum, we see the alignment with MUSE as the perfect opportunity to showcase the versatility of color and connect with a fresh new audience. It’s exciting to see our gemstones come alive in such fun, fashionable jewelry,” said Gabriella Harvey, Gemfields’ Director of Procurement and Product Services.

Jennifer Shanker, Founder of MUSE added, “I’ve always been intrigued by the idea of creating a capsule collection that was a group effort by the exceptionally talented designers represented by MUSE. A partnership with Gemfields is the perfect realization of that dream, allowing each brand to stay true to itself and its signature style while being inspired by the common denominator of responsibly sourced rubies and emeralds.”

ABOUT GEMFIELDS

Gemfields is the world’s leading supplier of responsibly sourced colored gemstones, specializing in emeralds and amethysts from Zambia and rubies from Mozambique. Listed on the AIM market of the London Stock Exchange (ticker: GEM), Gemfields oversees the mining and marketing of colored gemstones from some of the world’s finest gemstones

deposits and it does so responsibly and transparently. Positioned at the intersection of mining, marketing, exploration and ethics, Gemfields supports the delivery of a consistent supply of high-quality colored gemstones to jewelers, manufacturers and luxury brands worldwide. In January 2013, Gemfields acquired Fabergé – aligning the world’s largest colored gemstone producer with one of the most recognizable and iconic heritage brands of all time, to create what can readily be described as a true global colored gemstone champion.
www.gemfields.co.uk

ABOUT MUSE

MUSE is widely recognized as one of the fine jewelry industry’s premiere showrooms for emerging and established talent. Founded by Jennifer Shanker, MUSE provides a one-stop experience for leading buyers, stylists, editors and private clients to seek out and shop an entirely unique set of international designers. With a proven track record of identifying brands and designers that will become the next big thing – and stay that way – MUSE has built unparalleled relationships with the country’s top retailers. Find MUSE: @museshowroom

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