

# GEMFIELDS

## THE GEMFIELDS MASTERCLASS

### EXCLUSIVE RUBY & EMERALD EXPERIENCE FROM WORLD LEADING SUPPLIER OF RESPONSIBLY SOURCED COLOURED GEMSTONES COMES TO SHANGHAI

**Shanghai, December 14, 2018** – Revered and desired throughout history, rubies and emeralds have long since been shrouded in mystery. In order to help increase understanding of these beautiful, rare gemstones, Gemfields launched the Gemfields Masterclass. A ground-breaking education experience set to de-mystify and therefore increase appreciation of rubies and emeralds; the former of which is known as the ‘King of Gemstones.’

As leading suppliers of precious, responsibly sourced coloured gemstones, Gemfields is uniquely placed to host this most comprehensive learning experience, developed in conjunction with leading industry experts.

Launched in 2016 at the Hong Kong Gem and Jewellery Fair, the Gemfields Masterclass has since travelled the world, educating consumers, and industry aficionados alike. To suit every level of understanding, the Masterclass is available in 3 different iterations; Basic, Fundamental and Advanced. The Masterclass has now made its debut in Shanghai, hosted by the renowned gemstone and jewellery expert, Joanna Hardy\*.

A select roster of the most distinguished media members and jewellery enthusiasts were invited to experience the Masterclass in Shanghai. Following this, they attended a private cocktail reception co-hosted by Joanna Hardy at M Glam on the Bund.

Covering the geology, geographic origin, history, qualities and classification of rubies and emeralds as well as providing hands-on experiential skills, the Masterclass is a truly unique learning experience.

Gemfields CEO Sean Gilbertson states; “As leaders in the industry and pioneers of innovation, we are thrilled to bring the Gemfields Masterclass to Shanghai. Over the past few years, the Masterclass has toured around Europe, India and the U.S and returned to Hong Kong last year, offering attendees unrivalled education from some of the industry’s most admired experts. It is tremendously satisfying to see the Masterclass in Shanghai, hosted by Joanna Hardy, to complement her stunning books on gemstones: Ruby and Emerald.”

**-Ends-**

**For more information, please contact:**

Gloria Zhou  
Reuter Communications  
M: +86 136-2191-2805  
E: gloria.zhou@reutercomms.com

Helena Choudhury  
Head of PR and Communications- Gemfields  
T: +44 (0)207 518 3420  
E: helena.choudhury@gemfields.com

# GEMFIELDS

## Notes to Editors:

### ABOUT GEMFIELDS

Gemfields is a world leading supplier of responsibly sourced coloured gemstones.

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 Montepuez ruby mine in Mozambique (one of the most significant recently discovered ruby deposits in the world), as well as bulk sampling licences in Ethiopia, amongst others.

Gemfields aims to operate in a way that contributes positively to national economies, taking a leading role in modernising the coloured gemstone sector and building lasting, sustainable livelihoods for the communities around the mines. Gemfields believes that coloured gemstones should be mined and marketed by championing three key values - legitimacy, transparency and integrity.

Gemfields has developed a proprietary grading system and a pioneering auction and trading platform to provide a consistent supply of coloured gemstones to the global jewellery market. These key components of the company's business model, along with outright ownership of Fabergé (an iconic and prestigious brand of exceptional heritage), play an important role in the appropriate distribution and associated resurgence of the global coloured gemstone sector.

Gemfields' responsibly sourced gemstones are the preferred choice for show pieces created by many world-renowned luxury houses and cutting-edge designers.

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

### ABOUT JOANNA HARDY

F.G.A., D.G.A., F.R.S.A

Joanna has over 30 years' experience working with jewellery, beginning her career as a goldsmith before becoming a rough diamond valuer and grader. Joanna then went to work in Antwerp and became one of very few female polished diamond dealers, trading in Antwerp, Tel Aviv, Mumbai and New York before joining Philips the auctioneers in London. She then moved to Sotheby's in Bond Street and for fourteen years was their senior jewellery specialist and auctioneer where she was responsible for jewellery auctions worldwide in New York, Geneva and London.

Joanna is an Independent Fine Jewellery Specialist, she conducts Jewellery Masterclasses and lectures worldwide. She is a published author with her books 'Collect Contemporary Jewelry,' 'Emerald' and 'Ruby' published by Thames and Hudson, and a contributing author for 'Cartier Panthère' published by Assouline and 'GRAFF' published by Rizzoli and she writes for many international publications. Joanna curates Contemporary Jewellery selling exhibitions and has recently launched her Online Jewellery School, [learningwithexperts.com](http://learningwithexperts.com). She is an accredited Arts Society lecturer (formerly NADFAS), a Fellow of the Gemmological Association, Fellow of the Royal Society of Arts, a Freeman of the City of London, a Liveryman of the Goldsmiths Hall and is a regular jewellery specialist on the BBC Antiques Roadshow.