

GEMFIELDS

Gemfields supports Guild Intensive Coloured Gemstones Training Programmes for high-end luxury jewellery brand retail professionals



Shanghai, 1 September 2020

In June, Gemfields supported Guild Institute of Gemology, a trusted source of knowledge in China, to conduct two separate 2-day intensive training programmes, of 50 students each, for a total of 100 high-end luxury jewellery brand retail professionals in Shanghai.

Just weeks later in July, Gemfields launched its first-ever report on consumer gemstone preferences in China. The report found out that Chinese consumers have an increasing awareness and interest in coloured gemstones. As the operator and 75% owner of both the Kagem emerald mine in Zambia and the Montepuez ruby mine in Mozambique, Gemfields featured prominently in Guild's ruby and emerald training programme, and is at the forefront of sharing knowledge and awareness for the coloured gemstone sector.

The training programme was tailored specifically for the needs of high couture luxury retail professionals in the Chinese market.

The courses taught included customised versions of:

1. Essentials: Guild Certified Coloured Gemstone Professional Level 1 (Guild CGP)
2. Gemfields Ruby Masterclass:

The training was interactive and dynamic, with a lot of questions and practical real-world situation discussions for selling coloured gemstones. In just two days, programmes focused on introducing all coloured gemstones, and then very in-depth studies of Ruby, Emerald, Sapphire, and Pearl. It was one of the most intensive training sessions that has been done in the industry specifically for retail professionals.

The training included presentations, interactive group discussions, role playing, and hands-on training. Guild incorporated the Gemfields Ruby Masterclass presentation into the lectures and the Gemfields Ruby Master Set for the hands-on portions.

The Gemfields Ruby Masterclass was the core of the ruby training and the Gemfields Ruby Master Set was the critical component of the hands-on training for this coloured gemstone. The Gemfields Ruby Master Set led the way for the class to better understand natural ruby, treated natural ruby, synthetics, and imitations. It was also the dynamic component for interactive practical discussions on ruby for high-end retailers.

The topics covered for each gemstone included:

- History
- Lore
- Proper terminology
- Sources
- Mine-to-Market supply chain
- Grading
- Treatments
- Synthetics and Imitations
- Gemmological reports
- The practical use of information and knowledge in the real world of luxury retail
- Ethics

In addition, the programme also provided:

- Copies to all students of the Gemfields mini-booklets, which the students found very useful and practical as a source of information they could apply in the Chinese retail market immediately.
- Access for all the students to online Guild Certified Colored Gemstone Professional Level 1 Essentials video course for continuing education and review.
- Copies of Guild's 'The Journey of Gemstones' book for each student (there are major sections in the book about the Kagem emerald mine, the Montepuez ruby mine and the Gemfields Singapore Ruby Auction).
- Copies of the Guild gemmological journal called 'Gemology Frontier' for each student (there is an article about the Montepuez ruby mine in this issue which is the first issue, and in the next issue Guild has an article about Gemfields' emerald auction of 2019).

The classes were a great success with everyone committed to excellence, knowledge, and the promotion of coloured gemstone jewellery in China. Guild was extremely impressed with the luxury retail professionals in the class and their passion for selling coloured gemstone jewellery. Feedback from the class was overwhelmingly positive as being extremely useful training in helping them to promote and sell coloured gemstones.

The students found the information about the Gemfields mine-and-market story to be fascinating and it was one of their favourite moments of the class. The videos Guild produced from their visits to the Kagem emerald mine in Zambia and Montepuez ruby mine in Mozambique were also highlights of the class for them. The students commented that information Guild incorporated directly from Gemfields regarding mining, tonnes of earth moved, and recovery of rubies and emeralds was some of the most useful information provided for explaining to customers the rarity of Mozambican rubies and Zambian emeralds.

This was the first offline class Guild has been able to give since the Chinese New Year due to Covid-19. Since 2019, Gemfields and Guild Institute of Gemology Education have created the Gemfields ruby masterclass. Taught by Guild Institute of Gemology and using Gemfields Ruby Master Set, it is designed to provide professionals in the gem industry with an intensive 1- or 2-day classroom course. This time, Guild started out the Gemfields Ruby Masterclass with 100 graduates of very high-end luxury Chinese retail jewellery professionals.

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Notes to editors

ABOUT GEMFIELDS

Gemfields is a world-leading supplier of responsibly sourced coloured gemstones. 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), Gemfields believes that those who mine gemstones should do so with transparency, legitimacy and integrity.

Gemfields introduced the most technologically advanced coloured gemstone sort house in the world at its operation in Mozambique, with state-of-the-art equipment, like optical sorting machines. In addition, a proprietary grading system, a pioneering auction platform and an active marketing presence have all contributed to Gemfields playing a significant role in the rise of African gemstones. Underlying this achievement has been the strong belief that coloured gemstones should create a positive impact for the country and community from which they originate.

Responsible sourcing for Gemfields means implementing industry-leading policies and practices across operations, transparency in its auction sales process, an active role in working groups to modernise the sector, projects to improve health, education and livelihoods for the communities around its mines and conservation efforts (#conservationgemstones) to protect Africa's great wildlife and biodiversity.

Fabergé – an iconic name with an exceptional heritage – is a member of the Gemfields Group. This partnership, and the beauty of Fabergé's designs and craftsmanship, improves Gemfields' positioning and brand perception, and helps to raise consumer awareness of responsibly sourced coloured gemstones.

As well as supplying the majority of the world's rough rubies and emeralds, Gemfields initiates activations to build desire for coloured gemstones: for example, collaborations with international jewellery brands and other creative partners. Often surprising, unexpected and unique, these collaborations are chosen to promote consumer awareness and increase the appeal of coloured gemstones, raising their profile, and, in turn, providing greater benefit to their place of origin in Africa.

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Kagem Mining: [LinkedIn](#)

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