

GEMFIELDS

**ESHED**
Diamond & Emerald Experts



An Easy Way To Find Your Very Own Gemfields Emerald

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With the green shoots of spring now all around, jewellery lovers' thoughts will turn to emeralds, the birthstone of May, symbolising hope, peace and renewal. And for those who yearn for a cut and polished, responsibly sourced emerald to call their own, a natural port of call is Eshed – Gemstar.

Eshed is a longstanding partner of Gemfields – a world-leading supplier of responsibly sourced coloured gemstones – who specialises in *Zambian emeralds* and has one of the largest collections of certified emeralds from the Kagem mine in Zambia. Buying through them, or via one of the other trusted sellers Gemfields work with, means owning a top-quality Gemfields gemstone really is as easy as a few clicks.

Gemfields Limited, 1 Cathedral Piazza, London, SW1E 5BP, United Kingdom
Tel: +44 20 7518 3400
gemfields.com

A third-generation family-owned business led by Avraham Eshed, Eshed has over 80 years of experience of working to the highest standards. The company, which has won a raft of industry awards, prides itself on its master cutting skills and state-of-the-art technology; it has a well-deserved international reputation for excellence, supplying high-end jewellers and retailers all over the world. With offices in Los Angeles, Hong Kong, New York and Israel, where its factory is located, Eshed is used to catering to the most discerning customers, and has adapted its business model also to online retail beautifully in recent years by launching eshed.com

The website eshed.com takes the complication and stress out of the buying process. Rather than being convoluted and behind closed doors, as once was the case with some gemstone purchases, it is easy, transparent and far more straightforward than some might think. There is a gem for everyone, at a range of price points, with emeralds from 0.5 to 20 carats available, in all shapes, sold as single gemstones or in pairs.

Five of the famous “six Cs” that all gemstone buyers must consider – carat, cut, colour, clarity and certification – are listed online at Eshed.com for each gemstone; the sixth C – character – is in the eye of the beholder! With enlargeable photos and videos, it is easy to get a sense of the unique personality and emotion that lies within each ancient gemstone, and to arrive at the right decision, ending up with the one that the buyer really loves. This sense of personal connection is, after all, the first – and most important – rule to follow when buying coloured gems. For more information, the Gemfields Buyer’s Guide provides a step-by-step guide of the all-important purchase process.

With a wealth of information and advice available on both Eshed.com and in the [Gemfields Buyer's Guide](#), purchasing an emerald can be the first step in the exciting process of creating a bespoke piece of jewellery to be cherished and even passed down through generations. Thanks to selling partners, like Eshed, buyers have a direct avenue to the finest Gemfields gemstones and can have the confidence to enjoy the purchase process for themselves.

- ENDS -

ENQUIRIES

HEAD OFFICE (LONDON)	Helena Choudhury, Head of PR & Communications T: +44 (0)7493 237598 helena.choudhury@gemfields.com
REGIONAL OFFICES DUBAI	Shivani Sharma T: +971 50 294 9801 shivani@z7communications.com
HONG KONG	Daniella Lopez T: +85 294 579 183 daniella.lopez@reutercomms.com
MUMBAI	Riddhima Madhrani M: +91 9167774490 riddhima.madhrani@madisonpr.in
NEW YORK	Carolyn Batista T: +1 646 710 3158 carolyn.batista@purplepr.com
SHANGHAI	Violet Liu violet.liu@gusto-luxe.com

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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