

JEWELRY

## Gemfields foresees direct-to-consumer opportunity for jewelry

June 3, 2016



*Illustration for the Gemfields x Muse collaboration*

By JEN KING

Colored-gemstone miner Gemfields has acted on the fashion industry's most debated topic with the introduction of a see now, buy now jewelry collection.

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The collaboration brings together Gemfields' sustainably mined Mozambican rubies and Zambian emeralds with New York-based fine jewelry showroom Muse, known for championing emerging designers. The Gemfields x Muse collection debuted at the Couture Show June 2-6, a jewelry industry event held annually at the Wynn Resort in Las Vegas.

"It is clear that, as an industry, we have to re-imagine the way we do everything to engage a new generation of consumers," said Sally Morrison, director of marketing and sales - Americas at [Gemfields](#).

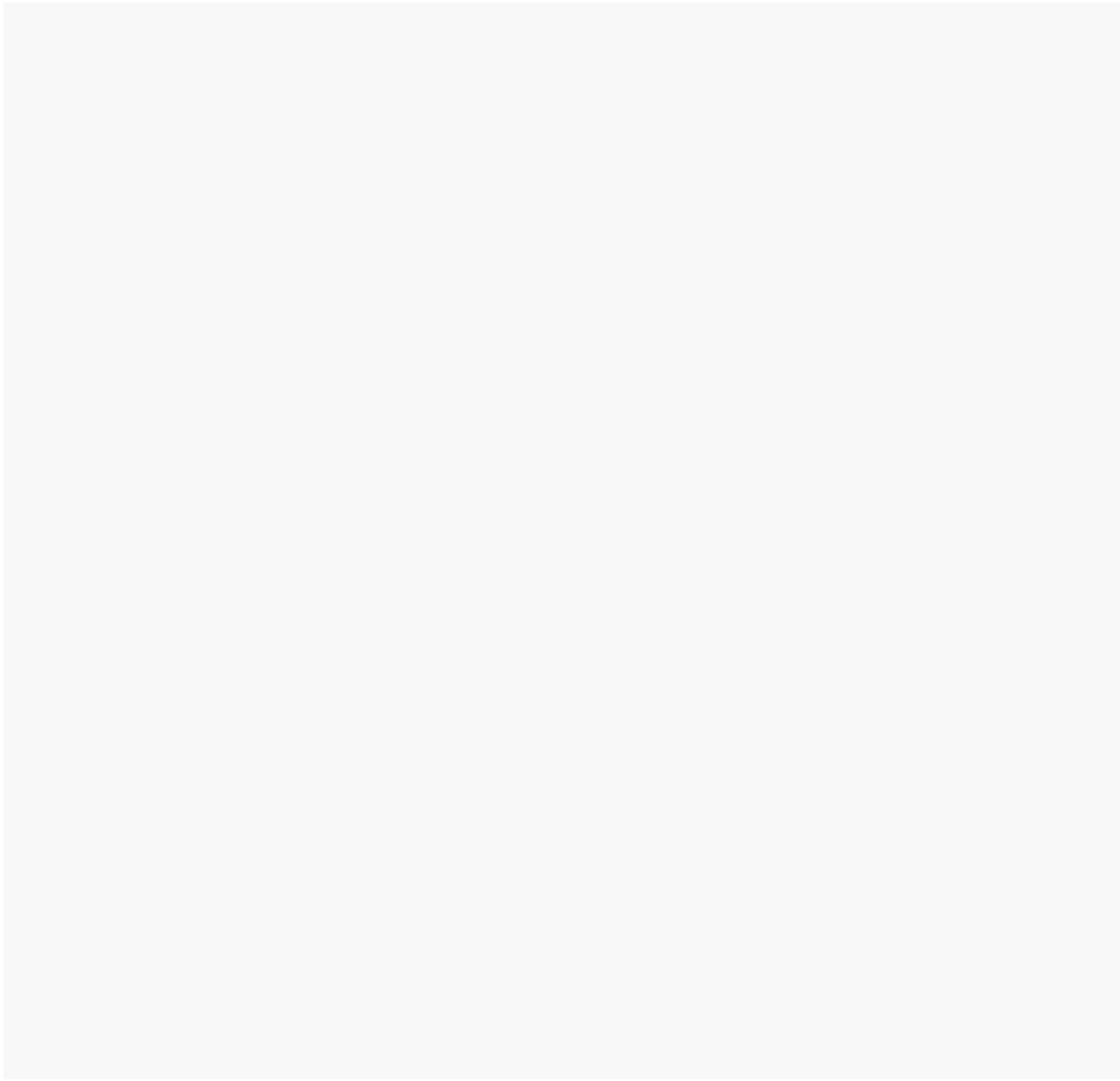
"Just as fashion is changing the way it does business selling to consumers straight from the runway we are trying to give young, fashion-forward shoppers the chance to get the best in fresh design directly as we launch," she said.

### Purchasing ease

Gemfields and Muse choose the Couture Show to display the collection for the first time publicly due to the stature of the event. Without the traditional runway presentations the fashion industry is known for, a jewelry-specific trade show offers the next-best thing for jewelers looking to present their latest designs.

The industry event brings together retailers with jewelers to connect and explore creative and original designs from leading brands such as Bulgari and Stephen Webster. The show also positions designs in front of consumer lifestyle and trade media with editors from publications such as Town & Country and W magazine in attendance.

Gemfields' partnership with Muse includes the work on emerging and established jewelry designers including Carolina Bucci, Dezso by Sara Beltran, Elena Votsi, Holly Dymont, Michelle Fantaci, Nikos Koulis, Savannah Stranger, Silvia Furmanovich and Yossi Harari, as well as AYA by Chelsy Davy, a designer showing in the United States for the first time.



We are thrilled to announce GEMFIELDS X MUSE, a collaborative collection ?? #gemfieldsxmuse #colorful #finejewelry#capsulecollection #ten #musedesigners #gemfields #rubies #emeralds #launch #couture #twistonline #modaoperandi #aya #carolinabucci #dezso #elenavotsi #hollydymment #michellefantaci #nikoskoulisjewels #savannahstranger #sulviafurmanovich #yossiharari #moomooi4muse #thisiscouture #museshowroom @gemfields @by\_couture @twistonline @modaoperandi @moomooi @wwd

A photo posted by MUSE Showroom (@museshowroom) on Jun 1, 2016 at 7:44am PDT

Many of the included pieces takes the aforementioned jewelers' best selling designs and reimagine the works with Gemfields' rubies and emeralds.

The resulting pieces for the Gemfields x Muse collection are suitable for every-day wear by a fashion-forward consumer. The limited-production pieces range in price from \$1,000 to \$10,000, in addition to higher priced high-jewelry offerings.

"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," said Jennifer Shanker, founder of Muse, in a statement.

"A partnership with Gemfield 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," she said.

With the direct-to-consumer retail model becoming more popular among fashion houses, during the Couture Show, Gemfields x Muse will be available for purchase through two online retailers.

For the retail aspect, Gemfields and Muse have partnered with Twist, an online seller of curated jewelry designs, and trunk show site Moda Operandi to sell the collaboration. Twist was the first to debut the collection on June 2, with Moda Operandi launching June 3.



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*Promotional image for Gemfields x Muse on Twist*

"Twist and Moda Operandi were the right retail partners because we believe they understand a new generation of customer," Ms. Morrison said.

"They offer that customer a highly edited and directional assortment that she can't get elsewhere," she said. "She's hip, smart and she wants it now."

#### Keeping promises

Gemfields has worked with niche designers in the past to demonstrate how its gemstones are incorporated into jewelry designed by emerging and established talent.

Last year, New York-based department store Bergdorf Goodman celebrated its jewelry salon's renovations with a collection of one-off pieces.

For the collection, Bergdorf partnered with colored-gemstone miner Gemfields to create one-of-a-kind pieces using the latter brand's Mozambican rubies and Zambian emeralds. By creating an exclusive collection, Bergdorf's top consumers have the opportunity to have a piece commemorating the jewelry salon's redesign.

Gemfields' collaborative partnership with Bergdorf also marked the first time consumers were able to shop a line of jewelry featuring the miner's gemstones at one retail location ([see story](#)).

In addition to its support of talent within its sector, Gemfields is vocal about its transparency and sustainability efforts, aligning with the jewelry industry's leading brands.

Swiss jeweler Chopard turned the Cannes Film Festival red carpet green with its ongoing sustainability pledge.

For nearly two decades, Chopard has served as Cannes Film Festival's official partner, using the event to promote its high-jewelry collections as well as its efforts in sustainable mining. At this year's festival, Chopard announced its latest eco-conscious partnership with colored-gemstone miner Gemfields to further the jeweler's "Journey to Sustainable Luxury."

Going forward, the emeralds used in Chopard's jewelry, and sourced by Gemfields, will be validated by Eco-Age's Green Carpet Challenge (GCC) Principles of Sustainable Excellence ([see story](#)).

"At Gemfields we're committed to making the greatest expression of color in fine jewelry available to a wide range of consumers," Ms. Morrison said. "This collaboration with the Muse designers is a chance for us to speak directly to the fashionable millennial."

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