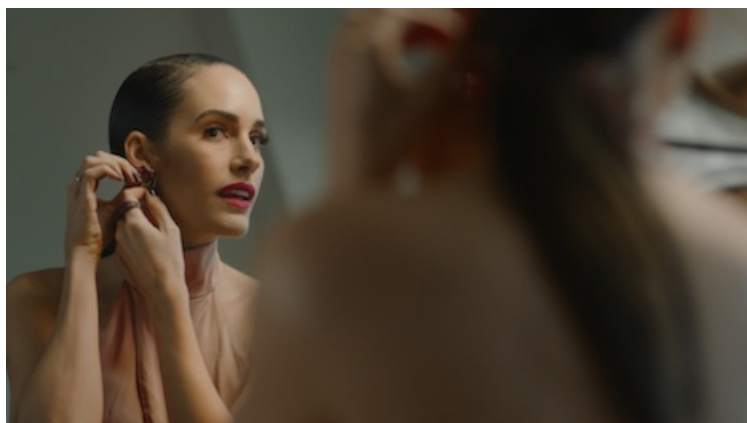


JEWELRY

## Gemfields partners with Vogue Video to contextualize lifestyle effort

March 9, 2017



*Louise Roe for Vogue Video x Gemfield's The Ritual*

By JEN KING

Cond Nast-owned Vogue Video is giving a glimpse into the daily routines of three entrepreneurial woman by sharing how jewelry and sustainable gemstones fits into their lives.

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British Vogue's "The Ritual" is a three-part series produced in partnership with colored-gemstone miner Gemfields that will air on the Vogue Video channel. Since its launch in 2015, Vogue Video has run a number of partnered content series, and to date has almost 40 million viewers, demonstrating the power of video marketing ([see story](#)).

"Working with the right advertisers has lifted the profile of the channel and longer term has brought in new clients and bigger audiences," said Malcolm Attwells, commercial director of [Cond Nast Digital](#).

"Vogue is the market leader and the brand stands for high quality and cutting edge creative talent," he said.

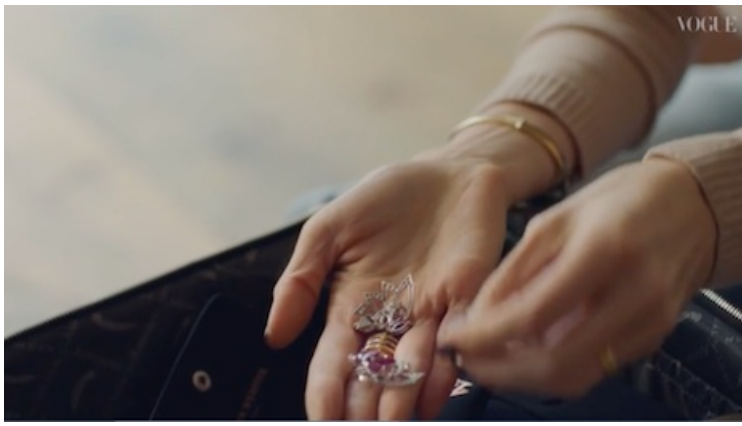
### Day-to-day routine

Cond Nast Britain debuted The Ritual series on the Vogue Video channel March 8. The series of three video shorts, produced in partnership with Gemfields, takes a candid look at the personal routines of three influencers.

Each influencer's daily routine is captured to show how successful, creative women go about their days, including the stressors and annoyances that happen along the way.

The Ritual's debut video features red carpet reporter and fashion blogger Louise Roe.

As the video begins, Ms. Roe narrates by saying that in her life there really isn't a "daily routine," so she tries her best to create one. As she speaks, the film shows Ms. Roe organizing ruby jewelry that had been kept in a travel box.



*Louise Roe in The Ritual, video still*

Ms. Roe continues her narration by sharing that one of her New Year's resolutions was to make time to meditate. The scene shows Ms. Roe getting settled into her meditation, but soon thereafter her phone rings, breaking her concentration.

In the next scenes, Ms. Roe is shown picking out a dress, holding it up to herself and making like and dislike expressions at the camera. Once dressed in a light pink dress, Ms. Roe explains that "a statement earring" always works.

She continues by saying that knowing where the rubies come from is very important to her, as is sustainability.

Although Ms. Roe is now dressed for a red carpet appearance, the following vignette shows her working at her laptop. In this scene, she acknowledges that she can be somewhat of a workaholic.

Despite this habit, Ms. Roe ends the video saying that it is important to take pleasure in the small routine moments of life. She leaves viewers by saying, "the world is your red carpet, enjoy it."

#### *Louise Roe in The Ritual*

In the next two weeks, Vogue Video will debut *The Ritual* featuring actress and model Imogen Waterhouse for the second episode and photographer, director, writer and stylist Margaret Zhang in the final installation.

Similar to Ms. Roe's *The Ritual*, Ms. Waterhouse and Ms. Zhang will take viewers through their daily routine, with nods to fashion and work life, to show how jewelry and colored-gemstones fit into their style.

All three films were creatively led by British Vogue and directed by Barbara Anastacio.

On the editorial side, British Vogue has also prepared a sponsored post giving its readers an overview into Gemfields' sustainable practices.

#### Spreading the gems

Gemfields provides colored-gemstones to jewelry houses such as Chopard and Van Cleef & Arpels. Since the brand does not design its own jewelry, content marketing is often partnered and underscores how gemstones are incorporated into a larger lifestyle context.

For example, in August 2016, Gemfields established a presence during New York Fashion Week through an influencer film series.

Running as part of style video network M2M's *In Conversation* series, the films featured bloggers talking about how color relates to their personal fashion sense. This branded content enabled Gemfields to further connect itself to the world of fashion ([see story](#)).

Also, Gemfields portrayed the mystical properties believed to exist in rubies by weaving a trio of short female-centric narratives.

Gemfields' "Ruby Inspired Stories" explored rubies' believed symbolism of passion, protection and prosperity through tales of a single moment in three women's lives. Rather than focusing on the physical appeal of the rubies pictured, Gemfields instead highlighted their emotional appeal, as the stones bring back memories or help to celebrate a milestone ([see story](#)).

"The best content partnerships are when the story leads and the advertiser is part of the story rather than leading the

story," Cond Nast Digital's Mr. Attwells said. "Engagement is better for the brand and our users."

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