

JEWELRY

## Gemfields symbolizes CSR in conceptual campaign

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Gemfields' "Every Piece Unique" campaign. Image credit: Gemfields

By SARAH JONES

Colored-gemstone miner Gemfields is promoting responsible jewelry sourcing through an upbeat campaign that translates its values into art pieces.

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Gemfields' "Every Piece Unique" effort takes place in an art gallery as symbolic sculptures come to life, indicating the company's corporate social responsibility. As consumers become more conscious of the impact of their purchases, Gemfields is looking to provide a transparent perspective on its practices.

"Matching values with best prospects is key for luxury brands," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "You don't sell to an affluent individual, rather they choose to buy from you."

"The affluent respond to brands when they lead with pillars of luxury," he said. "This particular campaign leans on scarcity, social good, a narrative and non-negotiable standards that are Gemfields' core values."

Mr. Ramey is not affiliated with Gemfields, but agreed to comment as an industry expert. [Gemfields](#) was reached for comment.

Living art

Gemfields' film opens as an art gallery is being closed up for the night. An employee hits a light switch and leaves the room, at which point a bouncing soundtrack begins.

A pair of crystalline female mannequins begins to perform a hip-hop infused dance. As they move off their pedestal and spin in front of a mirror, the red and green figures morph into one body.

These sculptures are intended to represent the transparency Gemfields aims for in its Zambian emeralds and Mozambican rubies.



*Gemfields' Every Piece Unique campaign. Image credit: Gemfields*

As the ruby and emerald figure grooves around the room, it touches a paper creation, which also springs to life. This is meant to portray Gemfields' education programs that it has established near its mines.

Along with classes for 2,500 students, the company has helped to set up adult curriculums, allowing parents to also get an education.

Next, a wooden rhinoceros wakes up and joins the dance party, bounding across the room. Through this creature, Gemfields is telling of its work to preserve wildlife in Africa.

In Mozambique, Gemfields supports the Niassa Carnivore Project and Quirimbas National Park, while its efforts also include the Zambian Carnivore Programme.

The trio of figures races through the gallery and comes to a stop in front of a painting. The work of art depicts three abstract humans around a Fabergé egg. This represents Gemfields' work to promote health in the places that it operates mines.

Health clinics in Zambia and Mozambique provide services to remote communities, helping a total 20,000 people.

The egg in the painting is intended to reflect Gemfields' "mine to market" way of doing business. Fabergé, owned by Gemfields Group, produces jewelry using the company's stones.

With the central figure in the painting joining the animated sculptures, the group ventures further, coming across a hanging avian installation that resembles the African lilac-breasted roller. Reflecting "livelihood," the bird nods to Gemfields' efforts to help local women set up chicken farms.

Finally the group of art pieces arrives at a Baobab tree, known as the "tree of life." Gemfields is using the tree as a symbol of its sustainability, as it avoids impacting the environment by eschewing harmful chemicals and saving native seeds from mining sites.

Fittingly, a Baobab tree on a Gemfields mine in Mozambique has been left untouched, with the company mining around it to preserve the plant.

*Gemfields' Every Piece Unique campaign*

For Every Piece Unique, Gemfields worked with agencies Gutenberg Global and Adam & Eve DDB. The film was produced by The Moving Picture Company in collaboration with FutureDeluxe.

The campaign will run across digital, social media, out-of-home and print for the next two years, with media buying guided by Havas LuxHub. The film will also be featured in BA in-flight TV, Sky AdSmart TV, YouTube and Teads.

### **Stone storytelling**

Gemfields has often looked to imbue its gemstones with additional meaning. The company previously portrayed the mystical properties believed to exist in rubies by weaving a trio of short female-centric narratives.

The purveyor's "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 highlights their emotional appeal, as the stones bring back memories or help to celebrate a milestone ([see story](#)).

Gemfields is providing peace of mind for its brand partners and consumers through a gemological paternity test program.

The company's Emerald Paternity Test leverages technologies developed by Gbelin, a Swiss, family-owned firm known for its gemstone expertise, high-jewelry and timepieces. The jewelry sector at large has increased its ethical and environmental responsibilities due to the many social issues that surround the mining of precious metals, diamonds and gemstones ([see story](#)).

"Personalizing Gemfields' core values will resonate with best prospects," Mr. Ramey said. "The film compels every viewer to watch again.

"The film is symbolic, fun and deadly serious," he said. "It provides an innovative perspective into the soul of the company."

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