

Gemfields Collaborates with House of Meraki

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Coloured Gemstones, Emeralds, Gargi Rathi, Gemfields, House of Meraki, Net-a-Porter platform



London: The House of Meraki x Gemfields fine jewellery collaboration is now available for purchase on Net-a-Porter, including exclusive pieces available only on the Net-a-Porter platform. The dazzling new drop of pieces, which has just gone live on the site, is a symphony of rings, bracelets, earrings and necklaces, reflecting House of Meraki's marriage of modern and traditional influences and showcasing emeralds from the Kagem mine in Zambia, majority owned by Gemfields and source of some of the most exceptional emeralds seen in recent years.

House of Meraki is an emerald-focused fine jewellery brand, founded by lifelong emerald-lover Gargi Rathi, who first encountered the arresting beauty of the green gems at a weekly market in Zambia while out shopping with her mother as a child. She was immediately smitten – describing Zambian emeralds as her 'first love'. She duly trained as a gemmologist and, in 2014, established her label, which now has a global following devoted to the timeless beauty and fine

craftsmanship of her pieces – which place emeralds front and centre.

Rathi says of the new Net-a-Porter capsule collection, "This selection is a celebration of individuality, where each piece holds a unique story epitomising the passion and creativity behind the brand." The storytelling quality of the new collection is evident in designs such as the Dia earrings and necklaces, statement pieces with a regal sophistication; the opulent Aura bracelet, which dazzles with 4.37 carats of Zambian emeralds; and the spiralled Sienna ring, a work of art set with a pear-cut Zambian emerald. The constant in the collection is emeralds – their perceived healing aura radiating from every piece.



The House of Meraki x Gemfields partnership is a true marriage of beauty and responsibility. Gemfields is a world-leading responsible miner and marketer of coloured gemstones, dedicated to modernising the sector and leading by example by striving to mine with transparency, legitimacy and integrity. As well as mining many of the world's rubies and emeralds available today, Gemfields is proud of the collaborations it has forged with likeminded jewellers to raise awareness and desire for coloured gemstones. Emily Dungey, Gemfields' marketing and communications director says, "Gemfields' partnerships with jewellery brands demonstrate the versatility of coloured gemstones, and this House of Meraki x Gemfields collection available on Net-a-Porter is no exception. A green sparkle effortlessly elevates an everyday look and is easily worn in

a familiar form such as a hoop or stud earring, while the larger gemstones featured in rings make for an arresting statement. Rarer than colourless diamonds, emeralds take pride of place in this collection and I'm delighted that these unique pieces of treasure are now available to Net-a-Porter customers."

Rathi's designs harness fine craftsmanship and cater to all budgets – from ready-to-wear to bespoke fine jewellery – with no two pieces the same, in keeping with her belief that every gemstone has its own individual character. Rathi's guiding mission is to make emeralds accessible to women from all walks of life, so that their glamour and talismanic properties can empower as many as possible.

She has said, "I want every woman to own a Meraki emerald – a statement to remind her always that she is unique, and it is her time to shine."