

# House of Meraki & Gemfields Launch Collection

📅 May 31, 2023

📁 New Launch

👉 Gemfields, House of Meraki



Mumbai: Exclusively available on Net-a-Porter, and launching in the emerald month, is a new collaboration between Gemfields and House of Meraki. Emerald-focused fine jewellery brand House of Meraki is the brainchild of Gargi Rathi, known to some in the jewellery world as the “Emerald Lady”, for her passion for these vibrant green gems.

Meraki Emeralds is an exquisite jewellery collection meticulously crafted to celebrate the essence of strong and independent women. Following on from House of Meraki’s popular J’aime collection, it embodies the spirit of empowerment, resilience and grace that defines the women we admire and aspire to be. The emeralds found in each piece in this collection have been carefully chosen, their captivating allure and radiance mirroring the inner strength and beauty of the wearer. With its timeless elegance and modern sophistication, Meraki Emeralds serves as a symbol of empowerment, inspiring women to embrace their unique qualities, conquer challenges and shine brightly in every aspect of their lives.

At the centre of all of Gargi’s designs, in this and previous collections, are emeralds, which also take centre stage this month as the birthstone of May. This Meraki Emeralds range features colourless diamonds, 18k gold and Gemfields’ responsibly mined Zambian emeralds, fitting as Rathi was inspired to forge a career in jewellery as a child, having visited the Zambian weekly markets with her mother and been dazzled by the green of emeralds she saw being offered for sale from miners on the side of the road.

Witnessing the beauty of Zambian emeralds as a child left an indelible impression on Gargi, which, in turn, led to an obsession with the gemstone and a determination to make emeralds more accessible to women in their everyday life. The new Net-a-Porter collection is a continuation of J’aime, and features pieces that have all been handcrafted by skilled artisans. Quality and craftsmanship are hallmarks of all House of Meraki designs, and these are no exception.

The timing of the launch is no coincidence, with emerald month providing the perfect backdrop to celebrate the exquisite beauty and rarity of emeralds – which are rarer and often dearer than colourless diamonds. Gemfields has unearthed some of the world’s finest emeralds from its Kagem mine in Zambia and is something of an expert on these beguiling and coveted gemstones. Emeralds are versatile and bring a pop of colour and fun to any ensemble. They can be worn in a variety of ways, mismatched or stacked, subtly or in a statement piece. They must be cared for well – cleaned and stored appropriately and not scratched by harder stones. It is important to choose the right gemstone by following a few simple rules: look for evenness of colour and good saturation; view the gem in daylight for the most accurate appraisal; buy only from a trusted source committed to responsible practices; look for something that has rarity value, but above all, a buyer should choose the gemstone that they really fall in love with.

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