

Nilufer Fine Jewellery and Gemfields Launch Rhea Collection Featuring Ethical Emeralds and Rubies

Published on 03 Oct 2025 | By IFI Correspondent



This New Line of Jewellery Features Ethical Emeralds and Rubies

London / Global – British contemporary jewellery label **Nilufer Fine Jewellery** has once again joined hands with **Gemfields**, the world leader in responsibly mined coloured gemstones, to unveil their new **Rhea collection**. The line, revealed in sync with **London Fashion Week**, highlights ethically sourced **Zambian emeralds** and **Mozambican rubies**, balanced with Nilufer’s signature minimalist design language.

A Decade-Long Partnership

This isn’t the first time Nilufer Fine Jewellery and Gemfields have worked together. Their collaboration spans almost a decade, rooted in shared values of **responsible sourcing, community upliftment, and transparency**. “We work directly with miners for our emerald and ruby sourcing,” says founder **Nilufer Kizilkaya**, underlining the collection’s ethical foundations.

Mythology Meets Modernity

The name *Rhea* carries dual symbolism. In **Greek mythology**, Rhea was the mother of Zeus and her name means ‘*that which flows*’. In astronomy, Rhea is the second-largest moon of Saturn, with a faint reddish hue that inspired the inclusion of rubies alongside emeralds and diamonds. The fluid placement of gemstones in the collection draws from **infinite geometric sequences**, creating a sense of movement in every piece.

A Collector’s Dream

The design process began with rings featuring emeralds and diamonds, later expanding to incorporate rubies. Cuts such as **round** and **marquise** dominate the lineup, with settings that balance gemstone boldness with contemporary minimalism. “We don’t see emeralds and rubies as just bold colours—they are no different from diamonds. Modern collectors don’t want to wear a single stone forever. Colour, like clothing, is essential,” Nilufer notes.

High Craft, High Value, Timeless Appeal

The *Rhea collection* redefines gemstone jewellery for the modern era—pieces that are luxurious yet versatile, bold yet wearable, and above all, **sustainably sourced**. With their symbolic design language and ethical foundations, these jewels are not just accessories but **collector’s items with timeless appeal**.

? Explore more luxury jewellery stories at indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/VISHAL KHAIRNAR, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.