

RUBY

The Timeless Gem of Passion and Prestige

Ruby, one of the four precious gemstones, holds the distinction of being the most valuable variety within the corundum mineral family, which also includes sapphire. Its name comes from the Latin word rubens, meaning "red," perfectly capturing the fiery hues that range from deep, dark red to the iconic pigeon blood red. This vibrant color is the result of chromium traces within the stone. Known for their exceptional durability, rubies score a 9 on the Mohs scale of hardness, making them just slightly softer than diamonds and as tough as sapphires. This resilience, coupled with their breathtaking beauty, makes rubies ideal for both daily wear and fine jewelry pieces.



The finest rubies have historically come from Myanmar, a region that has given rise to the famous term "Burmese ruby," reserved for stones of unparalleled color. Today, rubies are mined in various regions, including Africa, Australia, and the USA, but those with the richest red hues and a subtle hint of blue continue to command the highest prices. As the birthstone for July and a traditional gift for the 15th and 40th wedding anniversaries, rubies are deeply ingrained in cultural and celebratory traditions. Despite their rarity and tendency to show imperfections, flawless rubies can surpass even diamonds in value, with prices soaring for stones of exceptional clarity.

Rubies are more than just beautiful gemstones; they are symbols of passion, vitality, and love. Believed to bring confidence, creativity, and career success to their wearers, rubies embody the essence of life's vibrancy.

As we celebrate the legacy of rubies at the Jaipur Jewellery Show, we honor not only their timeless beauty but also their profound significance in the world of fine jewelry. As part of our coverage of the Jaipur Jewellery Show's celebration of ruby, we also reached out to some of our esteemed viewers and experts in the jewelry industry to share their thoughts on this magnificent gemstone. Their views highlight the enduring allure, value, and significance of rubies in both contemporary and traditional jewelry design.

The Timeless Allure of Rubies: Insights from Industry Leaders

The Jaipur Jewellery Show 2024 promises to be a grand celebration of the ruby gemstone, bringing together some of the finest names in the jewelry and gemstone industries. We spoke to two prominent figures in the ruby market—Punisha Gems and Gemfields—who shared their perspectives on the gemstone's enduring appeal, market trends, and what makes ruby jewelry so special.

Punisha Gems: A Legacy of Craftsmanship and Passion

Punisha Gems has long been a pioneer in the colored gemstone market, with a deep-rooted connection to rubies dating back to the early days of the trade. Based in Jaipur, the heart of the gemstone industry, Punisha Gems was one of the first to recognize the unparalleled beauty and value of rubies, playing a key role in popularizing them. Over the years, the brand has earned a reputation for offering exquisite rubies that reflect their heritage of quality and craftsmanship. According to the brand, the significance of ruby in their collections is not just about a gemstone; it's about honoring a legacy and continuing to set benchmarks for excellence.

Gemfields: Responsible Mining and Global Impact

On the other side of the industry, Gemfields, a world-leading responsible miner and marketer of colored gemstones, has been instrumental in the ruby trade, particularly in Mozambique. They mine rubies from the renowned Montepuez Ruby Mining operation, which is one of the most significant ruby deposits in the world. For Gemfields, rubies symbolize not only beauty and rarity but also an opportunity to have a positive impact on the communities in their host countries. They've made it a priority to operate with transparency, integrity, and responsibility, ensuring that the rubies they mine contribute to sustainable growth in the region.

Sean Gilbertson, CEO of Gemfields, emphasizes this responsibility and the gemstone's timeless appeal: “Deservedly known as the ‘King of Gemstones’, rubies have captivated humankind throughout the centuries. With the formation of each



Open pit mine at Montepuez Ruby Mine, Mozambique

gemstone being nothing short of miraculous, it is only a skilled hand and clever eye that accepts the responsibility of revealing the world within. But what a joy it is to see the fruits of this labour! Thought to symbolise prosperity, passion and protection, rubies have been worn into battle, placed into building foundations and make for the ultimate token of love when incorporated into gifted jewellery.

The ruby deposit in Mozambique was only discovered in recent years and is already regarded as one of the most significant deposits in the world. Located in the north of the country, Montepuez Ruby Mining – majority owned by Gemfields in partnership with a local Mozambican company – provides stable employment and much-needed contributions to the Mozambican government. It is our aim that this revenue, coupled with community and conservation projects funded by the company, brings positive impact to the people of Mozambique.”

This dedication to sustainable mining and ethical practices underscores Gemfields’ leadership in the ruby trade. As Adrian Banks, Managing Director of Product & Sales at Gemfields, shares, the ruby market continues to show resilience, even amidst current global economic challenges:

“There is no better time to promote rubies and Gemfields is delighted to partner with JJS in this regard. Our June 2024 ruby auction marked the 10th anniversary of Gemfields’ first auction, held in June 2014, of rubies from the Montepuez Ruby Mine in Mozambique. While the industry is currently facing some headwinds, arising in part from a softening in China, we were pleased to announce another strong result demonstrating the confidence that loyal customers have in our product offering and auction platform. And while auction results should not be directly compared, our team was proud to have crossed the milestone of an average selling price of USD300 per carat at this auction.”



Gemfields' focus on transparency, quality, and ethical sourcing helps to ensure that the rubies they mine not only captivate the market but also contribute positively to the global gemstone industry.

Why Ruby Shines Bright at Jaipur Jewellery Show 2024

Ruby has been chosen as the theme for the Jaipur Jewellery Show 2024 for many reasons, and both Punisha Gems and Gemfields agree on its significance. Jaipur, with its rich history and deep connection to the colored gemstone trade, has long been a global hub for rubies. The city's artisans and traders have contributed significantly to the prominence of rubies in the global market, making it the perfect place to showcase this fiery gemstone. The theme not only celebrates the enduring allure of rubies but also highlights Jaipur's unparalleled legacy in shaping the world of fine jewelry.

Gemfields, with their focus on sustainable mining and ethical sourcing, also sees ruby as a gemstone that holds a special place in the hearts of consumers due to its mystique and symbolic power. Rubies, with their deep red color caused by chromium, are often associated with intense emotions like love, passion, and vitality. In fact, the company's Montepuez mine is believed to provide over half of the world's supply of gem-quality rubies, further cementing the gemstone's place in the global market.

Current Trends in Ruby Jewelry

When it comes to current trends, Punisha Gems highlights several key movements in ruby jewelry. There's a growing preference for unheated and untreated rubies, prized for their rarity and natural beauty. Consumers are also gravitating towards minimalist designs, with sleek ruby pieces like solitaire rings and pendants being highly sought after. Vintage-inspired settings are also making a comeback, with intricate designs like those seen in Victorian or Art Deco jewelry becoming popular again. Additionally, rubies are being paired with contrasting gemstones like diamonds, emeralds, and sapphires to create vibrant and eye-catching pieces. Custom-cut rubies, in unique shapes such as rose cuts or shields, are also on the rise, offering a more personalized and creative approach to ruby jewelry.



Gemfields also sees a growing desire for minimalist styles in ruby jewelry, with a focus on subtlety and understated elegance that leaves room for individuality and expression. As consumers increasingly seek to express their uniqueness through their jewelry choices, rubies have become a key gemstone for those looking for pieces that stand out while remaining timeless.

Ensuring Quality and Authenticity

Both Punisha Gems and Gemfields take great pride in ensuring the quality and authenticity of the rubies they work with. At Punisha Gems, the process begins with ethical sourcing, where rubies are sourced from trusted mines that prioritize responsible practices. Each ruby undergoes rigorous examination by expert gemologists who assess the critical factors of color, clarity, cut, and carat weight. Additionally, the brand focuses on unheated rubies, ensuring that customers receive stones with the natural beauty and value that comes with minimal treatment.

Gemfields, while they don't directly deal with jewelry making, provides full transparency through their Provenance Proof technologies, such as blockchain records, allowing consumers to trace the journey of their rubies from the mine to the finished product. This commitment to traceability has become a growing trend in the market, as more consumers seek assurance about the ethical and environmental impact of their purchases.

Ruby Misconceptions: Setting the Record Straight

Despite their allure, rubies are often subject to misconceptions. According to Punisha Gems, one of the most common misunderstandings is that all red gemstones are rubies. In reality, stones like red spinels or garnets can resemble rubies, but they belong to different mineral families and have different properties. Another misconception is that darker rubies are always more valuable. In fact, the most valuable rubies often have a vivid, bright "pigeon blood red" color with strong saturation, regardless of their depth of tone.



Why Ruby Holds a Unique Place in the Gemstone World

Rubies have always held a special status in the gemstone world, symbolizing luxury, passion, and prestige. Their rarity, especially for unheated stones, sets them apart from other gemstones. In fact, rubies have been revered across cultures for centuries, often adorning crowns and jewelry of royalty as symbols of power and wealth. Punisha Gems emphasizes that rubies' high market value is not just due to their rarity but also because they combine beauty, history, and symbolism in a way few gemstones can match.

Gemfields also notes that while the ruby market has become more reliable in terms of supply, its rarity and beauty continue to drive demand, with consumers increasingly viewing rubies as both a personal luxury and a solid investment.

Popular Ruby Jewelry Pieces

When it comes to popular ruby jewelry pieces, Punisha Gems has observed that ruby rings, particularly solitaire and halo designs, are in high demand. Ruby earrings, ranging from simple studs to elegant drop earrings, also remain popular for their versatility and ability to complement any outfit. Ruby cocktail jewelry, with oversized rings or necklaces featuring bold ruby designs, is another trending choice for those looking to make a statement.



A Personal Connection to Ruby

Lastly, Punisha Gems shares a memorable story about a customer's journey to acquire the perfect unheated ruby. A gem collector sought out a rare, untreated ruby to add to his collection. What made this experience special wasn't just the sale—it was the connection the customer felt to the stone. He believed that rubies, especially unheated ones, held a unique energy that increased their value over time. For him, the ruby was not just a gemstone; it was a piece of history, a rare treasure that would enhance his collection for years to come.

Photo Courtesy: Gemfields , Jewellery photography stock images from Freepik.com.