

## Gemporia partners with Argyle Diamond mine for exclusive collection

Gemporia, the leading British TV jewellery channel, has partnered with Rio Tinto's Australian diamond division to create a spectacular collection of Argyle Diamond jewellery exclusively for Gems TV. Gems TV's expert hosts will be joined by Rio Tinto's, Sales and Marketing Director of Australian Diamonds, Vikram Merchant, for a weekend of live shows between 5<sup>th</sup> and 7<sup>th</sup> April.

Unique and extremely rare pink diamonds have made the Argyle mine famous all around the world and have driven a renewed global interest in coloured diamonds. The trend seems set to continue into 2019 and beyond, with Megan Markle recently spotted



*Above: The Argyle Pink Jubilee Diamond (c) Rio Tinto, 2018*

sporting a set of 'borrowed' yellow diamond earrings [reportedly worth in the region of £500,000](#). Professional Jeweller magazine also [noted](#) how "Pink diamonds in particular are admired amongst an impressive line-up of celebrities including Margot Robbie, Blake Lively and more recently, Lady Gaga.

Instantly recognisable, Argyle diamonds deliver a stunning warm palette of completely natural colours ranging from silver to champagne to the famed, rich shades of pink. Formed relatively quickly for diamonds over 400 million years, the diamonds were found in a natural

wonder known as the Argyle pipe in a remote corner of western Australia that has produced more than 800 million carats of rough diamonds.

Gemporia prides itself on the traceability and provenance of all its gemstones, something that is often only possible through close relationships with mine owners. This exclusive collection with Rio Tinto will be accompanied by a Certificate of Authenticity from Gemporia and a record of the diamond's Mark of Authenticity, a result of Rio Tinto's Australian Diamonds program that Vikram Merchant, Sales and Marketing Director for Argyle Diamonds, is particularly proud of: "Today's consumer wants to know where their jewellery comes from and the Australian Diamonds Programme celebrates Rio Tinto's diamond heritage and pedigree from a clean, traceable source of diamonds."

Gemporia's founder and Chairman, Steve Bennett, has long campaigned for this transparent and traceable approach to diamond trading: "We pride ourselves on implementing ethical practices throughout our daily trade – it is at the heart of what our brand stands for. We want to bring transparency and integrity, remove the mistrust, misinformation around the authenticity of diamonds. Our partnership with Rio Tinto's Australian Diamonds establishes the true spirit of bringing diamonds straight from the mines to our customers."

-ENDS-

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**About Gemporia**

*Gemporia is the leading British TV jewellery channel, with turnover of £67.2m\*, dedicated to making genuine gemstones available to all. With more than 200 different natural coloured gems available, the jewellery, priced from £29 to £15,000, is sold online at [Gemporia.com](http://Gemporia.com); on TV via its dedicated jewellery channel Gems TV; and via the Gemporia App.*

*Gems TV is hosted by a team of gemstone experts, selling exclusive pieces in a reverse auction format, where the price of the piece continues to fall throughout the auction, and all buyers pay the final low price. Gemporia's highly skilled gem hunters travel the world to find the finest ethically-mined precious gemstones, sourced directly from the mines whenever possible. Ethics and people are an integral part of everything Gemporia does, and in 2012 Gemporia set up the Colourful Life Foundation, an independent charity focused on improving health and education facilities for the adults and children who live in the areas it works. Based in Redditch, Worcestershire, Gemporia was founded 2004 by Steve Bennett and his family. Gemporia is now an employee-owned business, with 75% of the business owned by trusts for the benefit of its 300 employees, with the remaining 25% owned by its founders. \*year end March 2017*

**Gems TV** is live 24 hours a day on Sky channel 665, Freeview channel 43, Virgin Media channel 755, Freesat channel 805 and via [www.gemporia.com](http://www.gemporia.com). Our exclusive Argyle Diamond Collection premiers between 5th and 7th April 2019.

#### About Argyle Diamonds

Further information and imagery is available via Rio Tinto's Argyle Diamonds website <https://arglepinkdiamonds.com.au/>