

Gemporia partners with jewellery designer Rebecca Sellors to champion British gemstone Blue John

Gemporia, the leading British TV jewellery channel, has partnered with British jewellery designer Rebecca Sellors of C.W Sellors to create an exclusive collection of Blue John jewellery. Gemporia's expert hosts will welcome designer Rebecca to their live auctions on 29th March to launch the brand new collection.



Blue John Gemstone (source: rockgallery.co.uk)

Discovered nearly two thousand years ago, Blue John is a rare natural variety of Fluorite found exclusively on one hillside in the heart of the Peak District, Derbyshire. Early use of Blue John saw the gemstone fashioned into ornamental items which now feature within the collections of Buckingham Palace and Chatsworth House. More recently, the distinctive gemstone, with its purple, blue and golden yellow banding is used to create striking jewellery pieces.

Jewellery Designer Rebecca prides herself on championing the unique British gemstone. She truly believes that Blue John has a lot to offer the jewellery world and uses the natural beauty of the gem to inspire her designs: "In a crowded world of gemstones and jewellery design, the popularity of established favourites such as emeralds, rubies and sapphires will always take centre stage, yet should you be prepared to delve a little deeper for gemstone discovery then you will find Blue John is quite a unique material, with a fantastic array of colours and patterns which are perfect for jewellery setting. I am trying to raise the bar for the gemstone and allow it – quite rightly – to sit alongside the most favoured pieces of any jewellery collection".

Featuring a selection of rings, earrings and necklaces designed by Rebecca, this solely British collection is a first for Gemporia and one that Gemporia's Commercial Director, Jake Thompson is particularly excited for: "My career, and indeed my life, has been defined by travelling the world in pursuit of the rarest gemstones. However, I have always dreamed of sourcing that most elusive treasure, a British gem of truly world-class status. The Blue John collection is *the* realisation of that dream. In this collection we bring something that is British-mined, British-designed, and British-made. 'National treasure' is a phrase that is too often cast out there, but through our collaboration with Rebecca collectors have the opportunity to own our true national treasure."

-ENDS-

Enquiries:

Gemma Roebuck, gemma.roebuck@gemporia.com

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; 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. Our exclusive Argyle Diamond Collection premiers between 5th and 7th April 2019.

About Rebecca Sellors

<https://www.professionaljeweller.com/hot-100-trendsetters-rebecca-sellors-jewellery-designer-c-w-sellors/>