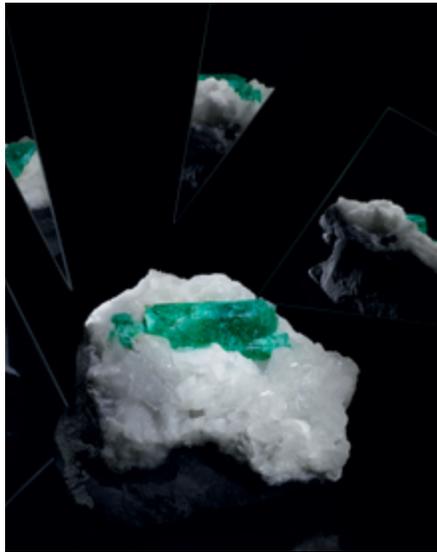


GREEN WITH ENVY ALL ABOUT MUZO

BY SMITHA SADANANDAN

In the midst of summer 2019 during the 'Jewelry Week,' in Las Vegas, Colombian emerald miner Muzo will celebrate its 10th anniversary with the launch of a vibrant green collection by exciting names in the industry.



The designs, reflecting the independent spirit of each designer, are embellished and accented with Muzo emeralds, featuring a mix of beads, slices, cabochons and tumblers to showcase the full run of the mine's production.

"We wanted to continue working with an exclusive group of designers who, we felt, could best showcase our organic material. Our partners – many of them rising industry stars – have each taken their own individual approach and the result is a vast array of unique designs that truly emphasize the diversity of emeralds," says Gabbi Harvey, Head of Business Development and Designer Outreach for Muzo.

The range honors Muzo's focus on emeralds, with pieces that narrate the poetry of traceability through jeweled interpretations, making for exquisite jewelry. "Muzo emeralds are all one-of-a-kind; no two gemstones are exactly alike. They are produced under legal, environmental and humane working conditions. This makes our Colombian emeralds not only unique for their beauty but also for their responsible mining origin," explains Gabbi Harvey.

The collaborations highlight every grade of its gemstones, including Muzo's commercial production of emeralds that may have a softer hue or have slightly more inclusions. "For the 10th year anniversary, we will add some new, established designers as well as emerging talent to the mix, including some very talented Colombian designers. The most important factor for us is working with designers who best fit with our company ethos," she adds. The tribe of talented designers participating in the 2019 project, a kickoff to an ongoing series of collaborations, include Alice Cicolini, Ara Vartanian, Dana Bronfman, Daniela Villegas, Katherine Jetter, Mateo, Mercedes Salazar, Noor Fares, Tres Almas, Venyx, Victor Velyan and Yael Sonia.



"It is such an honor to work with these unique natural stones, and with a mine such as Muzo with their strong commitment to ethical practice. Their support and encouragement for design innovation and experimentation has been a really positive experience and I look forward to a long and fruitful collaboration," says Alice, whose Muzo trapiche collection will be showcased at Couture. The emeralds in the chandelier earrings and matching ring, designed by Alice, are offset with plique-à-jour (enameling) and feature hexagonal slices of rich toned Muzo emeralds.

Last year's collaboration had 25 designers, including Coomi, Vector Velyan and Erica Courtney. Adding more sparkle to the celebrations, Muzo unveils its Heritage Collection at the JCK. The collection has five unique sub-collections – Atocha, Chakana, Muisca, Royal Orb and Verity – wherein each collection takes a special approach to tell the story of the gem. It took Muzo over a year to unearth the emeralds for the collection in order to ensure uniformity throughout the 120 pieces of jewelry, which were made by highly skilled craftsman from some of the world's best ateliers.

Muzo also has a new shoppable website – MuzoStore.com – where you can buy original designs from its Heritage Collection derived from the Private Treasure of Muzo Emerald Colombia. *Images from top to bottom: VENYX, Muzo Heritage Collection, Alice Cicolini*

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