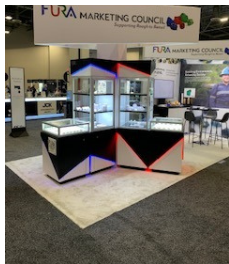


We Launched at the Las Vegas Trade Shows

FURA Marketing Council (FMC) at AGTA and JCK - VEGAS 2021

On behalf of the entire team at FURA Marketing Council (FMC), we would like to say THANK YOU to everyone who put the AGTA and JCK shows together and everyone who visited us at our booths.



FMC Hosted:

The Future of Sapphire

A Panel Discussion with GIA and FURA Gems

Wednesday, August 25
10:00 am
Brahms Ballroom

PANELIST:

-  **Tom Moses**
GIA Executive Vice President & Chief Laboratory & Research Officer
-  **Dibya J. Baral**
Managing Director of FURA Australia, Chief Technical Officer
-  **Liz Chatelain**
President, FURA Marketing Council



The Future of Sapphire - Panel Discussion

The Future of Sapphire panel discussion was a success. We want to thank Tom Moses, GIA Executive VP and Chief Laboratory and Research Officer and Dibya J. Baral, the Managing Director of FURA Australia, for their participation, and of course, our own, Liz Chatelain. [Click HERE](#) to review the presentation.



PARTI Sapphire Cutting Contest on display

1st Annual PARTI Sapphire Gemstone Cutting Competition sponsored by FURA Marketing Council.

Multicolor PARTI Sapphire rough responsibly mined by FURA Gems in Australia was cut by top American gem cutters. [Click HERE](#) to view the 3 cutters with the most votes.



Follow Us Online



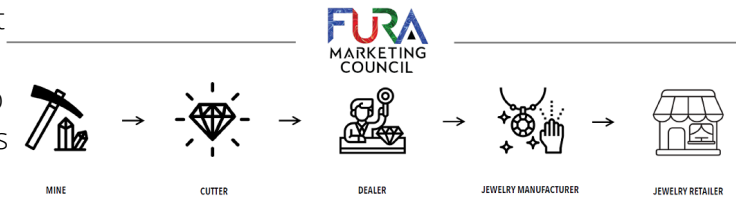
MEMBERSHIP:

FURA Marketing Council (FMC), which is supported by FURA Gems, is transforming the colored gemstone market in a way that was never offered before.

Become a FMC member and receive co-op ad funds-B2B & B2C, new educational tools for your staff, and a lot more.

[CLICK HERE to read more.](#)

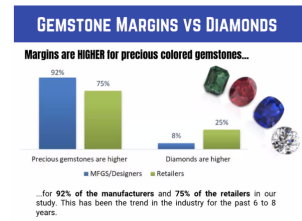
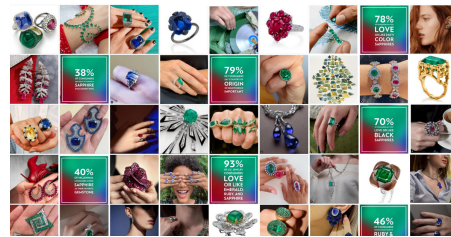
**Supporting the Entire Pipeline
 With Consistent Supply & Marketing Support**



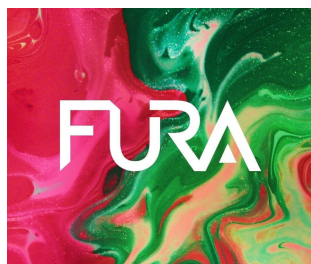
Why Colored Gemstones?

During both Vegas shows, AGTA and JCK, we had fantastic discussions about the Colored Gemstones Consumer Research that caught many people in the trade by surprise. To download the full report, click on the link in the first comment.. [Click to Read More](#)

93%
 OF U.S. JEWELRY CONSUMERS
LOVE OR LIKE
 EMERALD,
 RUBY, AND
 SAPPHIRE



FURA Gems is the only company in the world to mine all three precious colored gemstones: exquisite emeralds from an ancient mine hidden in the jungles of Colombia, stunning sapphires sourced from Australia's rugged Outback, and richly-coloured rubies unearthed in Mozambique's northern highlands. [CLICK HERE to read more](#)



[CLICK HERE to SIGN UP](#) for our Newsletter and to read more about how joining FMC will benefit your business and increase your sales .

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Our Email Newsletter Vol 1 September 2021

The FURA Marketing Council Team



Darlene Smith



Liz Chatelain



Ram Glick

MEMBERSHIP: Join FURA and Create the Future of Gemstones

We're transforming the gemstone market by connecting the supply chain for emerald, ruby and sapphire from Rough to Retail.

FMC helps our members, cutters, dealers, jewelry manufacturers and retailers, not just to promote responsibly mined gems, but to grow their color gemstone business at every level.

Here's how joining FMC will benefit your business and increase your sales.

MEMBER BENEFITS



Membership brings you more customers and higher profits



B2B and B2C co-op advertising funds and materials



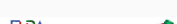
You can participate in FMC gem product promotion initiatives



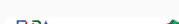
Your company will be promoted and advertised to your customer base



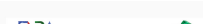
Access to new colored gemstone education materials for your team and customers



A developed chain of custody procedure for responsible sourcing



Customized quality product images and video for your use



Expert guidance in product development, sales, and marketing

Focused gemstone research shows us that **68% of consumers are likely to buy precious colored gemstones in the next two years**. We're preparing companies at every level of the supply chain to be ready to take advantage of the surge in consumer demand.

FMC is managed by MVI Marketing. MVI president Liz Chatelain and FMC Manager Darlene Smith, an industry veteran with independent and major retailer experience are heading up FMC. Plus Ram Glick, a Social Media specialist in the luxury industry is helping to bring FMC message to market.

[**CLICK HERE TO JOIN**](#)

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