

# Veberod Bulletin

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**Tanzanite in 14KT white gold earrings**

## From the Foothills of Mt Kilimanjaro

### TANZANITE - An exclusive gem for this generation

The world's only known source of tanzanite occurs beneath the sweeping grasslands in the foothills of Mount Kilimanjaro in northern Tanzania, East Africa. According to the Tanzanite Foundation, a non-profit industry supported organization, Tanzanite deposits are expected to be depleted in the next decade or so, making this the only generation to own tanzanite for the first time!

Tanzania is a country rich in folklore and legend. At the time of tanzanite's discovery, local Maasai communities wove bold and colorful stories around the creation of this exceptional stone. They told that the land was set ablaze by a bolt of lightning, and that the heat from this magic 'fire from the sky' transformed crystals on the ground into shimmering blue-violet gems..

The actual discovery of tanzanite remains something of a mystery. Although there are numerous versions, it is not known for certain who found the first crystal. The most widely accredited narrative suggests that in July of 1967, Ali Juuyawatu, a local Maasai tribesman, found a piece of translucent crystal near Mount Kilimanjaro. Fascinated by its blue-violet hue, he shared his find with Manuel D'Souza, a tailor by profession and prospector by passion, who was looking for rubies in the region.

Word about the remarkable discovery in Tanzania soon reached celebrated New York jewelers, Tiffany & Co., gemological pioneers since the late 19th century. At that time, Henry B. Platt, great grandson of Louis Comfort Tiffany, and later president and chairman, was working with Tiffany's President, Walter Hoving, shaping and directing jewelry collections.

Awed by the stone's exquisite beauty, Platt named it

'tanzanite' after its country of origin, and launched it at Tiffany's in October 1968, remarking that it was undoubtedly 'the most beautiful blue stone discovered in over 2 000 years'.

Tiffany's initiated the first tanzanite advertising campaign, declaring that tanzanite could be found in only two places on earth - Tanzania and Tiffany's.

The Tanzanite Foundation strives to standardize methods of practice and conduct. The Foundation also aims to uphold an ethical route to market, and invests in meaningful and sustainable



**Top & right - 4.55ct tanzanite pendant with pave diamond bail. Palladium and 14KT gold. Below - 1.49ct tanzanite ring**



upliftment projects developed in harmony with the indigenous communities in Tanzania.

Tanzanite is similar to emerald in hardness and is not recommended for an everyday ring. The beauty of tanzanite is best appreciated in pendants, earrings and special occasion rings. At Veberod Gem Gallery, we have an extensive selection of tanzanite priced from under \$100 to over \$4000 including some exciting new stones over four carats! We always enjoy making custom pieces for our customers, creating heirloom jewelry for the next generation.

**Veberod Gem Gallery**  
13023 Ridgedale Drive  
Minnetonka, MN  
952-595-8338  
[www.vgems.net](http://www.vgems.net)