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Chopard launches first Fairmined gold watch

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By Kathryn Bishop

Mar 28, 2014



Chopard has unveiled the world's first Fairmined gold watch at BaselWorld - the L.U.C Tourbillon QF Fairmined.



Chopard's L.U.C Tourbillon QF Fairmined timepiece is the world's first watch made using Fairmined gold.

The timepiece, which is limited to just 25 pieces and has a power reserve of nine days, has been crafted from Fairmined gold from South America.

The brand described the launch as "testament to Chopard's commitment to sustainable and ethical luxury through" and follows the launch of its ethical project titled [The Journey](#), initiated in 2013.

The creation of a Fairmined gold timepiece complements the brand's initial haute joaillerie collections, including its [Green Carpet](#) range of fine diamond pieces. Chopard said move shows its ethical commitment to fine watchmaking.

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The main parts of this watch, including its case-back, case and bezel, are entirely made of Fairmined gold, guaranteeing that the gold was mined in a responsible manner and that the miners themselves receive fair payment and an overall premium, thereby demonstrating that gold can be sustainably mined.

This watch is the fruit of the long-term partnership between Chopard and the South American, Alliance for Responsible Mining (ARM) and the Coodmilla cooperative, located in the Nariño region of Colombia.

Chopard has set itself the target of buying a significant percentage of its gold from other Fairmined gold stocks and is also taking an interest in

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other cooperatives in South America, with a view to supporting them in achieving Fairmined certification.

ARM's executive director Lina Villa said of the watch: "The L.U.C Tourbillon Qualité Fleurier Fairmined, demonstrates a strong show of support from the watch and jewellery sector for fair, sustainable and responsible gold sourcing. Chopard, which is a frontrunner in this field, has led the way for the entire watch and jewellery industry by adopting Fairmined gold. We are so proud to be developing such prestigious projects with Chopard to improve the quality of life in mining communities."

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