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Cate Blanchett wearing Chopard earrings

## Jewellery: Ethics and aesthetics

A treasure to behold and a delight to create: Madeline Hoskin

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### the shine of diamonds and gold an ethical face.

The 'green' wave has transcended hybrid car selections, luring high-end jewellers to embrace the fair trade mentality. Breaking free from stigmas of 'blood diamonds' and 'dirty gold', nowadays initiatives such as Fairtrade and Fairmined gold are certifying the products you buy. Shoppers can track their purchases, proving they stem from artisanal and small-scale mines that do good things for local communities.

Rallying huge support in Hollywood, luxury brand Chopard is right at the forefront of this trend. Turning red carpets 'green' through a recent venture with Eco-Age and the Green Carpet Challenge (GCC), Chopard designs (incorporating gold from a community in South America) have adorned the likes of Marion Cotillard and Cate Blanchett, as they grace star-studded events the globe over. Indeed, the Green Carpet Collection proves that buying 'ethically' doesn't mean a divergence from quality.

Fair trade purchases may require more thought and effort; but it's worthwhile. You'll look divine, and feel even better.

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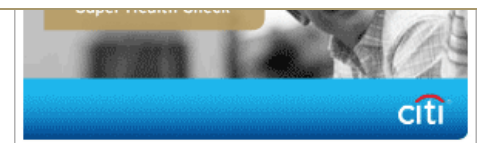
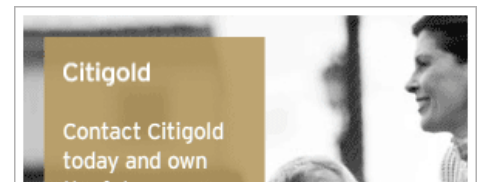
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