

SUSTAINABLE LUXURY

CHOPARD MARKS A NEW MILESTONE FOR THE LUXURY WATCHES AND JEWELLERY INDUSTRY

BY NINA HALD

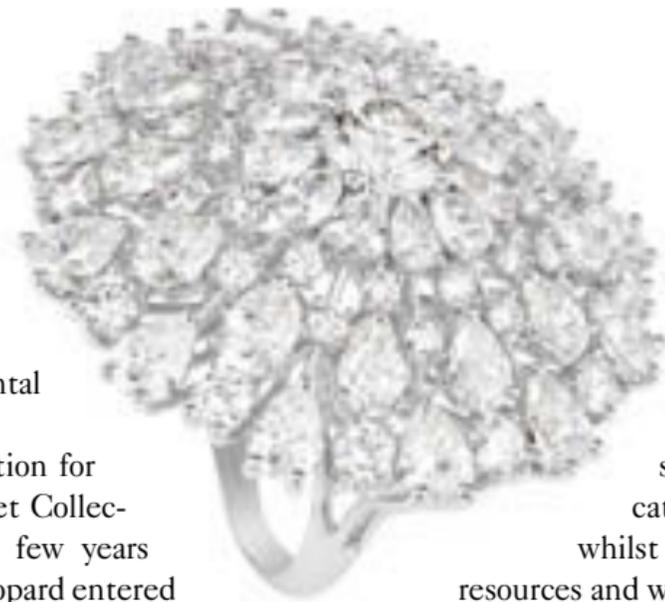
At Baselworld this year, Chopard has launched the world's first high horological watch made of fairmined gold: The L.U.C Tourbillon QF fairmined – made from fairmined gold which guarantees that it was mined in a responsible manner and that the miners themselves receive fair payment and an overall premium. This follows hot on the heels of the new Chopard Green Carpet Collection earrings, that actress Cate Blanchett wore in January 2014, when she won a Golden Globe; the earrings were set with diamonds from mines certi-

fied to the Responsible Jewellery Council code of conduct, sourced from IGC Group and fairmined Gold.

Chopard's journey towards sustainable luxury was initiated at the Cannes Film Festival 2013 with Eco-Age and its creative director Livia Firth (wife of British actor Colin Firth); here the first Green Carpet Collection high-jewellery creations were unveiled. Since then Chopard has been deepening its commitment to the cause by sourcing materials from businesses that are demonstrably committed to responsible, ethical, social

and environmental practices.

The foundation for the Green Carpet Collection was laid a few years before when Chopard entered into a philanthropic relationship with the influential South American mining NGO, the Alliance for Responsible Mining (ARM). Working alongside ARM, Chopard has begun to transform the lives of approximately 1.000 artisanal gold miners and their families in small, remote South American community



Ring from the Green Carpet Collection in white fairmined gold, set diamonds.

mines in Colombia, providing social welfare, education and training whilst protecting natural resources and wildlife habitats. Co-president and artistic director Caroline Scheufele said: "As a century old, family-run business, we are very aware of our responsibilities in our journey to sustainable luxury. It is not an easy journey, but it is the right one, and the programme will ensure we are working towards our goal of sustainable jewellery." **I.O, D15**