

**Anthony DeMarco** Contributor*I'm on the luxury jewelry beat.*

Opinions expressed by Forbes Contributors are their own.

LIFESTYLE 9/01/2015 @ 10:02AM | 448 views

Gold Standard: Livia Firth Partners with Chopard's Ethically-Sourced Palme Verte Collection



Chopard's new jewelry collection manages to be its first diffusion line using certified Fairmined gold and serves as a 60th anniversary tribute to the Palme d'Or, the top prize awarded at the Cannes Film Festival.

The Swiss luxury brand first released jewelry made with ethical gold in 2013 when a few high jewelry pieces known as the "Green Carpet Collection" debuted on the Red Carpet at the Cannes Film Festival worn by actress Marion Cotillard. It was part of "Chopard's Journey to Sustainable Luxury," a long-term partnership with Eco-Age and its creative director Livia Firth promoting sustainable development within the luxury industry. The gold used for this program extracted by artisanal and small-scale miners is certified under the Fairmined standard created by the Alliance for Responsible Mining.





The Palme Verte bracelet

For the 2014 Cannes Film Festival Chopard upped its stakes in ethical gold by making the Palme d'Or—awarded to the director of the best film at Cannes since 1954—entirely of Fairmined gold.



Palme Verte earrings

The Palme Verte collection makes ethically sourced gold jewels available on a wider scale at a more affordable price that is suitable for daily wear. The collection of four jewels is made entirely of 18k Fairmined gold. It's modeled after the design of the Palme d'Or, in which a single piece of cut crystal forms a cushion for a hand-cast 24k gold palm. The design, the newest of several over the years, was created in 1998 by Caroline Scheufele, artistic director and co-President of Chopard. It is as much of a symbol of the luxury brand as it is of Cannes.





Palme Verte ring

The four pieces of the Palme Verte collection (earrings, pendant, ring and bracelet) is directly inspired by the award's single palm frond, applied in a simple curved and polished design. The pieces run from \$2,360 to \$10,840 and will be available in Chopard boutiques at the end of September.



Palme Verte pendant

Anthony DeMarco is founder of the [Jewelry News Network](#) blog. Please join me on the Jewelry News Network [Facebook](#) Page, [Twitter @JewelryNewsNet](#) and Instagram [@JewelryNewsNetwork](#).

RECOMMENDED BY FORBES

[The Most Expensive Home Listing in Every State 2016](#)

[How Two Dermatologists Built A Billion Dollar Brand In Their Spare Time](#)

This article is available online at: <http://lifeforb.es/1N0wFOP>

2016 Forbes.com LLC™ All Rights Reserved