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Palme d'Or Made With Fairmined Gold for First Time

By JCK Staff - May 21, 2014

The Palme d'Or, awarded each year to the official selection for best film in the Cannes Film Festival, will be made from Fairmined gold for the first time in history.

The Fairmined Palme d'Or is part of "The Journey to Sustainable Luxury," a program founded by Chopard in partnership with Livia Firth, founder and creative director of Eco-Age. Other pieces in the program include Chopard's Green Carpet collection and the L.U.C. Tourbillon QF Fairmined watch, unveiled at Baselworld 2014.

Chopard has created the trophy since 1998, when it was redesigned by Caroline Scheufele, copresident of the company.

"I am proud and happy that the Palme d'Or, which I redesigned 16 years ago, should be made of traceable gold mined in a manner respectful of human beings and the environment," she said in a statement.

The Fairmined gold standard was created by the Alliance for Responsible Mining (ARM), which sets strict standards for the rules of economic, social, and environmental development in the mining process. Chopard first partnered with ARM in 2013.

"We are pleased to see the international recognition of responsible miners and the Fairmined initiative that this Palme d'Or represents. Chopard is playing a leadership role, and we hope this acts as a catalyst to one day see all high-profile gold trophies and medals be made with responsible gold," said Lina Villa, executive director of ARM, in a statement.



Courtesy Chopard

The Palme d'Or

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