JEWELRY

Chopard continues "Journey to Sustainable Luxury" with Gemfields' emeralds

May 20, 2016

Chopard earrings with Gemfields emeralds

By STAFF REPORTS

Swiss jeweler Chopard is turning the Cannes Film Festival red carpet green with its ongoing sustainability pledge.

For nearly two decades, Chopard has served as Cannes Film Festival's official partner, using the event to promote its high-jewelry collections as well as its efforts in sustainable mining. At this year's festival, Chopard announced its latest eco-conscious partnership with colored-gemstone miner Gemfields to further the jeweler's "Journey to Sustainable Luxury."

Chopard's emerald city
During last year's Cannes Film Festival, Chopard introduced its first jewelry line crafted from ethically mined gold.

Chopard's Palme Verte is made of Fairmined 18-karat yellow gold, sourced from artisan and small-scale miners. The collection of earrings, a pendant, a ring and a bracelet are based on the Palme d'Or trophy made by the jeweler and presented to the winner at the film festival, making the line a collector's item, as well as something they can feel good about (see story).

Two years prior, and also at Cannes, Chopard launched its Green Carpet collection in support of ethically-sourced materials. Since then, Chopard has worked to further expand its sustainability efforts through additional jewelry pieces and an active digital presence that spreads awareness (see story).

This year sees Chopard partnering with Gemfields to further its mission. Going forward, the emeralds used in Chopard's jewelry, and sourced by Gemfields, will be validated by Eco-Age's Green Carpet Challenge (GCC) Principles of Sustainable Excellence.

Founded by Chopard ambassador Colin Firth's wife Livia, Eco-Age's GCC considers the mining site and parent organization to ensure social welfare, environmental protection, training provision and security for works.

On the Cannes red carpet, Mr. Firth's fellow ambassador Julianne Moore wore pieces from the collection. The statement earrings and ring were crafted in Fairmined-certified gold, Gemfields' emeralds and diamonds sourced by the IGC Group and certified by the RJC Code of Practices.

Julianne Moore at 2016 Cannes Film Festival wearing Chopard emerald earrings

Per Chopard, a partnership that sets a global sustainable standard for colored-gemstones does not currently exist, making its pairing with Gemfields an industry first.

"We are so proud of what we have achieved so far with our Journey to Sustainable Luxury," said Caroline Scheufele, co-president and artistic director of Chopard, in a statement. "It has been challenging at times, but the results are incredible.

"Chopard is defined by true luxury, and today this means knowing where the precious materials in our jewelry come from and having this independently validated," she said. "Gemfields' fabled emeralds are a wonderful addition to our Green Carpet Collection of high-jewelry."
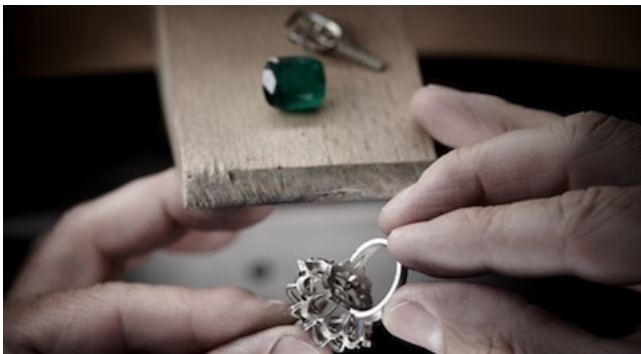
Chopard jeweler working on the emerald ring worn by Julianna Moore

Beyond emeralds, Gemfields also deals in ethically mined amethysts from Zambia and rubies from Mozambique. The brand oversees both the mining and marketing of colored-gemstones placing an emphasis on responsibility and transparency.

Regarding its partnership with Chopard, Ian Harebottle, CEO of Gemfields, said, "Gemfields is exceptionally honored to be collaborating with Chopard in supplying our rare Zambian emeralds for their Journey to Sustainable Luxury.

"This is such a significant step, not only for Chopard and Gemfields, but for the broader luxury industry as a whole," he said. "Gemfields is committed to pioneering a safer, more responsible and transparent approach to the mining and distribution of colored-gemstones.

"This prestigious partnership, with the involvement of Livia Firth and her dedicated team at Eco-Age, provides a clear example of what can be achieved when people come together with on common objective."