

JEWELRY

Tiffany touts transparency of diamond acquisition in documentary

December 29, 2016



Image from Tiffany's "Journey of a Diamond"

By STAFF REPORTS

Jeweler Tiffany & Co. is enlightening consumers on how its diamonds make their way into its blue boxes by charting the stones' path from the time they are unearthed.

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Tiffany's short film, "Journey of a Tiffany Diamond," travels with the gem stones as they undergo both careful refinement and an arduous selection process before being set into the brand's jewelry. Consumers are increasingly concerned that the businesses they support take responsibility for both people and the planet, making opening up operations in this manner a way to create additional appeal for a particular label.

Traveling with Tiffany

The first stop in the diamond's trip is to Tiffany's studio in Antwerp. Here, artisans convert the rough stone into a gem and sort it based on size, color, clarity and fluorescence.

Next for the diamond is a trip to a workshop in Mauritius, where it will be polished by local artisans.



Image courtesy of Tiffany

In New York, the diamond reaches its final stop, as it is inspected. Only .04 percent of gem-grade stones make the cut for the jeweler.

In all, this process takes a year to complete.

"This is truly a story only Tiffany can tell. We are unique among luxury jewelers in that we obtain our diamonds through direct sourcing relationships, and that those diamonds never leave the precise hands of our highly skilled artisans," said Andy Hart, senior vice president, diamond & jewelry supply at Tiffany & Co. in a statement. "By our own exacting standards, fewer than .04 percent of the world's gem quality diamonds are chosen to become Tiffany diamonds."

Tiffany & Co. The Journey of a Tiffany Diamond

At Tiffany & Co., the jeweler takes an honest approach to the ugly sides of the mining industry, offering a layered and encapsulated sustainability statement for consumers to pursue.

Tiffany brings to light its commitment to corporate social responsibility with a dedicated page on its Web site that outlines the brand's charity projects, sustainability efforts and responsible sourcing.

"With an uncompromising commitment to transparency and traceability throughout our supply chain, we developed an industry-leading approach to responsible sourcing and manufacturing," said Anisa Kamadoli Costa, chief sustainability officer at Tiffany & Co. in a statement. "We are able to trace the path of a majority of our raw materials from origin to finished product, which is our best means of ensuring social and environmental responsibility."