

JEWELRY

Chopard commits to 100pc ethical gold

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Chopard announced its commitment at Baselworld. Image credit: Chopard

By STAFF REPORTS

In a major step towards sustainability, Swiss jeweler Chopard announced today that starting July, the brand will only use 100 percent ethically-sourced gold.

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The mining of ores and gems is one of the most contentious sectors of the global discussion on ethically-sourced materials, with gold mining having a particularly fraught history in terms of how it is sourced. In switching to completely ethical gold, Chopard aims to inspire more brands to make the switch and stop relying on materials that are sourced in a way that inflicts harm on the Earth or the workers who mine it.

"We are incredibly proud of being able to say that from July 2018 all of our gold will be purchased from responsible sources," said Karl Friedrich Scheufele, co-president of Chopard, in a statement. "It is a bold commitment, but one that we must pursue if we are to make a difference to the lives of people who make our business possible.

"We have been able to achieve this because more than 30 years ago, we developed a vertically integrated in-house production, and invested in mastering all crafts internally, from creating a rare in-house gold foundry as early as 1978, to the skills of high jewelry artisans and expert watchmakers," he said.

Ethical commitments

Chopard claims that it has been committed to sustainability since its founding decades ago.

Now, the brand is backing that claim up by swearing to adhere to international standards that separate ethical gold from other, unsavory sources.

The announcement was made at the Baselworld Watch and Jewelry Fair in Switzerland.

Chopard is planning on acquiring its gold from two sources: small-scale gold mines that participate in Swiss Better Gold Association (SBGA), Fairmined and Fairtrade schemes and RJC Chain of Custody Gold.

Through these two sources, Chopard is hoping to eliminate working with any mine or company that damages the environment or any company that mistreats or underpays its workers.



Chopard's ethical gold goal. Image credit: Chopard

Chopard's commitment to sustainability was on display last year when it sponsored the Cannes Film Festival.

To continue its ongoing trend of working sustainability into its "green carpet" appearances during Cannes, as well as celebrating the dual anniversary, Chopard redesigned the Palme d'Or trophy.

The redesign does not change the appearance of the palm-shaped trophy, given to the year's best film, but instead incorporates ethical diamonds into the structure ([see story](#)).

"As a family-run business, ethics have always been an important part of our family philosophy," said Caroline Scheufele, co-president and creative director of Chopard, in a statement. "Naturally, we have always put ethics at the heart of the values of Chopard.

"True luxury comes only when you know the handprint of your supply chain and I am very proud of our gold sourcing program," she said. "As creative director of the brand, I am so proud to share the stories behind each beautiful piece to our customers and know they will wear these stories with pride".

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