

JEWELRY

Swarovski supports commitment to sustainability with Fairtrade Gold

March 27, 2018



Atelier Swarovski incorporates Fairtrade Gold. Image credit: Swarovski.

By STAFF REPORTS

Precision-cut crystal maker Swarovski is preserving its mission to social justice by focusing on the Fair trade movement and conscious jewelry for Baselworld, a major stage for the movement for its higher end line.

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Throughout recent history, the jewelry and diamond industry has been exposed as a humanitarian nightmare, with horrific working conditions for laborers in third world countries. Swarovski, understanding the importance of combatting these issues, has taken a stance with a new collection for its Atelier Swarovski line, incorporating Fairtrade Gold and its own created diamonds into its creations.

Swarovski and sustainability

The early beginnings of the Fair trade movement can be traced all the way back to the 1940s, but the idea really took off in the '60s. Once the blood diamond industry was exposed and references in pop culture and Hollywood began to shine a light on the issue, it had spread throughout the jewelry sector.

Swarovski's new collection brings the movement to a large stage in the jewelry world, helping to keep these issues alive in consumers' as well as brands' minds.

The jewelry manufacturer as a whole looks to sustainability and hopes to become a leader in conscious fashion. This vision comes from Swarovski's founder, who believed the company should focus on the wellbeing of its own employees, society and the environment.

Swarovski Atelier is working with Fairtrade Gold for the first time. The new line includes 18-karat white gold into its designs from the Minera Limata Limitada co-operative in Peru, an organization that helps to end poverty and facilitate sustainable development.



Earrings from the new Atelier Swarovski line. Image credit: Swarovski

Swarovski Created Diamonds, which are used within the jewelry line, are 100 percent carbon, having little impact on the environment. The jeweler maintains they hold the same quality as diamonds mined in the natural world.

Atelier Swarovski's collections come during a momentous occasion for the line, as it celebrates its 10-year anniversary.

A tome released by Conde Nast Britain's publishing division has chronicled the first decade of Atelier Swarovski.

Available at booksellers beginning December, *Brilliant – The story of Atelier Swarovski*, is a collaboration between Conde Nast Contract Publishing and Swarovski, who sought a partner to produce a coffee table book telling of its inspiration and collaborations. The book was edited by fashion historian and best-selling author Bronwyn Cosgrave ([see more](#)).

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