

JEWELRY

Tiffany ups diamond transparency by sharing sourcing

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Tiffany's blue box. Image credit: Tiffany & Co.

By STAFF REPORTS

Jeweler Tiffany & Co. is taking its commitment to sustainable sourcing a step further by disclosing the origins of its newly sourced diamonds to customers.

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Tiffany's Diamond Source Initiative will let customers know the country where their stones were mined, with plans to allow consumers to trace the production journey of the diamonds from mine to retail by 2020. While Tiffany has long been committed to conflict-free diamonds, this effort is aimed at providing greater transparency around its practices.

"Tiffany & Co. has long been committed to diamond traceability and going above and beyond industry norms to promote the protection of the environment and human rights," said Anisa Kamadoli Costa, chief sustainability officer of Tiffany & Co., in a statement. "A transparent journey of responsible sourcing reflects the many positive and far reaching benefits along every step of the diamond supply chain."

Diamond disclosure

The Diamond Source Initiative will trace each of Tiffany's individually registered diamonds that are at least 0.18 carats. Tiffany will use a laser to etch a small serial number in the stones.

While invisible to the naked eye, the serial number will help consumers gain the sourcing information for their diamonds.

The Tiffany Diamond Certificate will also list the provenance of stones.

Tiffany will prominently display provenance information in jewelry cases in its stores. This will include diamond rings in the Love & Engagement cases that are labeled with the geographic origins of the stones.

Consumers can also get information about provenance from customer service.



Tiffany diamonds. Image courtesy of Tiffany & Co.

Tiffany is also making a commitment to using only sourcing stones for which it knows the geographical provenance. The company says its Diamond Source Initiative is a first for the industry.

"Diamonds, formed up to 3 billion years ago and brought to the earth's surface by a miracle of nature, are symbols of the most important moments in our lives," said Alessandro Bogliolo, CEO of Tiffany & Co., in a statement. "There should be nothing opaque about Tiffany diamonds.

"Our clients want and deserve to know where their most valuable, most cherished diamond jewelry is from, and how it came to be," he said.

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.

The company'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 ([see story](#)).

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