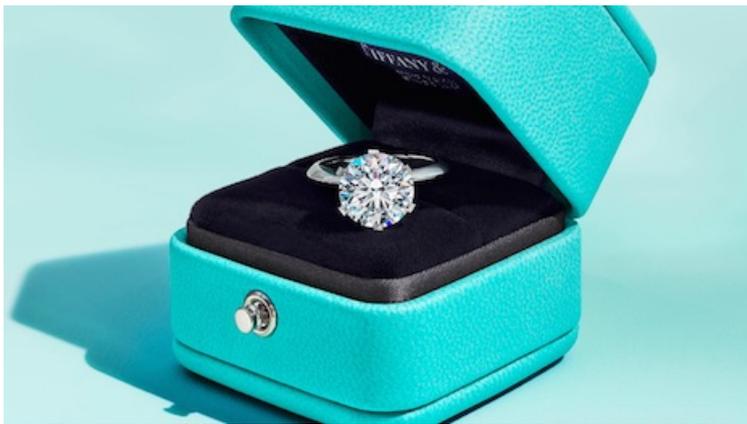


JEWELRY

Tiffany re-emphasizes role in diamond traceability as market demands transparency, sustainability

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What goes into the blue box: Tiffany is asserting leadership in diamond traceability. Image credit: Tiffany & Co.

By STAFF REPORTS

Transparency in sustainable practices is a key requirement of this age, as attested by U.S. jeweler Tiffany & Co.'s recent push to position itself as the leader in diamond traceability.

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Tiffany has released videos and statements over the course of a year, with a more recent effort to re-emphasize how it is not just pioneering responsible sourcing or simply adhering to industry standards, but also leading by example.

"As we enter 2020, Tiffany is proud to assert our position as the leader in diamond traceability," the company tweeted. "We expect more from our industry and demand more from our suppliers.

"Every step in the journey of our products contributes to the well-being of our planet and its people. Providing provenance information for individually registered diamonds is just one of the many ways we work to fulfill that goal."

The jeweler, with a sale price of \$16.2 billion, is set to become part of the LVMH group, owner of Louis Vuitton, Dior and Bulgari, among 75 brands. It certainly will be a crown jewel of Bernard Arnault's luxury empire.

Tiffany has devoted a [full section](#) on its site touting its leadership in diamond sustainability. Here is the copy:

The Leader in Diamond Traceability

As a pioneer in responsible sourcing, we don't just adhere to industry standards we lead by example.

Diamond Source Initiative

As a long-time leader in sustainable luxury, Tiffany advocates to advance ethical diamond sourcing practices globally. Unlike other jewelers, we obtain the majority of our diamonds and raw precious metals through direct sourcing relationships and from known mines and sources which operate in environmentally and socially responsible ways.

In keeping with our commitment to responsible sourcing, we now provide provenance information for every newly sourced, individually registered diamond we set a significant step for diamond transparency. Tiffany Diamond Experts can provide your stone's region or countries of origin.

"Sustainability lies at the heart of the Tiffany & Co. brand it's both our legacy and our future. Tiffany's promise to the world is to protect its beauty, nurture its people and conduct our business with care."

Alessandro Bogliolo, chief executive officer, Tiffany & Co.

Tiffany & Co.'s Diamond Source Initiative

Total Transformation

We believe fine craftsmanship starts with responsibly sourcing high-quality raw materials and continues through to the creation of the final piece of jewelry. Once a rough diamond is deemed worthy of the Tiffany name, it is delivered to our diamond cutting experts and our master craftspeople. We are so deeply committed to the pursuit of excellence that we could entrust this work to only the most talented hands.

A Brilliant Legacy

Each diamond, like a human fingerprint, has certain distinguishing characteristics such as color, clarity and carat weight. But what brings life and soul into a diamond is the cut. Every Tiffany diamond, no matter how large or small, is meticulously crafted. Tiffany is proud of its 1,500 expert cutters and polishers. Their passionate work unleashes an intense beauty in every stone they touch. Angles, proportion and symmetry are obsessively considered, so that the stone's fire changes the very energy in the room. From the tiniest melee to the grandest solitaire, Tiffany diamonds are cut to maximize vibrancy, dispersion and scintillation.

Sustainability

Since Tiffany & Co. was founded over 180 years ago, our designs have drawn inspiration from the natural world. Today and every day, we're committed to sustaining the environment, valuing the global communities we work with and conducting our business with care.

Over the past two decades, we have integrated environmental and social considerations into our core business practices, from responsibly sourcing raw materials to the craftsmanship of our designs to how we operate our stores. We publicly support the protection of landscapes and seascapes; and we advocate for improved industry standards that protect our communities.

The journey of a Tiffany diamond

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