

JEWELRY

Tiffany, with mine-to-setting diamond traceability, ups its commitment to supply chain transparency

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U.S. jeweler Tiffany & Co. is introducing transparency in its supply chain as consumers expect brands to ensure sustainable and eco-friendly means of production. Image credit: Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. will become the first in its industry to disclose where each diamond is crafted and set in jewelry as it stakes a leadership position in traceability of precious stones.

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The New York-based company will, starting October, share the full craftsmanship journey of its newly sourced, individually registered diamonds that are 0.18 carats or larger. The announcement comes a year after Tiffany became the first luxury jeweler to provide the provenance region or countries of origin of its individually registered diamonds as it adds transparency to its sourcing of raw material.

"We advance our commitment to diamond traceability one step further," said Anisa Kamadoli Costa, chief sustainability officer of Tiffany, in a statement.

"Our customers deserve to know that a Tiffany diamond was sourced with the highest standards, not only in quality but also in social and environmental responsibility," she said. "We believe that diamond traceability is the best means to ensure both."

The initiative comes as Tiffany awaits completion of its \$16.2 billion planned sale to French conglomerate LVMH, which owns jewelers such as Bulgari, Chaumet and Fred as well as watchmakers Tag Heuer, Zenith and Hublot.

Adding more sparkle

Customers who buy Tiffany jewelry with diamonds will receive documentation of the gem's region or country of origin, where it was cut, polished, graded and quality-assured. This data will be available from a Tiffany sales associate and printed on the Tiffany Diamond Certificate.

Bringing transparency to the diamond supply chain is a top priority for Tiffany as consumers increasingly place **sustainability and eco concerns** at the top of their priority lists for buying luxury goods and services ([see story](#)).

Tiffany owns and operates five of its own diamond polishing workshops in Belgium, Mauritius, Botswana, Vietnam and Cambodia, employing nearly 1,500 artisans.

The company also operates the Tiffany Gemological Laboratory in New York and five jewelry manufacturing workshops in the North America.

Tiffany began its journey in vertical integration two decades ago, focused on upholding standards of craftsmanship, safe and healthy working environments, community economic development and supply chain traceability, the company said.

The Tiffany & Co. Foundation has so far granted \$85 million over 20 years as Tiffany continues to journey in sustainable luxury.

"Sharing the craftsmanship journey of Tiffany diamonds reflects decades of investment in our supply chain," said Andrew Hart, senior vice president for diamond and jewelry supply of Tiffany, in a statement.

"Directly sourcing responsibly mined rough diamonds, and crafting and setting those diamonds to our standards in our own workshops, is unique to Tiffany among luxury jewelers," he said.

Per the company, here are the steps in a Tiffany diamond's craftsmanship journey:

Responsible Sourcing

Many Tiffany diamonds begin their journey as responsibly sourced rough stones from trusted suppliers, mined in countries such as Australia, Botswana, Canada, Namibia, Russia and South Africa, and prohibited from areas of concern such as Zimbabwe and Angola.

Since January 2019, Tiffany has been disclosing the provenance region or countries of origin of its individually registered diamonds to consumers, a first among global luxury jewelers.

Preparation and planning

All of the diamonds Tiffany sources as rough stones continue their journey in Antwerp, Belgium. Here, each individual diamond's origin is recorded, and then the diamond is sorted for size, color, clarity and fluorescence, before its unique design is mapped.

Cutting and polishing

Tiffany cuts and polishes diamonds with great accuracy and artistry at workshops in Mauritius, Botswana and Vietnam, Cambodia as well as Belgium.

Tiffany owned or approved diamond cutting and polishing facilities offer safe and healthy work environments, and adhere to health and safety standards that, in many places, go above and beyond local laws.

In its workshops, Tiffany hires locally, invests in communities and provides a living wage for employees in developing countries.

Tiffany also procures select polished diamonds from trusted suppliers who comply with its traceability, quality, social and environmental standards.

Grading and quality control

Tiffany diamonds are meticulously evaluated at the network of Tiffany Gemological Laboratories in the United States, Cambodia and Vietnam, ensuring every stone meets grading requirements standards that are established and assured in New York.

Setting

Finally, Tiffany sets the majority of its diamonds at Tiffany workshops in the U.S.

A diamond setter pairs each unique diamond with its ideal, individually crafted setting to showcase the beauty of the stone, requiring great accuracy and artistry.

Tiffany workshops meet standards for safety, cleanliness and a conducive environment.

Tiffany Blue Box

A Tiffany diamond is now ready to be placed in its Tiffany Blue Box and bag, made with paper from sustainable sources, including FSC-certified and recycled materials.

[Please click here to download the PDF of Tiffany's diamond and jewelry manufacturing locations](#)

[Please click here to download the PDF of the journey of a Tiffany diamond](#)

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