

JEWELRY

## De Beers Group debuts collaboration with a focus on sustainability

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*Jennie Kwon is one of the jewelry designers that collaborated on the Reset Collective project. Image credit: De Beers Group*

By LUXURY DAILY NEWS SERVICE

Diamond company De Beers Group is introducing a new project in the hopes to educate consumers about responsible sourcing and sustainability within the industry.

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"Reset" will be a series of collaborations between De Beers Group and emerging jewelry designers to spotlight the positive impact of the natural diamond industry. The first initiative is Reset Collective, which features new works from five designers.

### Reset project

De Beers recruited five designers from the United States for the Reset Collective project: Jade Trau, Jennie Kwon, Julez Bryant, Sara Weinstock and Zo Chicco.

The group traveled to De Beers Group's operations in Botswana. They also visited local community and conservation programs to learn more about the company's involvement in the area.

We invited [@jadetrau](#) [@jkwondesigns](#) [@julezbryant](#) [@SARAWINSTOCK](#) [@ZoeChicco](#) to Botswana to see our [#BuildingForever](#) commitment first-hand. Over the coming weeks we will reveal how this memorable trip inspired the creation of five stunning pendants [#ReSetCollective](#) [pic.twitter.com/Yjf6vz3mi0](https://pic.twitter.com/Yjf6vz3mi0)

De Beers Group (@debeersgroup) [October 4, 2020](#)

### *De Beers Group video about the Reset Collective*

Following the trip, the women used raw diamonds sourced in Botswana to create one-of-a-kind diamond pendants. The pieces, which have yet to be revealed, will be auctioned later this year to support charities.

De Beers is promoting the collaborations online with social media posts, videos and a special landing page.

The website also includes profiles of each of the women and their career backgrounds, including photographs and their recollections on the trip to Botswana.

While De Beers Group has been touting its environmental efforts in recent years, such as supporting carbon-neutral diamond mining ([see story](#)), the company and other natural diamond brands have shifted into more sustainable-minded consumer-facing efforts particularly as younger consumers show strong interest in lab-grown diamonds.

The Natural Diamond Council (NDC), of which De Beers Group is a member, recently shined a light on the emotional significance and symbolism behind diamonds in its first celebrity campaign.

Actor Ana de Armas stars in the campaign, which shows how diamond gifts can be more than a token of romantic love. Positioning diamonds as personally meaningful purchases will encourage consumers as the industry looks to recover from the economic impact of the coronavirus pandemic ([see story](#)).

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