

JEWELRY

Tiffany shares its diamonds' journeys in short film

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Tiffany is sharing more details of its diamond origins. Image credit: Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. is touting its diamond traceability efforts in an animated video aiming to educate consumers.

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As of this month, Tiffany is sharing the full craftsmanship journey of its newly sourced, individually registered diamonds that are 0.18 carats or larger. As younger consumers lose interest in mined diamonds because of sustainability concerns, the jeweler is offering unprecedented levels of transparency for its diamonds ([see story](#)).

Diamond journey

In "The Journey of a Tiffany Diamond," the jeweler shares details of its diamond source initiative.

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 ([see story](#)).

The short opens with a solitaire diamond in a Tiffany blue ring box. As a voice over begins, a blue animated arrow appears to create a path for the diamond's journey.

Tiffany & Co. is sharing the origins of its diamonds

"We're the first global luxury jeweler to provide information on the larger diamond craft journey," says the female narrator.

Referencing Tiffany's New York heritage, the arrow weaves through a maze of animated skyscrapers. The arrow then crosses a bridge over to a more mountainous landscape.

"Throughout this journey, Tiffany is proud to employ nearly 1,500 expert artisans," the narrator says. "Our diamonds must be so meticulously crafted that we entrust this work to only the most talented hands."

The narrator then explains how the beauty of a diamond can also be "measured" by the positive impact on "local communities, human rights and the environment."

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