

JEWELRY

Cartier builds on efforts to preserve biodiversity

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Cartier is launching a fund to support biodiversity projects. Image credit: Cartier, photo by Miguel Rio Branco

By LUXURY DAILY NEWS SERVICE

French jeweler Cartier is launching a new fund that reinforces the maison's commitment to protecting biodiversity.

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Cartier for Nature will focus on care for forest ecosystem restoration, "smart" solutions that preserve natural resources or curb carbon emissions and environmental emergencies. The fund is Cartier's latest initiative that supports environmental and social responsibility.

Cartier for the planet

Through Cartier for Nature, the jeweler will support efforts that preserve the planet's natural climates for future generations. Among the Richemont-owned jeweler's other projects are the Cartier Women's Initiative, the Fondation Cartier pour l'art contemporain and Cartier Philanthropy.

Cartier also recently joined The Lion's Share Fund, an initiative led by the United Nations Development Program and U.N. partners to address climate change.

The Lion's Share Fund is working to raise more than \$100 million a year within the next five years to halt biodiversity loss by having participating brands contribute 0.5 percent of their advertising expenses every time an animal is featured in their advertisements.



The Cartier Panther features prominently in much of the jeweler's marketing. Image credit: Cartier

Richemont's sustainability program has been focusing on climate change, per the group's 2020 Sustainability Report. Richemont is also scouting for new materials and manufacturing and distribution processes that have less impact on the environment across its supply chain ([see story](#)).

"The beauty of the natural world has always been a source of inspiration and creativity for Cartier's timeless pieces," said Cyrille Vigneron, president and CEO at Cartier International, in a statement. "As citizens of the world, we believe it is our duty to protect its biodiversity and contribute toward wildlife conservation."

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