

JEWELRY

Natural Diamond Council announces new member

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NDC brings on Arctic Canadian Diamond Company to the council. Image courtesy of Natural Diamond Council

By LUXURY DAILY NEWS SERVICE

The Natural Diamond Council (NDC) announced on Monday that Arctic Canadian Diamond Company has joined the council, effective immediately.

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Arctic Canadian Diamond Company, a company formed and owned by funds and accounts managed by DDJ Capital Management, Brigade Capital Management, LP and Western Asset Management Company, has acquired the Ekati Mine assets. Chief financial officer of Arctic Canadian Diamond Company Kristal Kaye will join the Board of Directors of the NDC.

"I am delighted to welcome Arctic Canadian Diamond Company to the NDC and Kristal to our Board of Directors," said Stephen Lussier, Chairman of the NDC, in a statement. "We greatly appreciate their desire to participate in the growth of the industry and we look forward to working together to expand the voice of the NDC."

New membership

Natural Diamond Council members are committed to the sustainable growth of the diamond Jewelry industry whilst protecting the highest standards of integrity in all aspects of the value chain.



Arctic Canadian Diamond Company currently sorts rough diamonds into approximately 10,000 different categories or price points. Image credit: Arctic Canadian Diamond Company

"We look forward to partnering with the Natural Diamond Council and its six current members to protect and promote the integrity of the modern diamond jewelry industry," said Ms. Kaye, in a statement. "When managed responsibly, natural diamonds have a meaningful impact on the communities where they are found, and we're proud to share the story of our diamonds with consumers worldwide."

The natural diamond industry supports the livelihood of 10 million people, providing much-valued economic and social benefits and creating a positive legacy for the communities in some of the most remote places on Earth.

As the Natural Diamond Council expands its reach and influence amongst the global consumer audience, it will continue to bring new partners on board to accelerate the growth and achieve the full potential of the industry.

Earlier this year, the NDC partnered with jewelry designer Lorraine Schwartz on a program to support up-and-coming designers. The Emerging Designers Diamond Initiative will award \$1 million of diamond credit to support BIPOC, or Black, Indigenous and people of color, jewelry designers.

The goal is to help as many emerging designers as possible, awarding each designer \$20,000 in diamond credit ([see story](#)).

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