

JEWELRY

Natural Diamond Council highlights industry's positive impact in global effort

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The NDC has launched a sustainability-themed campaign. Image credit: Natural Diamond Council

By LUXURY DAILY NEWS SERVICE

The Natural Diamond Council is emphasizing its sustainability commitments in a new campaign.

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In partnership with India's Gem Jeweler Export Promotion Council (GJEPC) and global ethics body the Responsible Jeweler Council (RJC), NDC has released "Thank You, By the Way." The campaign illustrates how consumers are positively impacting local communities with their diamond purchases.

"Sustainability is not a trend but a journey for brands, and for the natural diamond sector it has always been at the core of all our endeavors," said Richa Singh, managing director for India and the Middle East at the NDC, in a statement.

"This campaign reflects on the good that the modern diamond industry along with GJEPC have done for communities and individuals who are both directly and indirectly associated with it," she said. "With this, we want every customer to take pride in the fact that their purchase has touched lives around the world positively and thank them for being a part of the journey."

Giving thanks

The omnichannel campaign echoes the "do good" strategy embraced by many brands in the jewelry and diamond sectors.

Marketing collateral, including a brief video, will be shared across NDC's social channels. The images also feature sustainability information from the natural diamond industry.

The NDC is appealing to eco-conscious consumers

For instance, one post featuring dog sledders says the natural diamond purchases help "protect biodiversity over an area of land the size of Paris, London and New York City." Another says natural diamonds help "provide access to healthcare for more than 4 million people."

Sustainability is becoming a priority for the jewelry and diamond industries.

The RJC recently worked with French luxury conglomerate Kering and Richemont-owned French jeweler Cartier to launch the Watch and Jewelry Initiative 2030, encouraging global watch and jewelry makers to commit to sustainability goals.

The initiative welcomes all watch and jewelry brands willing to commit to a set of ambitious objectives in three areas: building climate resilience, preserving resources and fostering inclusivity. Kering and Cartier are hoping that the collaborative initiative will strengthen positive impacts for people along the value chain ([see story](#)).

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