

WATCHES AND JEWELRY

## Richemont, Kering jewelry initiative names executive director

July 27, 2022



*Iris Van der Veken joins The Watch and Jewelry Initiative from the Responsible Jewelry Council. Image credit: The Watch and Jewelry Initiative 2030*

By LUXURY DAILY NEWS SERVICE

The Watch and Jewelry Initiative 2030, a joint sustainability project by luxury groups Richemont, Cartier and Kering, has appointed Iris Van der Veken as executive director and secretary general.

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Ms. Van der Veken will report directly to the board of the initiative and will be based in Geneva, Switzerland. The luxury conglomerates first launched the initiative in 2021 with the goal of encouraging global watch and jewelry makers to commit to sustainability targets ([see story](#)).

"This appointment marks an exciting new chapter for the initiative and we are looking forward to working with Iris and her team that she will build to ensure we will deliver on our ambition," said Marie-Claire Daveu, chief sustainability and institutional affairs officer at Kering, in a statement.

"Her track record on strategic partnerships, depth of international sustainability experience in jewelry and fashion supply chains and her passion for building collective impact through the 17 Sustainable Goals makes her a strong leader."

Leading luxury sustainably

With a background in law and international relations, Ms. Van der Veken has more than 20 years of global experience working in the technology, jewelry and fashion industries, as well as the public sector.



*Cyrille Vigneron of Cartier (left) and Marie-Claire Daveu of Kering (right) at Watches and Wonders 2022. Image credit: Kering*

She has held different strategic leadership positions in the areas of public affairs, international relations, human resources, sustainability and operations. Her passion for gender equality led her to initiate the Generation Equality Campaign for the Jewelry Industry through her former role as executive director of the Responsible Jewelry Council. She is also a board member of ISEAL and Diamonds Do Good.

Since its inception, the Watch and Jewelry Initiative has welcomed members such as Chanel, Montblanc ([see story](#)), Pandora and more.

The initiative includes science-based climate targets, biodiversity protection and materials and business model innovation, with the intent of encouraging and enabling industry transformation and innovation.

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