

JEWELRY

Only Natural Diamonds highlights positive impacts of recovery industry

August 22, 2022



The effort aims to convince consumers that diamond recovery is more sustainable and ethical than previously thought. Image credit: Edgar Soto/Unsplash

By KATIE TAMOLA

Natural Diamond Council's consumer-facing digital platform Only Natural Diamonds is touting the beneficial impacts of diamond recovery in a new campaign.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Serving as an educational vignette, Only Natural Diamonds elaborates on the ways in which the practice of diamond recovery is beneficial to both society and the environment. With the new spot, Only Natural Diamonds echoes several luxury jewelry brands that have pivoted to messaging that more strongly prioritizes sustainability and their own environmentally-beneficial practices.

Good digs

Only Natural Diamonds' latest vignette opens with a shot of the woods a verdant setting ideal for contemplation.

"Think you know diamonds?" a text overlay interestingly reads.

Only Natural Diamonds showcases the positive impacts of diamond recovery on communities

The effort to convince consumers that diamond recovery is more sustainable and ethical than previously thought begins.

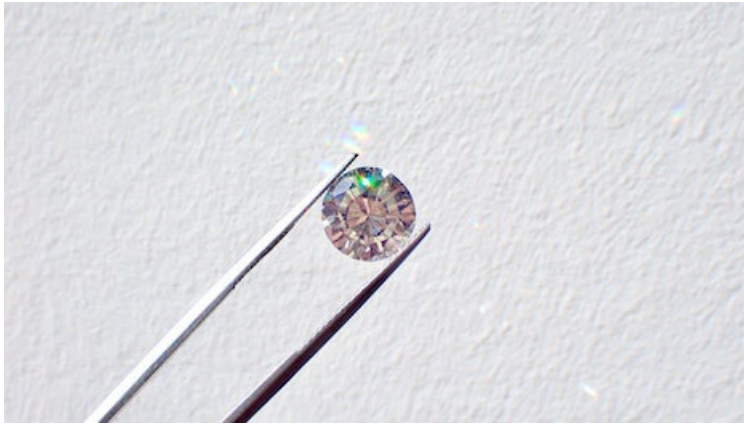
The platform begins by sharing kernels of information, starting with the premise that diamond recovery is a greener practice than most people realize, with most of the industry actively developing and fostering technology to go carbon neutral.

Images of vast mountains and other aesthetically pleasing environmental landscapes permeate.

The platform then begins to transition to the ways in which diamond recovery impacts consumers directly, as footage of people working and living in their communities unfolds.

Some supportive statistics are shared: 83 percent of water used in diamond recovery is recycled, the industry supports the livelihood of 10 million people globally and 80 percent of the value created by diamond recovery is

retained by the communities they come from.



NDC continues to try to prove that diamond recovery can be ethical and sustainable. Image credit: Tahlia Doyle/Unsplash

The short film ends with a prompt to learn more at naturaldiamonds.com. There, consumers can find additional industry insights, diamond guides, official retail partners to shop from and the film, starring National Diamond Council ambassador, actress Ana de Armas.

The platform also offers additional resources, although consumers may need to dig a bit deeper separately to uncover their preferred luxury jewelry brands' specific sustainability practices, as well as their efficacy.

A dance with diamonds

The new spot from Only Natural Diamonds is not at all the National Diamond Council's first attempt at putting a positive spin on the diamond recovery industry.

Last December, NDC emphasized its sustainability commitments in a new campaign.

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 ([see story](#)).

As the industry has faced sizable criticism in the past, including claims that organizations exploit the environment and those who live in areas where diamonds are recovered, brands are trying to shift the conversation into a more positive light.

Renowned brands are ardently working on establishing themselves as entities that are based on ethical and sustainable diamond recovery processes.

Last June, U.S. jeweler Tiffany & Co. celebrated the different lives that touch its diamonds in a new film series.

The "Journey of a Tiffany Diamond" series spotlights consumers and employees of the jeweler from around the world while highlighting its ethics and traceability practices. Although illustrating the different lives of those connected to Tiffany diamonds, each short film is an emotional and intimate look into the thoughtfulness behind each piece ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.