

JEWELRY

Natural Diamond Council, Diamond Standard launch affiliate program

May 19, 2023



An affiliate model aimed at retailers exists at the core of Natural Diamond Council's latest deal. Image credit: Natural Diamond Council

By LUXURY DAILY NEWS SERVICE

Natural Diamond Council (NDC) is exploring avenues for bringing alternative assets to consumers.

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

Partnering with Diamond Standard, an entity that offers investable diamond products, the duo has announced plans to market inventory, engaging boutiques by way of a new Retailer Affiliates Program. Together, NDC and Diamond Standard will outline various routes to natural diamond ownership in accompanying digital content.

"This collaboration presents a unique opportunity to educate a wider audience on the inherent value of natural diamonds in an alternative way while extending Diamond Standard's reach to leading retail jewelers in the U.S.," said David Kellie, CEO of **Natural Diamond Council**, in a statement.

Trading places

Ever dedicated to the dissemination of pertinent resources ([see story](#)), an affiliate model exists at the core of NDC's latest deal.

Offline, as part of the pair's agreement, a group of jewelry retailers will be chosen to stock Diamond Standard's virtual merchandise. In turn, shop owners are to earn commissions and receive branding support from the companies.

"Institutional investors have begun to acquire diamond commodities," said Cormac Kinney, CEO and founder of **Diamond Standard**, in a statement.

"Through the Natural Diamond Council and influential retailers, we want to enable consumers to benefit from this building demand they already appreciate the beauty, scarcity and value."

Aiming to provide visibility into tradable diamond products, digital materials will also outline the ESG implications associated with Diamond Standard's offerings.

Five experts speak to the value of diamonds in today's market

The company, which claims the title of the world's first market-traded and regulator-approved diamond investment product developer, states that it has successfully fused blockchain technologies and the world of natural diamonds into what its leaders are calling "the first truly fungible natural diamond asset."

Diamond Standard announced receipt of regulatory approval from the Bermuda Monetary Authority in March 2022, with license issuance falling on June 27, 2022, per public [record](#). During the latter month, consulting firm Deloitte completed an [internal audit report](#) for the digital assets firm, concluding that "overall processes for DSL are designed and operating effectively, with some room for improvement."

© 2023 Napean LLC. All rights reserved.

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