

JEWELRY

De Beers sponsors emerging jewelry designers showcase

February 6, 2024



Visitors can explore the work of up-and-coming and independent jewelry artists. Image courtesy of Melee The Show

By LUXURY DAILY NEWS SERVICE

Diamond company De Beers Group is supporting independent businesses in the accessories space.

The brand is taking to New York City in partnership with the [Melee The Show](#), a trade event connecting fine jewelry designers and buyers. Educating participants about sustainable mining techniques, supply chain transparency and ethical sourcing as part of the agreement, De Beers Group will be on-site from Feb. 5 - 7.

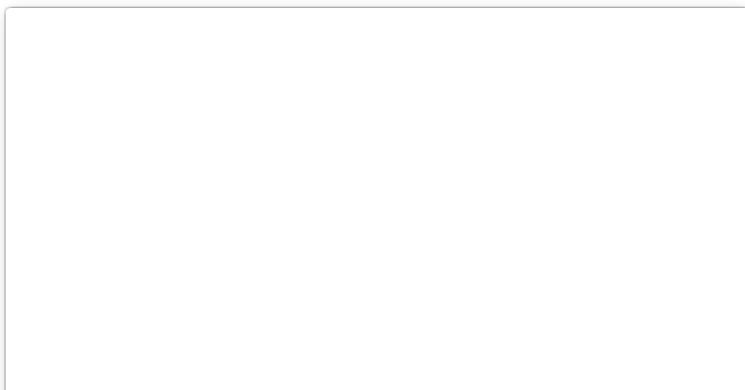
"I am so pleased to travel from Botswana to share with American designers the story of how their gem-quality natural diamonds are sourced," said Wanetsha Mosinyi, social impact and sustainability manager at [De Beers Group](#), in a statement.

"It is my hope that they feel proud of the part they play in the positive impact that natural diamonds make, directly contributing back to our communities, and that their customers feel proud to wear natural diamonds," Mr. Mosinyi said. "In the end, these natural diamonds connect human beings on one end of the world, to the other."

Greening the gem trade

Visitors can swing by The Lighthouse at Chelsea Pier 61 this week to explore the work of up-and-coming jewelry artists. The space is open daily from 10 a.m. to 6 p.m.

Kicking off last month in Tuscon, Arizona down, Melee The Show picks back up in the fall with a stop in Paris from Sep. 27 - 29, 2024. Before then, organizers will circle back to New York briefly, from Aug. 5 - Aug. 7, 2024.



[View this post on Instagram](#)

A post shared by Melee the Show // New York Paris Tucson (@.

As part of De Beers Group's involvement, its social impact and sustainability manager is providing information about green practices, a topic the company continues to engage with globally ([see story](#)).

"Our partnership with De Beers Group is one of the great success stories at Melee," said Rebecca Overmann and Lauren Wolf, founders of Melee The Show, in a statement.

"With key players at De Beers Group, we can deliver better messaging and transparency on the diamond supply chain," they said.

"We've been able to offer a platform for independent designers to connect with buyers in the US and internationally.

"We've partnered with a handful of sponsors since 2017, but we've seen a longstanding and successful partnership with De Beers since our inception."

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