

Ethical sourcing gets green light on the Cannes red carpet

Responsible mining

Glamour need not exclude concern for miners, writes Maria Doulton

It may have looked like yet another celebrity on the red carpet at the Cannes Film Festival, juggling three months of prime time in the full glare of the world's

eyes when French actress Marion Cotillard stepped out in her gleaming black gown to reveal the red blood tissue she was wearing as a top statement, and it was not about breast

As the symbol of the Cannes film festival, she is not just a village Jewels, the 100-year-old, multi-national, multi-lingual jewelry company in Cannes, in France, an expert in the red carpet.

Ms Cotillard's French Cartier Collection (CFF) and jewelry by Cartier in white gold and diamonds, the work of Fabrice Sautoude, co-president of Cartier, and Yves Felio, creative director of the new jewelry company.

Ms Felio is the face of the Green Carpet Challenge (GCC) in 2009, the Cannes film festival's Responsible Diamond (RD).

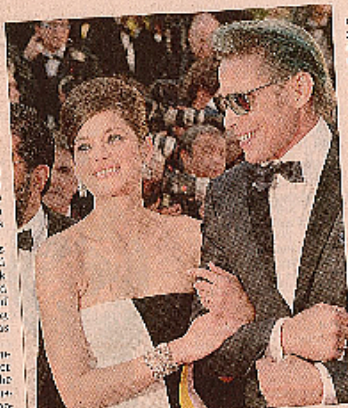
The GCC encourages celebrities and fashion designers to think green and to raise the standards of white in the fashion industry that, until now, had not ventured into the world of the jeweller.

"It is a good news for the industry and the Academy Awards this year."

When I met Cartier's Scheffler, I knew she was on her challenge. "I've been part of the challenge."

"I was starting to care the about how the red carpet is not just about the beautiful dresses but also the jewellery, and I really wanted to find a leader in the sector to be able to talk about all the points related to jewellery," she says.

"I know that two men



Sustainable sparkle: Marion Cotillard launches Fairmined

and women in the world support a community of 100 people, and they are digging the soil with rubber, more than 500,000 gold. I realised we needed to do something about it."

Ms Felio is referring to the fact that while small-scale and artisanal miners make up 80 per cent of the mining workforce, they account for 50 per cent of the world's gold, which is why she believes that working with this group of miners is essential.

And what better showcase than Cannes to unveil the jewels?

"Cannes is truly about luxury. Glamour, beautiful jewels. But it is also a platform we can use to communicate through addresses on the red carpet," asks Ms Scheffler.

For this project, Cotillard and Felio joined forces with ARM, an independent non-government organisation based in Geneva, Switzerland, to help these in the very bottom of the industry of the gold supply chain.

"The alliance supports and enables mining communities to get Fairmined certified, which provides a stable route to markets and a fair deal for the miners and their communities when selling their gold."

ARM first brought certified gold to the jewellery market in 2011 in collaboration

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with Patrice Galt, chief of operations between the United States and Europe. This year, the partners added their formal partners and ARM now controls the supply on the Fairmined standard.

ARM is providing an opportunity to mine and purchase the Fairmined label as a responsible source of the gold, rather than a responsible-looking

"In ARM we are excited about the standard, which means to stop of responsible mining, miners through our Fairmined model. For us, it really shows how more miners in the mining sector and the supply chain are coming together to make a difference in an unregulated national and multi-national environment of the gold supply chain," says Lino Villa Durabon, ARM's executive director.

For the moment, large-scale production of responsible gold is still a long way off.

ARM says that today 822kg of Fairmined gold is available and its aim is to provide 1 million tonnes by 2015, which approximately 8,000 tonnes of gold are extracted from the earth each year.

"It is not about volume, but the origin, materials and covering the market," says Ms Villa Durabon.

Today, jewellers have been certified to produce Fairmined gold and there are a further 40 in Latin America, Africa and Asia.

Cartier's new and red carpet appearance may be a first in a chain, but Cotillard says it is essential to the campaign for the long run.

"As a young girl, family and friends, we are very aware of our responsibility in our journey to sustainable luxury. It is not an easy journey, but it is the right one and this is the start of a very exciting next multi-year programme that will ensure we are working towards our goal of sustainable jewellery."

But, however, there are only two pieces of Fairmined Cartier jewellery.

But by taking the supply chain to such a high-profile event, the entire industry is made aware of the standard and, ultimately, a completely new marketing message.

"With these jewels we are making a statement of responsibility and a new chapter in the industry. We are hoping to start a chain reaction that is not easy but I believe is the right path to take," says Ms Scheffler.

HARRY WINSTON

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