



Industry Leaders Respond to Pandora's Laboratory Grown Diamond Announcement

(May 7, 2021) New York: Leading jewellery industry organizations including The Responsible Jewellery Council (RJC), the World Diamond Council (WDC), CIBJO, the World Jewellery Confederation, the Natural Diamond Council (NDC) and the International Diamond Manufacturers Association (IDMA) have called on Pandora to market lab-grown diamonds (LGDs) responsibly and issue a public statement retracting the false and misleading narrative in their announcement on Tuesday, which positioned laboratory grown diamonds as an ethical choice versus natural diamonds.

The industry employs tens of millions of people around the world and their families and communities depend on the income and welfare that the natural diamond industry provides. These communities need the support of the industry now more than ever given the hardship brought on by the COVID-19 pandemic. The misleading narrative created by the Pandora announcement implying the natural diamond industry is both less ethical and the impetus behind Pandora's move to lab-grown diamonds, particularly given the inconsequential amount of diamonds Pandora features in its collections, can have unintended but substantial consequences on communities in developing nations. The industry organizations have called upon Pandora to support communities by correcting the record.

The group acknowledges Pandora's decision to sell laboratory grown diamonds as a positive expansion of the jewellery industry but warns that potentially false and misleading assertions can diminish consumer confidence across all categories and create confusion which is detrimental to the industry as a whole.

US Media Contact

Carrie Crecca

carrie@naturaldiamonds.com

917-940-8516

UK Media Contact

Raluca Anghel

raluca@naturaldiamonds.com

+44 7388 083014

##

The Responsible Jewellery Council is an international not-for-profit standards and certification organisation. It has more than 1,400 member companies that span the jewellery supply chain from mine

to retail. RJC Members commit to and are independently audited against the RJC Code of Practices – an international standard on responsible business practices for diamonds, coloured gemstones, gold, silver and other precious metal groups. The Code of Practices addresses human rights, labour rights, environmental impact, mining practices, product disclosure and many more important topics in the jewellery supply chain. RJC also works with multi-stakeholder initiatives on responsible sourcing and supply chain due diligence. The RJC's Chain-of-Custody Certification for precious metals supports these initiatives and can be used as a tool to deliver broader Member and stakeholder benefit. Through the implementation of the COP and CoC members contribute towards the 17 Sustainable Development Goals of the United Nations 2030 agenda.

RJC is a Member of the United Nations Global Compact since 2009. The RJC is a Full Member of the ISEAL Alliance – the global association for sustainability standards. For more information on RJC Members, Certification, and Standards please visit www.responsiblejewellery.com.

The Natural Diamond Council (NDC) advances diamonds' desirability by publishing in-depth and engaging features and trend reports and sharing resources and information with consumers on the ultimate timelessness and singularity of this remarkable natural stone. The NDC also works to support the integrity of the natural diamond industry, providing transparency, and insight on the ethics, sustainability, and progress of this sector. For more information go to www.naturaldiamonds.com

CIBJO is the international jewellery confederation of national trade organisations. CIBJO's purpose is to encourage harmonisation, promote international cooperation in the jewellery industry and to consider issues which concern the trade worldwide. CIBJO's chief mission is to protect consumer confidence in the industry.

The World Diamond Council (WDC) is an industry organization focused on preventing conflict diamonds from entering the global supply chain and on preserving the value attached to natural diamonds. Formed in 2000, it is the only organization where the diamond trade is represented in full, from producer to retailer, and includes the most influential commercial businesses, not-for-profit organizations, and individual companies in the industry today. The WDC is the voice of the international diamond industry in a tripartite collaboration with governments and civil society known as the Kimberley Process (KP). The KP secures and manages monitoring processes that have virtually eliminated the trade in conflict diamonds to ensure that the world's supply of diamonds is from sources free of conflict. Visit www.worlddiamondcouncil.org to learn more.

The International Diamond Manufacturers Association (IDMA) was founded and convened for the first time in 1946, in Antwerp. It is committed to fostering and promoting the highest ideals of honesty and best practice principles throughout the diamond industry worldwide, as well as full compliance with all relevant national and international laws. Towards this end, the organization has developed and adopted a Code of Conduct, which is binding on all members.

IDMA also works to encourage fair and honorable practices and decent working conditions for those employed in the diamond industry; and to preserve, protect and promote the trust and confidence of consumers in diamonds and diamond products. It encourages and supports social responsibility on the part of the industry in respect to all citizens of the world. IDMA seeks to take a unified leadership role on all issues affecting the industry and convenes biennially at the same time as the World Federation of Diamond Bourses (WFDB) World Diamond Congress. The Congress includes a session of the general assemblies of both organizations, where joint resolutions are passed on current issues of concern.