

NATURAL DIAMOND COUNCIL

Leading Retail Jewelers Unite in Support of NDC's 'Thank You, By The Way' Campaign

(September 29, 2022) New York: The Natural Diamond Council (NDC) with the support of the Responsible Jewellery Council (RJC) launched 'Thank You, By The Way' in August, 2021, shining a spotlight on the industry's longstanding commitment to sustainability. The campaign's target is the ever-increasing number of consumers who want to know where their purchases come from, and the impact those purchases have on local communities and the environment.

Thanks to the support of leading retailers, from multi-national chains to local retailers, the campaign's reach and overall impact continues to be amplified. The multiple campaign themes ranging from education and healthcare to wildlife and biodiversity allow retail partners to focus on causes that best align with their core values and ethos.

Jared® The Galleria of Jewelry and part of **Signet Jewelers**, the world's largest retailer of diamond jewelry, has strategically integrated the campaign across multiple consumer touchpoints to make the greatest impact, including in-store POS, social media and a dedicated e-blast, as well as [website integration](#) including a customized video on the landing page.

"Signet is a purpose-driven company and a co-founder of the Responsible Jewellery Council and Jared is thrilled to partner with Natural Diamond Council to assure our customers that all of our natural diamonds are responsibly sourced," says Bill Brace, President, Jared and Jewelry Services at Signet Jewelers. "The Thank You, By The Way campaign further aligns with Our Purpose of Inspiring Love, supporting our global supply chain business partners, underserved communities and the millions of consumers who are purchasing diamond jewelry from our stores".

The latest retailer to confirm their participation is Seattle-based **Ben Bridge jewelers**. Launching in October, their media strategy consists of high-impact out-of-home units and a 2-page spread in the November/December issue of Seattle magazine. "Given our commitment to natural diamonds, we are excited to partner with the Natural Diamond Council to share the wonderful stories and the positive impact natural diamonds have in communities and regions around the world," said Lisa Bridge, CEO Ben Bridge jewelers.

'Thank You, By The Way' represents a unique opportunity for industry-wide participation, for retailers large and small to unite, sharing with consumers the incredible progress made by the natural diamond industry, and their commitment to sustainability. "We're so grateful for the support of our retail partners who have each embraced this campaign in a completely unique way. From web integration, to radio, print and OOH, we look forward to seeing the campaign gain further momentum with continued industry support," said Gabrielle Grazi, Head of Retail Strategy & Partnerships NDC.

At a local level, independent retailers including **Huntington Jewelers, Orr's Jewelers, and James Free Jewelers** are utilizing multi-media formats to educate consumers on the positive impact of the natural diamond industry and to drive natural diamond sales.

Current 'Thank you, By The Way' retail campaigns will run through Holiday 2022, and the campaign itself will continue in 2023.

For more information visit: www.naturaldiamonds.com/thankyou or to inquire how to participate contact thankyou@naturaldiamonds.com.

US Media Contact

Evelyn Yang

evelyn@naturaldiamonds.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*