

More Brands Sign Up to Sustainability Effort

The Watch & Jewellery Initiative 2030 (WJI) has admitted nine new members as it expands its work to ensure sustainability in the industry.

Watchmakers A. Lange & Söhne, IWC Schaffhausen, Jaeger-LeCoultre, Panerai, and Piaget have joined the program, as have jewelers Mattioli, Rubel & Ménasché and Pandora as well as diamond supplier Dimexon, the organization said Tuesday.

They have added their names to an existing membership that includes Kering — the owner of Boucheron, Gucci and Pomellato — as well as Cartier, Chanel Horlogerie Joaillerie, Montblanc, Rosy Blue and Swarovski.

“It is inspiring to see the unanimous response from CEOs and key stakeholders to drive positive change and accelerate collective action,” said WJI executive director and secretary general Iris Van der Veken. “Welcoming this illustrious group of brands underscores the importance of collaborative initiatives in our industry.”

Cartier and Kering launched the WJI in October 2021 with the goal of “building climate resilience, preserving resources, and fostering inclusiveness.” Van der Veken joined as its executive director in July this year after leaving the Responsible Jewellery Council (RJC) over the body’s response to the Russia-Ukraine war.

Last week, the World Jewellery Confederation (CIBJO) and France’s Union Française de la Bijouterie, Joaillerie, Orfèvrerie, des Pierres et des Perles (UFBJOP) became WJI members.

Image: An IWC Schaffhausen watch. (IWC Schaffhausen)